

# Case Study

## Bluebeam Software, Inc.



bluebeam®

### Highlights

- Cut time-to-hire from months to weeks for two mission-critical positions.
- Recouped initial investment by filling just one position via Job Slots, and saved an additional \$15,000.
- Freed up time and money so Bluebeam's HR manager could focus on other priorities.

### Company Profile

Bluebeam Software, Inc. develops PDF solutions for paperless workflows. Its customers range from top architecture, engineering and construction firms to government agencies and educators. Headquartered in Pasadena, CA, Bluebeam also has satellite offices in San Francisco, New England, Washington, DC, and Europe.

### Business Challenge — Attracting Quantity, but Not Quality

Bluebeam's HR and Program Manager Tracy Heverly urgently needed to fill two critical positions – a channel sales manager and a multi-platform software developer – both of which required a nuanced technical skill set and a cultural fit with a growing organization. Additionally, these mission-critical positions would impact Bluebeam's ability to rapidly develop, launch and sell its product portfolio.

"While timing is crucial, we believe that responsible growth means hiring the right people from a technical and personality standpoint," Tracy said.

She initially posted the positions to traditional job boards but attracted too many unqualified candidates. As a busy HR professional with responsibilities for corporate programming as well, Tracy could not afford to spend hours sifting through unqualified applicants, hoping to find a diamond in the rough. She hired two staffing firms to augment and accelerate her internal search, but despite their claims of being able to fill the positions, neither had success after several weeks. In fact, they conceded that the positions were more difficult to fill than they anticipated. Tracy felt that she was running out of options, having spent roughly nine months just trying to fill the multi-platform software developer position.

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Tracy Heverly, Human Resources and Program Manager  
Bluebeam Software, Inc.

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## Yielding Great ROI from Jobs Network

Based on an acquaintance’s recommendation, Tracy decided to evaluate LinkedIn Talent Solutions. She was intrigued by its unique capability to promote her tough-to-fill positions via the LinkedIn Jobs Network, which includes more than 100 million professionals. She also understood the value of searching LinkedIn’s member base to pinpoint active and passive candidates, but she was cautious about how much a new solution would cost.

Her experience with traditional job boards and staffing firms, however, helped sway her toward trying LinkedIn Recruiter. She determined that filling just one of her key positions via LinkedIn would both return the initial investment and save an additional \$10,000 to \$15,000 compared to the cost of hiring a staffing firm. Tracy shared her findings and LinkedIn hiring strategy with the CEO, and they mutually agreed to begin using LinkedIn Recruiter with three Job Slots.

“If we could find a multi-platform developer through LinkedIn, it would pay for itself and, in fact, save us money,” Tracy said.

## Reaching the Right People – Fast

Just six weeks after signing her contract with LinkedIn, Tracy could not have been happier about her decision. She experienced rapid and dramatic success, filling the channel sales manager position within three weeks and the multi-platform software developer position three weeks later – with a candidate who lives just five minutes from the office. Not only was she able to find these hires quickly, but also in house, freeing up HR budget for her upcoming priorities.

“LinkedIn has become my first go-to choice and primary source for hires,” Tracy said. “You can replace or renew [Job Slots] as much as you want. It’s a brilliant system, and there’s so much flexibility.”

LinkedIn enables Tracy to reach a much higher caliber of candidate than she could find on traditional job boards. Having the ability to continuously edit and tailor job postings ensures that she can attract the most relevant and qualified candidates. Once she had ramped up on LinkedIn as a hiring source, she decided to eliminate one of the engineering-industry job boards that Bluebeam had been using for years.

“At the end of the day, it’s all about having access to the right people,” she said. “Every time I get an applicant from LinkedIn, I am optimistic.”

Making these two critical hires in six weeks is only the tip of the iceberg for Tracy, and she is eager to tap the full potential of LinkedIn’s Talent Solutions. She plans to access LinkedIn University’s complimentary training resources to understand how to use the tools to their full potential.

“LinkedIn is second to none,” Tracy said. “It has been the best investment for our recruitment strategy. We build a pipeline of high-quality candidates, and it has been a fantastic experience.”

## LinkedIn User Tips

- Update your Job Slots continuously to attract exactly the right candidates.
- Take full advantage of LinkedIn University to realize everything the system has to offer.
- Let LinkedIn do the work for you so you can focus your energy on more valuable activities.