

# StepStone Launches Gemstone Alliance to Deliver Recruitment Solutions

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StepStone ASA today announced the launch of the Gemstone Alliance through which StepStone Solutions products will be recommended and delivered by a network of experienced partners across Europe. Partners will be drawn from a broad-spectrum of the recruiting industry including HR consultancies, outsourcers, media agencies and technology providers. The program has already proved successful with 11 partners across a wide range of countries including Germany, Belgium, The Netherlands, Italy, Denmark and the UK.

Through the Gemstone Alliance, suitably qualified and trained partners will recommend and deliver fully customised solutions based on StepStone's established OneStep technology. OneStep provides businesses with their own dedicated and fully branded online recruitment site and highly functional recruiter back-office, delivered on an ASP basis for an inclusive monthly fee. With such a solution, employers benefit from reduced recruiting costs, improved quality and reduced time to hire. This "On Demand" model, which delivers technology solutions as services, vastly simplifies the adoption of leading-edge software by customers, and is already very successful in the fields of finance and CRM solutions. StepStone is the first supplier in Europe to create partnerships to deliver On Demand recruiting solutions

StepStone's Gemstone Alliance supports 3 tiers, ranging from Diamond partners who deliver turnkey solutions, through Topaz partners who work jointly with StepStone on sales and implementation, to Amber partners who will introduce and recommend StepStone solutions to their clients. All partners will receive sales, marketing and technical support from StepStone's local organisations across Europe.

Commenting on the launch of the StepStone Gemstone Alliance, Matthew Parker Managing Director of StepStone Solutions said, "StepStone OneStep is a winner amongst recruiters such as Carrefour, Toyota, and D'leteren. With a proven product and market opportunity now is the right time for us to work with partners to accelerate our take up in the market."

Heike Gorges, CEO of HRblue in Germany added, "Hiring the right people effectively is one of the key business challenges facing many of the companies we work with. As more and more companies aim to improve their recruiting results, we see a tremendous opportunity for StepStone to build its market with this initiative."

For more information about the Gemstone Alliance, please contact [solutions@stepstone.com](mailto:solutions@stepstone.com) or phone: +44 (0) 1483 739 450.

About the Gemstone Alliance

The Gemstone Alliance provides three different categories of partnership allowing organisations of differing sizes, skills and business objectives to work with StepStone's solutions:

- Amber Partners: select and recommend StepStone Solutions products where appropriate to potential clients
- Topaz Partners: are able to actively sell the solutions, with StepStone responsible for project delivery, support and hosting
- Diamond Partners: sell and deliver the StepStone solutions, effectively on a “white label” basis, with hosting and back up provided by StepStone.

The initial members of the Gemstone Alliance cover 6 European markets

- Germany: HRblue, Nomade Consulting
- Italy: IOCAP, Pay4U, IDB
- Denmark: KMD
- The Netherlands: Careerportal
- Belgium: HR4U, Compusearch, HR2
- United Kingdom: HighPoint

#### About StepStone Solutions

StepStone Solutions uses state-of-the-art technology to provide organisations with their own fully branded online recruitment sites. StepStone offers a range of products to meet the needs of organisations large and small for solutions that increase the quality of talent, reduce hiring time and save costs. All StepStone Solutions are offered as fully managed services on an ASP basis so that they can be deployed rapidly, delivering results to the business immediately. StepStone Solutions customers include Irish Life, ARVAL PHH, the Institute of Healthcare Management, Carrefour Belgium, Robert Bosch, TNT Express and Toyota Europe. For more information see [www.stepstone.com/solutions](http://www.stepstone.com/solutions).

#### About StepStone ASA

StepStone was founded in Norway in 1996 and pioneered the development of online recruitment in Europe. Today StepStone is Europe's leading provider of online career services and recruitment solutions. StepStone's public career sites cover 13 European countries, providing high-quality candidates to recruiters quickly and effectively through individually focused campaigns. StepStone's recruitment solutions allow customers to operate their own private career sites, covering both external and internal candidates. Thousands of companies, including Tandberg, IKEA, Coca Cola, Deutsche Bank, Toyota, Whirlpool, Levi Strauss, Bertelsmann, KLM, Manpower, Vedioir and KPMG, use StepStone's services to help them recruit qualified staff across Europe. For more information see [www.stepstone.com](http://www.stepstone.com)