

# Case Study: NetBrain Technologies



*We tried many types of tools including Indeed and standard sourcing techniques and all proved unsuccessful. We needed another tool besides LinkedIn Recruiter in our arsenal of tools to enhance our sourcing strategies and to build upon our success. So far this tool is uncovering data we would never had known about from other types of tools.*

Matthew Liptak | Head of Global Talent Acquisition  
**NetBrain Technologies**

## Goals

- Discover untapped candidate pools
- Identify and engage with passive candidates faster and with tailored messaging
- Automate manual sourcing methods and maximize team efficiency

## Impact



Access to new talent pools, talent data, and personalized messaging



Significant time savings from quickly identifying and engaging with candidates



Reduces time-to-fill and cost-to-hire and alleviates potential outside agency costs



Dedicated Customer Success Manager to help get the most of investment

## NetBrain Technologies

Founded in 2004, **NetBrain** is the market leader for network automation. Its just-in-time automation platform provides network engineers with dynamic visibility across their hybrid networks and automation for key tasks across their IT workflows. Today, more than 2,200 of the world's largest enterprises and managed service providers use NetBrain to automate network documentation, accelerate troubleshooting, and strengthen network security—while integrating with a rich ecosystem of partners.

## A Direct Line to Passive Candidates

The NetBrain team had previously relied on other tools and methods to source candidates but found they were time-consuming and the response rates were declining. They needed a reliable and innovative tool to help them quickly identify, engage, recruit, and retain valuable talent. Matthew Liptak, Head of Global Talent Acquisition, searched for the right vendor to partner with to provide his team with a more efficient method of sourcing besides using LinkedIn® Recruiter.

After partnering with ENGAGE, the results speak for themselves; gained access to rich talent data, identification of candidates most likely to engage, increase in recruiter efficiency, reduction in time to fill, and visibility into crucial talent and market data. With ENGAGE, Liptak was very quickly able to identify and bring on five vital new hires. NetBrain's talent team continues to strengthen their recruiting strategy and plan to continue to use the platform as their preferred resource for talent identification and engagement, and market and competitive intelligence.

