

## **Jobs2web and Avature Announce Partnership**

*Leading Recruitment Marketing Vendors Collaborate to Deliver  
High Value CRM Integration*

**MINNEAPOLIS – June 21, 2011** – [Jobs2web](#) and [Avature](#) today announced their partnership and integration that allows interoperability between the Jobs2web’s Recruitment Marketing Platform (RMP) and Avature’s CRM Web 2.0 solution. As part of the 3.0 release of Jobs2web’s RMP, which was announced earlier today, and ongoing development at Avature, the vendors have worked together to coordinate the release of the integration and partnership details to benefit joint clients.

“This integration gives our clients a winning formula,” said [Dimitri Boylan](#), CEO of Avature. “When using both solutions with the new integration, clients will be able to not only ensure they are measuring and optimizing source channel effectiveness and creating and maintaining a compelling candidate experience, they’ll also be managing and nurturing various combinations of candidate profiles and individuals, whether one-to-one or one-to-many.”

Clients using the Jobs2web platform will be able to automatically move candidates from the Jobs2web Talent Community into Avature’s CRM Web 2.0. This gives recruiters the best functionality and flexibility offered by state-of-the-art recruitment marketing. Combined through this alliance are the power of Jobs2web’s source tracking and optimization with Avature’s deep pedigree in how individual candidates are managed, nurtured and prompted through the hiring process.

“In many ways, it’s been our joint client base that has most heavily promoted our development of this integration,” said [Ken Holec](#), CEO of Jobs2web. “By listening to our joint clients we’ve been able to advance the value that these tools can create together in version 3.0 of our Recruitment Marketing Platform.”

The partnership and technical integration between the two solutions will be exhibited at [Collaborate 2011](#) – Jobs2web’s second annual Users Conference, which is currently underway at the Airport Hilton Hotel in Bloomington, Minn. More than 200 Jobs2web clients are in attendance, as well as industry analysts, partners and prospects.

### **About Avature**

Founded in 2004 by Dimitri Boylan, the co-founder and former CEO of HotJobs.com, Avature is a fast growing provider of cloud computing human capital management software solutions. Its flagship product, Avature CRM, is provided as a Software-as-a-Service (SaaS). Headquartered in New York, Avature has offices in the U.S., Europe and Latin America. Information on Avature can be found at [www.avaturecrm.com](http://www.avaturecrm.com).

## **About Jobs2web**

Jobs2web helps large organizations hire better people, faster and cost effectively. By using Jobs2web's proven Recruit Better® system, employers know which online channels provide better return on investment, recruit better talent and deliver better candidate engagement. See how at [www.jobs2web.com](http://www.jobs2web.com).

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### **MEDIA CONTACT:**

Jeanne Achille

The Devon Group

New York Metro Office: +1 (732) 706-0123 ext. 11

London Office: +44 (0) 207 917 1832

Email: [jeanne@devonpr.com](mailto:jeanne@devonpr.com)