



Traditional Sourcing Falls Short for Specialized Talent

With its global headquarters in Palo Alto, California, Apigee (www.apigee.com) is the leading provider of API technology and services for hundreds of companies and tens of thousands of developers. Apigee's technology supports organizations and users around the world in simplifying the delivery, management and analysis of APIs and apps. Named one of the "Five Great Startups to Work for in Silicon Valley" by technology website, Slashdot, Apigee rapidly expanded throughout 2012, growing its employee base and management team to accommodate increased demand and drive the exploding app economy.

Focused on recruiting high-performing software engineers, infrastructure engineers, and sales, pre-sales and post-sales professionals to join its team of uniquely inspired specialists; Apigee recruiting manager, Marielle Smith, discovered that the talent they were seeking wasn't often accessible through traditional sourcing methods, such as LinkedIn. Other recruiting solutions and databases proved to be challenging and cumbersome and often failed to deliver the high level of candidates the company seeks to employ.

A Better Match Opens Doors

Apigee recognized the potential of leveraging Entelo's database of 10 million IT professionals and powerful search technology to match candidates with relevant opportunities. As a result, in spring 2012, Apigee recruiters began using Entelo's sourcing solution to search for and identify candidates that would be right for their organization and its open positions.

Designed to provide growing IT companies like Apigee with a simple but effective tool to find the right candidates at the right time, Entelo enables employers to review



candidates by their skill relevance, expertise and potential availability, and view aggregate social data on a single interface. Analyzing more than 70 variables, Entelo's patent-pending platform identifies relevant job candidates who are more likely to be open to new positions.

After implementing the comprehensive Entelo platform, Apigee's recruiters found that it quickly delivers the maximum amount of information on each candidate and provides contact information beyond what the company has on file through its applicant tracking system (ATS). Offering unrivaled insight to each candidate's qualifications and likelihood to make a career change, Entelo delivers greater access to the highly specialized IT talent Apigee needs to meet growing demand for its API solutions.