



## **The MatchWork Integration Module - In Brief**

The Integration Module is a collection of integration services that can tie the job board solution more closely to the job board owner's business systems, processes and web-sites.

The approach integrates selected modules/services from the MatchWork solution into existing processes, creating a seamless, automated solution that combines the best elements from job board solutions, ad booking systems, print ad ordering solutions and Enterprise solutions such as ERP and CRM.

The Integration Module ensures that the systems within the solution are kept updated and that the individual features can be configured to fit into the work processes at job board level, where the degree of automation, data quality requirements and update frequencies are taken into consideration.

The features integrated into this service are Search in Jobs or CVs, Ad Data Import, Ad Data Export, Invoice Transaction Data Export and the Manual Ad Enhancement/Activation tool.

### **The Benefits**

The Integration Module provides a substantial range of benefits: -

- Improved ad data quality and fast response to errors/change requests.
- Elimination of unnecessary manual operations.
- Reduction/elimination of invoice queries.
- Enhanced revenue potential and clear and measurable cost savings.
- Real-time integration of the job board with external sites

### **Functionality**

The integration services are literally invincible (except for the tool for manual ad enhancement and activation) as soon as they have been configured. Data flows seamlessly between the systems - ads are created, displayed, modified and expired.

The Search in Jobs and CVs feature is a powerful integration into the platforms core search system and allows an external web site to pass queries including user defined free text search and criteria and/or predefined criteria to extract e.g. job lists, jobs or CVs in XML format.

The Ad Data Import feature ensures that advertising-related data from owner and third party sources can be fed into the MatchWork job board solution to support company data entry and creation, ad and company updates and ad deletion/expiry.

Ad Data Export is a feature which enables advertising data to be exported to third party systems or websites and which supports the exposure of ads on third party sites and can be applied to both online and print media.

Ad Data Export eliminates duplication of effort, ensures consistent data accuracy and change



management and provides greater control of data updates. The enhanced control and improved targeting leads to increased revenue opportunities.

Invoice Transactions Export is a feature where invoice transaction data is exported to third party solutions/systems - primarily invoicing systems. This approach eliminates manual processes, reduces the possibility of errors and leads to a smooth, faster invoicing process with down-the-line benefits in terms of fewer queries and improved cash flow.

The Manual Ad Enhancement/Activation Tool provides an overview of ads registered in the system that need manual intervention prior to activation. The user is able to add to and modify all data elements of the ad - including advertising products, advertisers and contact persons.

## **Conclusion**

The Integration Module delivers improved quality of exposure towards targeted jobseekers and significant added value through the elimination of duplication of effort and more accurate invoicing.

There are time saving benefits as well, as users at the job board are able to activate ads within minutes and ads with a poor data quality can be quickly upgraded to have optimised presentation.

The power of the Integration Modules real time integration to the platform core search engine empowers the job board provider full control to e.g. develop complementing services, traffic generating job list presentations on third party sites etc.