

INFUSION CASE STUDY

ADECCO GLOBAL IPHONE APPLICATION & SERVICES PLATFORM INFUSION INTEGRATES CUTTING-EDGE MOBILE TECHNOLOGY WITH ONLINE ADECCO SERVICES



Vertical

Retail & Services
Employment and Staffing

Technology

iPhone
WCF
REST-based Web Services

CLIENT

The Adecco Group, a Fortune 500 company based in Zurich, Switzerland, is the world's leading provider of HR solutions. With over 28,000 employees and 5,500 offices in over 60 countries and territories around the world, the Adecco Group offers a wide variety of services, connecting more than 500,000 colleagues with over 100,000 clients every day. Adecco's services fall into the broad categories of temporary staffing, permanent placement, outsourcing, consulting and outplacement.

PROBLEM

The Adecco Group has over 200 business units operating as separate companies, each with their own IT department responsible for developing custom software. Though much of the software developed across all 200+ business units was functionally similar, Adecco was not fully optimizing its ability to create fully re-usable and scalable online solutions for multiple countries to leverage. In response, Adecco created a Global Online Team to help its country teams innovative across the online space and create highly scalable and reusable web solutions for its business units worldwide.

In addition, and as a result of the overall success and acceptance of the iPhone in the consumer market, Adecco sought a global iPhone application that would encompass all of their business units. To aid in meeting these requirements, the Adecco Global Online Team engaged Infusion.

SOLUTION

Adecco contracted Infusion to deliver a global iPhone application and mobile services platform. Infusion developers and user experience designers created an application that could scale across Adecco's 200+ business units, offering users the ability to search and apply for jobs, obtain career news, and locate nearby Adecco branches.



Figure 1: The Adecco Global iPhone Application from Infusion
Infusion's global iPhone application and mobile services platform, created for the Adecco Global Online Team, allows mobile users to browse, email, and apply for jobs based on their current location or selected preferences.



Figure 2: Searchable, Sorted, and Saved
Once downloaded, users can search, sort, and save postings to their Adecco account.

Once the free software is downloaded and installed, the application presents users with a list of job categories to browse. The available listings are location aware and listed based on the user's current position. An interactive map displays not only the location of nearby jobs, but also serves as a branch locator for identifying nearby Adecco offices.

Job search results can be additionally sorted and viewed by keyword or job type. Using an existing Adecco account, users can apply to jobs using their profile or "favorite" and bookmark various postings for future reference.

In addition, the application includes fields for reading selected career news and job application tips. Embedded email capabilities permit users to send employment postings, articles, or tips to a personal email account or a friend.

ADECCO.COM BY INFUSION

Infusion also worked closely with Adecco during the recent redeployment of their online presence, www.adeccousa.com.

RESULTS

Infusion designed the global iPhone application to provide functionality that would meet the needs of each business unit. Several Adecco business units now have their own application in Apple's App Store, each with its own branding, style, and language preference options. The various instances of the application are also a part of a global directory service and targeted by a unique identifier for routing application service calls to the web service of each business unit.

The various instances of the service comply with a standardized contract with which the Adecco iPhone application was designed to interface. In this manner, new business units can be added to the system with only configuration changes in lieu of edits to the application codebase.

The application includes a scalable client architecture that permits subsequent iPhone applications to be added with no code changes, resulting in less time and cost to deliver each new application. Finally, the scalable service architecture allows new mobile and web applications to be developed with reduced time and cost.



Figure 3: Mobile Job Application Process
Using their existing Adecco account, mobile users are able to apply for jobs or email job postings using their iPhone.