

## CASE STUDY:

**SPLUNK**How Entelo helped Splunk Grow Pipeline  
for Their Hardest to Fill RolesHeadquarters | **San Francisco, CA, USA**Industry | **Technology**Stock Symbol | **NYSE: SPLK**

Machine data is one of the largest and quickest growing categories of big data. It refers to the mountains of unstructured data generated by websites, apps, servers, networks, mobile devices, and more. By analyzing everything from clickstreams and network activity to transactions and security threats, Splunk's patented technology is able to provide businesses vital insights that help reduce costs, improve services, and guard against security risks. As the leading software platform provider for the analysis of machine data, Splunk has made great strides over the past decade in making machine data accessible, usable, and valuable for all.

Since first shipping its software in 2006, Splunk has seen one of the fastest growth rates among technology companies. Today Splunk has more than 2,000 employees in several offices around the world. To continue to support their rapid growth rate, Splunk's talent team needed to bring on new recruiting technology to help them scale – a platform that would allow them to more easily identify and engage with hard-to-reach talent.

**A Direct Line to Talent**

Alan Cooper, Senior Manager of Worldwide Staffing and Candidate Research, is responsible for identifying the best candidates for all of Splunk's most difficult to fill roles. Cooper's team operates as an in-house executive search firm, supporting over 20 full-time recruiters and building candidate pipeline for hundreds of open roles at any given time.

## OVERVIEW

**PAIN POINTS / CHALLENGES**

- Identifying qualified senior-level and mission-critical talent
- Improving outreach response rates
- Automating manual sourcing procedures and maximizing team efficiency

**RESULTS USING ENTELO**

- A powerful new search engine and database of millions of new candidates
- Access to direct contact information for candidates
- Significant time savings and many key new hires

As the end of the year fulfillment crunch neared, Cooper felt the pressure to explore new sourcing technologies for his team. Manual sourcing tactics by his experienced staff were effective, but far too time consuming, and the response rates they were seeing from LinkedIn Recruiter InMails were on the decline.

“We found that over the last two years InMail response rates had gone down by about 30 percent,” explains Cooper. “We were spending a significant amount of time searching for the right candidates, and felt discouraged when our means of connecting with them would fail. We needed a more reliable, direct line of communication with our candidates.”

---

“Entelo is the only real alternative to LinkedIn out there.”

---

### Assessing for Depth of Database

Cooper compared three different products, including Entelo, that he felt might help him more quickly find and better communicate with candidates. While on trial, Cooper thoroughly vetted each product. He performed several specific tests to assess the quality of the data provided and determine just how deep each vendor’s database was.

“We didn’t just ask ‘How many people do you have in your database?’ You can fool people into thinking you have a bigger database. We ran several detailed searches and even tested the age of data. Entelo’s data was by far the best. It was clear Entelo had invested much more into their product than the competition.”

### A Quicker Path to New Hires

After bringing on Entelo, Cooper was quickly able to see the impact that new technology could have on the productivity and efficiency of his team.

“With Entelo, our team can accomplish so much more with the time we have. We no longer have to run the same search in 10 different places or worry about the duplication of our efforts. We have access to all of the candidate information we need in one central place, including the means to engage with them directly!”

Cooper’s team has successfully been able to leverage Entelo to bring on many key new hires. They plan to continue to use Entelo as their preferred resource for candidate research and engagement as their team grows.



“With the help of Entelo, we’ve been able to exceed our sourcing goals and quickly bring on dozens of senior-level and mission-critical employees. It has quickly become my team’s most valuable resource for candidate research!”

**Alan Cooper**  
Senior Manager of Worldwide Staffing  
and Candidate Research