

Recruiting for the 21st Century Military



Responding to potential recruits faster and smarter

Challenge

The U.S. Department of Defense (DOD) is in a constant struggle to reduce costs and improve agility, like any other organization. As the economy increasingly transforms into digital modes of operation and delivery, information technology is playing a more dominant role in the competitiveness – and cost-effectiveness – of recruiting military personnel. Technology is no longer the sole province of IT departments. It is a mission-critical component of every aspect of the mission.

Solution

To ensure unity, every branch of military recruiting must engage and collaborate with other recruiting branches and their potential recruits on a single platform that drives innovation and the accelerating pace of talent acquisition. New, innovative tools and solutions are necessary to support how the DOD interacts with potential recruits, collaborates internally within the command to execute the mission, and ultimately increases lead-closure rates.

The Salesforce military recruiting platform

Salesforce's one-stop military recruiting solution provides a 360-degree view of each recruit. The agile and user-friendly platform enables recruiters to execute daily activities with ease. Built-in reports and dashboards provide leadership with visibility and data into day-to-day recruiting operations. Salesforce's recruiting solution provides a platform for recruiters to engage recruits, and each other, through any channel of communication. Key features include:

Lifecycle process management

- Capture and enhance the profile of a recruit
- Build the recruit profile including interactions, tasks, documents, and more

Business process/workflow

- Map key recruiting workflows and manage the recruiting process
- Automate approvals for the assignment of leads

Real-time analytics

- Create user-defined reports and dashboards
- Track key metrics from any device with the ability to drill down into the underlying data

Front-end compatibility with lead sources

- Optimize sourcing with device-agnostic, custom-branded lead entries
- Capture important details with a data-input lead portal that supports key recruiting events

Automatic MEPS package generation

- Automate the completion of key Military Entrance Processing Station (MEPS) forms
- Support electronic signatures

Mobile friendly

- 100% mobile ready – no additional software or development required
- Supports Mac iOS, Android OS, and Windows Mobile OS

Secure and trusted

- FedRAMP-approved government cloud
- See the following for additional details: fedramp.gov

The world's leading business app marketplace

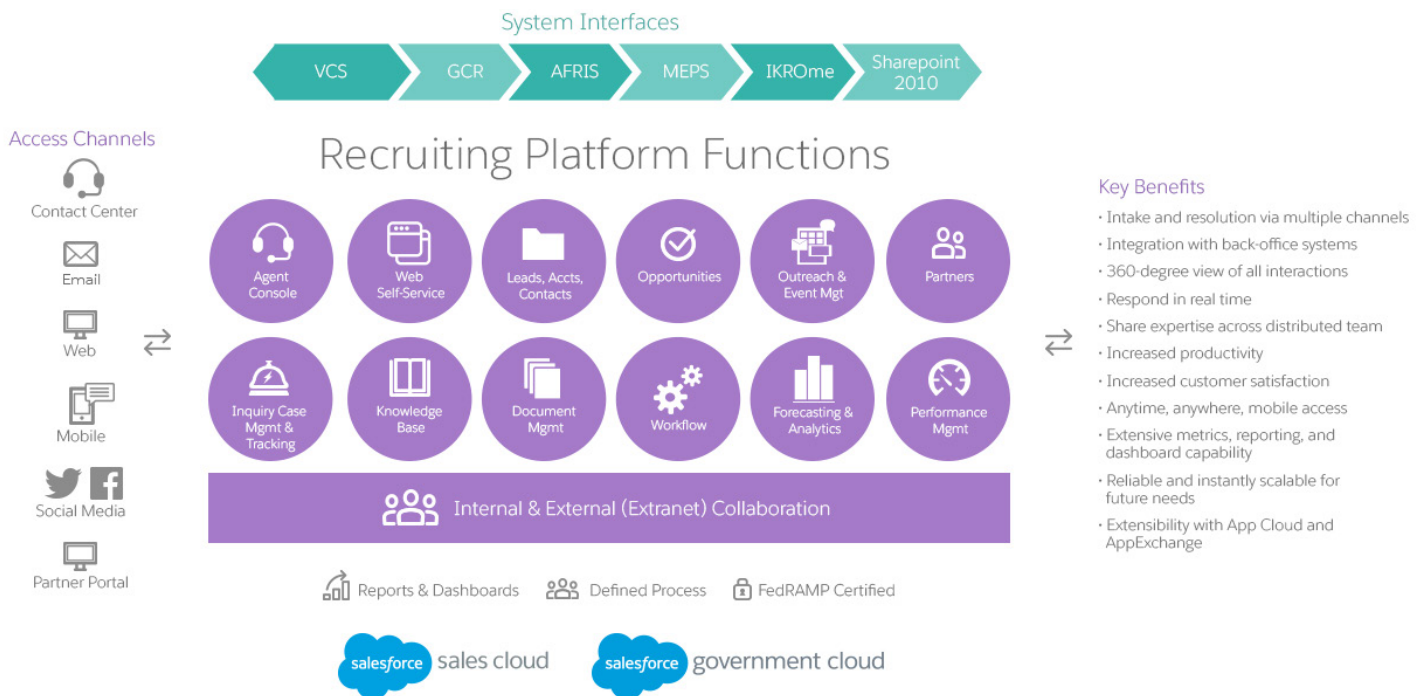
- Extend your program with apps customized for Salesforce – AppExchange has 3,000 apps and thousands of customer reviews to help you easily find best-fit apps



Salesforce's recruiting solution leverages Sales Cloud software as a service (SaaS), which is developed on the Force.com platform. The agile Sales Cloud integrates websites and mobile apps to give recruiters clear visibility into the status of their recruits as they move through the system. Sales Cloud helps provide recruiters with a complete view of each recruit, extensive recruiting analytics, and a secure internal collaboration network that helps recruiters get the information they need to serve recruits faster on the world's most trusted cloud computing platform. By allowing Salesforce to manage all of the hardware and software upgrades, recruiting agencies can focus on increasing close rates versus managing IT.

Additional Benefits

- Cost-effective: One productive day pays for the monthly subscription
- Easy to procure
- Customized per state- and local-level recruiting needs
- No hardware to set up or software to install
- Upgrades are three times a year with no downtime
- Trusted and secure cloud with access from any device



For more information, contact your account executive to learn how we can help you accelerate your CRM success.

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 Our reps have answers.

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