

An Introduction
to our Products & Processes



TM

DARWIN[®]

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About the Software

Darwin[®] is the latest and most innovative recruitment software on the market, available as a hosted 'cloud' model (where the data is stored online) or where everything is installed on your own server.

Designed in 2005 by recruiters and software engineers with over 20 years industry experience, and backed by the experience and resources of Microsoft, **Darwin** sets a new standard for the speed and flexibility of processing Vacancies and Candidates. Darwin is currently used in over 12 countries and on 5 continents (see Darwin.com for client testimonials).

Everything at-a-Glance

The key concept behind **Darwin** is that important information is located on a single screen, or at most just a single click away. The Candidate information, notes, documents, schedules, emails, and follow up tasks are all in view at the same time. This way of working will mean your people will 'buy into' the system and use it, rather than reverting back to manual processes where they keep information in different places.

Fast Candidate Processing

No other recruitment system can bring up candidate details faster than **Darwin**. In literally the time it takes to answer the phone and say 'hello' the recruiter can bring up the caller's details on screen, helping maintain their natural momentum. And Notes can be added with a single click, ensuring maximum productivity within the easy to understand Microsoft-style interface. Now your people can spend more time generating fees for the business.

1-Click Global Search

Darwin has developed a powerful Boolean search that searches up to half a million Candidates, notes, CV's, and emails almost instantly and shows a Google-style preview of each result. It even searches inside CV's in Word or PDF format.

Outlook Integration

Darwin is the only recruitment package to have seamless Outlook Integration. Recruiters can view their entire Outlook or Exchange Inbox *inside* the recruitment software itself, ensuring they never miss another prime Candidate or Client enquiry again. Recruiters can even set the system to automatically attach emails from Clients and Candidates to their respective records without any intervention whatsoever, providing a ready-made automated audit trail.

Website Integration

Our easy and flexible Darwin API enables data to be seamlessly integrated with any website; to either publish your Darwin vacancies straight out to your website, or to have your website registration form automatically post new candidate applications with CV straight into **Darwin** for immediate access by the team.

Job Board Integration

Through our partnership with leading job board aggregator Idibu, Darwin can post your vacancies out to hundreds of job boards simultaneously. This takes literally seconds and saves your Agency a lot of valuable time. Darwin can also provide you with an Idibu account at preferential terms.

Social Media Integration

We live in a connected world, and Darwin is natively connected to LinkedIn and Twitter. Recruiters can browse LinkedIn from within Darwin itself, and import LinkedIn CV's to the Darwin database with a single click. Likewise Recruiters can see live Twitter streams about industry, company, or role terms. And finally as we know that time is money to recruiters, you can set Social Alerts inside Darwin to automatically email you instantly when there is mention of your company or vacancy.

Advanced Functionality as Standard

In Darwin you'll find all the features of a £100k state-of-the-art recruitment system, like:

- Instant access to records via type-ahead lookup
- Automatic document versioning to prevent the overwriting of CV's
- Automatic archiving of deleted records to facilitate emergency recovery if required
- Each record change saved and old/new values shown in History as full audit trail
- SMS functionality which is free to all users

Enterprise Reporting as Standard

Darwin include a £10,000 reporting package in the software as standard. Microsoft SQL Server Reporting Services are widely regarded as the leading reporting package on the market, which is fully integrated with each Darwin account. While we provide some base standard reports, our Service Centre can develop custom reports based on your exact requirements. In addition to the Microsoft tool we have also include our own live 'Data Explorer' which enables the user to generate lists of data in grid/Excel format which they can use to gain unique insights into their business.

For other Frequently Asked Questions please refer to the website at: www.darwin.com/faq

Tailoring the Software to your Needs

100% Configurable Data

We expect that your agency may operate slightly differently to the others. So to provide our customers with unrivalled flexibility & control, Darwin created the world's first drag-and-drop VisualForm Designer. This easy-to-use Management tool enables you (or us) to add new databases on the fly, change the existing fields and layout within minutes, or create entirely new layouts for your agency. It also means in the future the system can be adapted easily & quickly to meet your needs as you grow.

A Totally Extendable Recruitment Platform

To make Darwin **the natural selection** for any progressive agency, we have architected the software to be entirely future proof. The system natively supports:

- custom menu items & custom functionality
- integration with other data-driven systems
- role-based or user-based security options (read/write/delete, etc)
- bespoke workflows and automation
- custom dashboards and reporting
- custom backup routines
- custom website integrations
- custom apps

If you would like to know more about any of the above, please talk to sales@darwin.com

Fully Scalable

The hosted version of Darwin will cope comfortably with up to 20,000 records (far more than most agencies) but this number can increase depending on the internet bandwidth available. The on premises version has no such limitations as it does not require internet bandwidth and so can host much more data. Bespoke installations can push the limits yet further by 'scaling up' and 'scaling out' the number of servers required.

Technical Specifications

System Architecture

Darwin is architected C# as a WinForms application on the Microsoft .NET framework 3.5.1. The latest additions to the product have been made in WPF. Darwin is not built on top of any other product or platform, so no other licences are necessary. More importantly this means Darwin has 100% control over implementing its roadmap.

Darwin is a Client-Server application where the "Client" (the software) is installed on the user's PC using Microsoft ClickOnce technology. The installation process typically takes 10 minutes or less, and automatically installs any Microsoft Windows prerequisites such as the .NET Framework 3.5.1. However if Windows Update has been run on the machine recently, then all prerequisites should already be installed. Naturally permissions to firewalls need to be granted in order for the software to fetch and upload data to the online server. The application is stateless, meaning it can be left for several hours without logging the user out.

The other "Server" part of the application is installed on Darwin's fast international Cloud servers, and the data is sent to and from the Client using remoting and WCF. The forms layouts are also stored in the database, enabling form and data to persist to all Clients simultaneously.

Data Security & Backup

Each customer's data is stored encrypted in their own dedicated Microsoft SQL Server (no sharing) on our Fasthosts hub in London, UK. Fasthosts were chosen by Darwin as the dedicated data host because they are the largest cloud provider in Europe. The data centre is bomb proof and has triple redundancy for continuous uninterrupted connectivity. For extra protection we also backup customer data every night to our own internal servers, and optionally to the Customer's own server.

Software Updates

The ClickOnce technology Darwin uses to install also checks for maintenance updates and new releases before login, and installs them automatically. If we have made any enhancements or upgrades these will be applied to each machine running Darwin without user intervention.

Minimum PC Requirements

	Minimum	Recommended
Processor	Pentium D 3GHz	Core2 Duo
Memory	1GB	4GB
Free disc space	100MB	200MB
Operating System	Windows XP or Vista	Windows 7
Broadband Connection	2MB	2MB
Microsoft .NET	3.51	3.51

About The Company

Born out of Decades of Experience

Darwin was founded in 2006 by Mike Chatha whose achievements included founding a new media business with clients in 20 countries over 15 years, all of whom were referred by word of mouth. Clients included SME's, high street banks and commercial airlines. Then back in 2004, a £37 million UK recruitment agency approached Mike to build a cutting edge recruitment system, and a year after delivery construction started on "Darwin". The company and product were named after Charles Darwin, the leading naturalist born in Shrewsbury UK where Darwin has its headquarters, and the theme of "natural selection" seemed highly appropriate for Agencies and Candidates alike.

Dedicated to the Service of our Customers

Our high quality team consists of:

- CEO & Management whose goal is to build a base of happy & efficient Customers
- Our **UK-based Solutions Team** who are expert in analysing and meeting customer needs
- **A 750-strong Development Team** who maintain some of the cleverest software in the world
- **Microsoft** whose help on Q&A is invaluable
- **A Dedicated UK-based Service Centre** that provide Free Setup & Lifetime Support for every customer

Darwin was founded in 2006 and remains a private company funded by its Directors.

Microsoft and Darwin

While other providers claim 'Microsoft' affiliation or partnership, none of them have actual Microsoft people working on their product! Darwin Corporation has up to 23 of Microsoft's top engineers working on **Darwin** at any given time. The world's most successful & experienced software company also provide us with software and resources, use of their laboratory facilities in Reading, and 24/7/365 technical support.

Please see the case study published by Microsoft on their website at:

http://download.microsoft.com/documents/uk/services/downloads/Darwin_Case_study.pdf

Service & Support

Dedicated Account Managers

Each Customer will be assigned their own dedicated Account Manager who is on hand to answer any question at any time once the account is live. These people are product experts, but should they not be able to assist directly they will put you in touch with the department or particular person you require, and stay in touch until the matter is resolved to your satisfaction.

Dedicated Service & Support Centre

Darwin have a UK-based service centre where we handle all Customer training and support. Each member of the team goes through rigorous levels of training in order that they can swiftly diagnose and solve any issue arising. This department will also take care of any data migration and website integration work. Customers can provide 360 Feedback on any aspect of our service to any Service Agent, or using the Satisfaction Survey located inside Darwin itself on the Dashboard.

Round the Clock Support, 24/365

Darwin offers an online support service (accessible at <http://support.darwin.com>) backed by telephone support for every user between the hours of 0800-1730 GMT Monday-Friday. A typical response time is 20 minutes or much less in an emergency. Outside of these hours we operate email support (to support@darwin.com) which again will be responded to in the shortest possible timeframe. Larger customers will also be provided with the mobile number for their Account Manager or Director handling their account for 24/365 access.

Support is FREE for every Customer, because we believe your success is our success.

Automated Resources

While we are always on hand to answer your questions, inside Darwin you will find:

- A full **User Manual**, complete with step-by-step instructions
- A **Video Library** with dozens of 60-second clips illustrating how to perform common tasks
- A full **Administrator Guide** detailing the process for customising the system
- A detailed **KnowledgeBase** containing hundreds of typical questions
- Access to the Online **Support Portal**
also accessible via the web at: <http://support.darwin.com>

Evaluation Process

Analysis of Requirements

Usually a 10 minute telephone conversation is enough to understand your current situation and why you are looking at a unified recruitment system like Darwin. We will usually ask you for Company background including website and/or LinkedIn detail to get our own feel for what your Agency is about.

Free HealthCheck

Darwin have developed a free online HealthCheck which quickly diagnoses where your agency could be losing time or money. The process requires just a PC or laptop with an internet connection, and takes a maximum of 10 minutes. At the end the HealthCheck generates an onscreen report, a copy of which can be emailed to you.

Guided Demonstration

Our Solution Experts use state-of-the-art web conferencing technology to demonstrate Darwin to yourself and your team. Participants may be based in different locations and time zones, and just require an internet connection. If required the session can be recorded and uploaded for reference by other members of the team. The demonstration typically takes between 20-40 minutes, and the team will have the opportunity to ask questions. For larger agencies we can pre-customise the demo with your vacancies and CV's to help the demo make even more sense to your team.

To book your demo email sales@darwin.com or contact your existing contact.

Free Trial

If required we can provide you with a free trial of Darwin to install on your machine and explore at your leisure.

Costs

Hosted System

- GBP £495+vat per user per annum (includes hosting, upgrades & feature enhancements)
- Free Support
- Data Import (price on application)
- System Customisation (price on application)
- Custom Reports (price on application)

The Hosted system is the most cost effective & quickest way to get started with Darwin.

On Premises System

The costs for running Darwin on your own server are the same as above, plus:

- GBP £5000+vat site licence per office
- GBP £1000+vat per server installation
- 20% of the total annual licence fee as an SLA
- GBP £120+vat per hour for emergency engineer support

The above is also subject to an onsite survey.

Quotation

Please ask our Solutions Experts for a quotation. They will need to know:

- How many Consultants you have
- Whether you would like the Hosted version or the On Premises version
- Whether you have any data to import (and the details)
- When you would like to be live with a system

Order Process

Once the Quotation has been verbally approved, you will receive the official Order to commence the implementation process. This can be "e-signed" via email or the web.

Payment Terms

The Darwin licence fees are payable annual in advance, which enables us to reinvest a significant proportion of our fees back into product development for the benefit of our Customers. At this point in time we do not offer monthly options, although we may soon be offering monthly lease rental options whereby the Customer pays the leasing company the monthly rental for the software.

Schedule

1. We provide you with a Proposal via email
2. We raise your Order Form which you e-Sign
3. We raise your invoice and you make payment by bank transfer

If there are **Form Customisations** to be made:

4. Provide the details and sign off the Authorisation Work Order
5. Check the changes after they have been made and sign off the Acceptance Form

If there is a **Data Import**:

6. Provide the details and sign off the Authorisation Work Order
 7. Provide the data in the agreed format
 8. Check your data import once performed and sign off the Acceptance Form
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9. We book your Training & GoLive Date (typically scheduled for the same day)

We look forward to welcoming you
as a Darwin customer!

