



PRESS RELEASE

StepStone is named as the most popular e-recruitment solutions provider by retailers

Hire Strategies research highlights significant market share for StepStone's i-GRasp

August 30, 2006 – StepStone has emerged as the leading provider of e-recruitment software for UK retailers. That's according to new research, published by consultants Hire Strategies, which reveals that StepStone's i-GRasp is the e-recruitment application of choice for retailers.

Analysing the e-recruitment capabilities of 145 of the UK's large, medium-sized and small retailers, Hire Strategies has found that 32% of respondents have implemented an Applicant Tracking System (ATS) from a third party software vendor. 29% of respondents utilise their own bespoke ATS software, which typically was developed in-house. Another 16% stated that although they do not currently use any form of e-recruitment applications, they do intend to review such software in the next six to 12 months.

Of all of the options available in this space, StepStone's i-GRasp emerged as the e-recruitment application of choice amongst retailers, as noted by 17% of respondents. i-GRasp enables both large and small companies to achieve a more structured and effective recruitment process by delivering employer branded web-based job listings; online application forms; the ability to better manage both permanent and seasonal workers; automated email correspondence as well as streamlined process management and reporting.

Commenting on this research, Peter Gold, Managing Director at Hire Strategies said: "Human resource staff in retail organisations have embraced e-recruitment in recent years and a significant proportion have already implemented a second generation of ATS software. We believe that there is likely to be even greater demand for e-recruitment applications in the future."

He added, "StepStone's i-GRasp has emerged as one of the most popular applications for retailers and based on the feedback that we've

received, we anticipate that its share of this market is likely to increase significantly throughout 2006/7.”

Matthew Parker, Group Managing Director of StepStone’s Solutions business said: “The retail environment is a tough one. Price margins are low and competition is intense. In addition, the retail recruitment market is a very fluid one – a high level of staff turnover combined with large numbers of applications are daily realities of this sector. Therefore, the ability to effectively manage and automate elements of the recruitment process thanks to software such as i-GRasp is not only attractive from an efficiency perspective but can also be very cost effective.”

Sue Chatfield, Head of Resourcing at travel company, First Choice, testifies to the benefits of e-recruitment software: “Since implementing StepStone’s i-GRasp we have reduced the cost per hire by 40%. We now offer a more enhanced and interactive candidate experience. In addition, we also benefit from a speedier recruitment process.”

StepStone has more than 460 clients across 14 countries and its e-recruitment solutions are produced in 10 languages. Other retail customers include Costa, Auchan, Beefeater, Fat Face, First Choice Holidays, Sephora, Harrods, Louis Vuitton and Kenzo.

About StepStone Solutions

StepStone was founded in Norway in 1996 and pioneered the development of online recruitment. The business unit StepStone Solutions delivers a complete suite to reinforce each element of the recruitment and retention process from the initial pre-hire attraction of candidates, through on-boarding to Total Talent Management of employees post-hire including HR Management, Performance Management, Compensation Management, Skills & Competency Management as well as Career & Succession Planning, Training & Development Management and Organisational Charting. StepStone’s fully web-based software solutions have been deployed by more than 800 companies such as Akzo Nobel, Bacardi, Bayer, BASF, BHP Billiton, Cable & Wireless, DHL, DuPont, Financial Ombudsman, Lufthansa, McDonald’s, Metro, Novartis, Pearson, Reed Elsevier, Siemens, Thames Water and Volkswagen. Gartner, one of the world’s leading technology analysts, reviewed StepStone’s solutions, positioning them as a ‘Leader’ in the e-Recruitment software sector (Magic Quadrant for e-Recruitment Software, 2006). StepStone is the only European based organisation to receive this status.

More information: www.stepstonesolutions.com

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