

# SuccessFactors to Acquire Jobs2web and Deliver the First-Ever Recruiting Execution Platform

## SuccessFactors + Jobs2web: A Winning Combination

With the acquisition of Jobs2web, SuccessFactors will deliver its next-generation Recruiting Execution Platform. It will combine its industry leading social, mobile and collaborative recruiting management solution with Jobs2web's leading recruiting marketing platform, creating an end-to-end recruiting system. This new platform will help companies find the best people, drive more engagement with potential candidates and analyze program effectiveness.

## Why is SuccessFactors acquiring Jobs2web?

In today's economy, it's not enough for hiring companies to just have a great career site or rely solely on job boards to find the best candidates. Candidates are very savvy and are bombarded with messages from multiple sources, making it difficult to attract and engage them. Every stage of the recruiting process is critical, and companies cannot afford to have siloed processes. With the acquisition of Jobs2web, this is about to change for the better. SuccessFactors has a leading recruiting management platform and Jobs2web is the pioneer and thought leader in recruiting marketing. Together, SuccessFactors and Jobs2web will further distance itself from any competitor in the market today by combining both recruiting platforms into one integrated solution that will significantly simplify and streamline the entire recruiting process.

As part of the Recruiting Execution Platform, Jobs2web helps companies to:

- **Technology:** SuccessFactors has focused on building multi-tenant software-as-a-service (SaaS) software since day one. Similarly, Jobs2web's solutions are true, multi-tenant SaaS. This will yield significant advantage in integrating the solutions and increase speed to market for new product updates.
- **Functionality:** The two solutions complement one another to address the full recruiting cycle and provide robust analytics. Jobs2web will be a "candidate magnet" for SuccessFactors' proven hiring engine and will add to SuccessFactors' market leading analytics, providing more actionable insights for customers to continually refine their end-to-end recruiting processes.
- **Cultural:** SuccessFactors and Jobs2web are both leaders who have excelled in pioneering new markets with continued innovation and a relentless focus on customer success.

## **What is Jobs2web?**

Jobs2web is an interactive recruiting marketing company based in Minnetonka, Minnesota. Founded in 2003, the Jobs2web team is comprised of a powerful combination of leaders in recruiting, interactive marketing, software development and applicant tracking technologies which have helped them to see the industry from every direction. In 2009 Inc. magazine recognized Jobs2Web as one of the 500 fastest growing privately held companies (#228), and Human Resource Executive magazine awarded their Recruiting Dashboard the 2009 Top HR Product of the Year.

## **What does this mean for Jobs2web and its customers?**

After the deal closes, Jobs2web will operate as a business unit within SuccessFactors. Current Jobs2web customers will continue to receive the same great level of service, insights and support.

Customers will have the option of purchasing Jobs2web to work as a deeply integrated solution with SuccessFactors Recruiting Management, to operate in conjunction with any other applicant tracking system (ATS) they may own, or to operate as a standalone solution. The pricing models for Jobs2web's Recruiting Marketing Platform and SuccessFactors' Recruiting Management Platform will remain the same.

## **How will SuccessFactors integrate Jobs2web's products into the BizX Suite?**

SuccessFactors plans to provide support and continued innovation to Jobs2web's customers. Customers will continue to access Jobs2web in the way they always have. Once the deal closes, both teams will be working closely together to integrate SuccessFactors' Recruiting Management solution with Jobs2web's Recruiting Marketing solution to provide a next-generation experience for customers with a comprehensive Recruiting Execution Platform. We expect that the Jobs2web team will remain in tact to drive this innovation and we're confident that combining Jobs2web's pioneering leadership in recruiting marketing with our expertise in recruiting management will deliver unmatched innovation to our customers.

## **What does this mean for the Jobs2web management team?**

We expect that most members of the senior management team will remain involved with Jobs2web as it joins the SuccessFactors family. Ken Holec will remain with the company in a consultant role for six months following the acquisition and he'll work closely with Jobs2web COO, Steve Schaffer, who will take over as the head of the Jobs2web business unit. Doug Berg, Jobs2web's "chief recruiting geek," will stay on board in a key leadership role and continue to drive the product innovation strategy.

## **What will happen to Jobs2web's user conference?**

The 2012 Jobs2web user conference will continue as planned in Minneapolis from May 14-16. We will also invite all Jobs2web customers to attend one of the 2012 SuccessConnect events in San Francisco, Sydney or London. In the future, we will evaluate potentially combining the user conferences, while keeping a separate focus on recruiting.

### **Over the weekend, SAP announced its plan to acquire SuccessFactors. What does this mean for the Jobs2web acquisition?**

After the Jobs2web deal closes we expect that it will then operate as a business unit within SuccessFactors.

### **When do you anticipate that the deal will close?**

We expect the deal to close before the end of 2011.

### **How do I contact SuccessFactors if I have questions?**

If you are a current customer or prospect you should be hearing from our team very soon. Please feel free to contact our team at any time with questions.

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This notice contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements are SuccessFactors' current expectations and beliefs.

These forward-looking statements include statements about the benefits of the proposed acquisition. Factors that could cause actual results to differ materially from those contemplated by these forward-

looking statements include: our ability to retain customers and to experience high customer renewal rates; integration risks, including risks related to integration of Jobs2web's products, technologies and personnel and managing geographically-dispersed operations; assumption of liabilities; whether customers of Jobs2web will desire to continue as customers pricing pressures; the uncertain impact of the overall global economic conditions, including on customers, prospective customers and partners, renewal rates and length of sales cycles; the fact that the business execution market is at an early stage of development, and may not develop as rapidly as we anticipate; competitive factors; outages or security breaches; our ability to develop, and market acceptance of, new services; the impact of any discovered product defects or outages; our ability to continue to sell our services outside the HR area; our ability to manage our growth; our ability to successfully expand our sales force and its effectiveness; whether our resellers and other partners will be successful in marketing our products; our ability to continue to manage expenses; the impact of unforeseen expenses, including as a result of integrating acquisitions; and general economic conditions worldwide. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, our results could differ materially from the results expressed or implied by the forward-looking statements we make.

Further information on these and other factors that could affect these forward-looking statements is included in the section entitled "Risk Factors" in our Annual Report on Form 10-K and in our most recent report on Form 10-Q and in other filings we make with the Securities and Exchange Commission from time to time.

For more information [read the press release](#).