



RED expects to save administration time and boost candidate quality with Mercury xRM

The largest specialist SAP recruiter in the world is expecting to improve its candidate shortlists, and save up to 50% of non-productive consultant time, after investing in Mercury xRM rapid recruitment software.

RED, which has eight offices and operates across the globe, will implement Mercury xRM throughout the entire business over the next eight months, as part of a move to innovate its entire IT infrastructure. The company has already begun migrating to Office 365 and invested in Microsoft Dynamics CRM. Mark Botros, CIO at RED explained why Mercury xRM was the next logical step.

"We needed to improve how we could deal with social connections, job boards, and search engines; some of the emerging trends in modern recruitment. We realised that we needed to modernise our internal IT in order to be as competitive as possible."

"We quickly identified Mercury xRM as a stand out product for recruitment. The fact it is built upon Microsoft Dynamics CRM means that it is a perfect fit for our business from top to bottom, and will integrate seamlessly with our other business software. Even though it is still a young product, we were reassured by the fact Mercury xRM has such a strong relationship with Microsoft and is the only recruitment software globally to be Certified for Microsoft Dynamics CRM."

A key strategic goal for RED is to become on-premise free, which meant that Mercury xRM's cloud deployment was ideal. Not only will it enable the company to save on maintenance costs associated with maintaining an on-site server, but it will also deliver updates through the cloud, meaning that RED is always on the latest version, integrated seamlessly with its CRM and Office 365 systems. The software also integrates with SharePoint and RED's document management system, providing the company with one single view of data, significantly reducing the time the company spends on administration.



Not only does Mercury xRM come with the backing of Microsoft and seamless integration with other Microsoft products, but it understands the needs of the modern recruiter and will help us to become smarter when it comes to our recruitment processes. We are looking forward to implementing Mercury xRM across the entire business and experiencing the benefits it provides. Mark Botros, CIO at RED

Mark Botros explained: ***"We previously used to work from a combination of data sources held within a recruitment database, and data held in spreadsheets, which created extra administration work. With Mercury xRM, we now have one single view of all our data, and most significantly to a sales focused business, will save up to 30% on administration time, or even as much as 50% after a period of time."***

Mercury xRM's mobile capabilities also stood out for RED during the selection process. With many consultants out of the office visiting clients and candidates, they need the ability to access candidate lists on the move, which Mercury xRM provides. This, together with the software's contact portal and self-serve compliance functionality, will enable RED to create even better candidate shortlists, source candidates more quickly, offer enhanced service quality and stay ahead of market demand.

About Mercury xRM

Mercury xRM is cloud-based online recruitment software designed and developed specially for the recruitment market by Microsoft Gold Partner and IT recruitment consultancy Crimson Limited. Mercury xRM is built on Microsoft Dynamics CRM that does more to help the world's recruiters fill vacancies, sooner. Recruiters can respond faster to client demands, deliver a more personal service that protects their fee margins and collaborate with colleagues, clients and candidates to deliver better outcomes. Available on Microsoft's world-class Cloud.

About RED

Since 1999, RED has helped more than 1,500 companies across 80 countries throughout the world achieve success with SAP software. This has been accomplished through the delivery of the right expertise in the right place at the right time. Whether it is staffing SAP projects, managing global roll-out programs or building a Customer Center of Expertise organization, RED facilitates the intelligent, dependable and strategic matching of client with skilled professionals. For more information, see www.redsolutions.com.

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