

They couldn't find it, so they created it

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JACKSONVILLE -- When David Webb and James Hurff were looking for software to manage their small, local IT staffing company, they became frustrated by the lack of programs with the features they wanted.

So they designed one themselves. And they liked it so much they decided to base a company -- Brightmove, also the name of the software -- on it.

Thus far their applicant tracking software, or ATS, is getting positive reviews from initial users, putting Brightmove on the edge of a \$600 million market projected to grow to more than \$1 billion by 2008.

"I've checked nearly every ATS in America," said Brad McKouen, president of Delta Staffing LLC, a Michigan-based, six-person company specializing in placing automotive engineers. "Brightmove is the simplest. It's able to keep up with the speed we need, and it keeps everything on one screen."

About 6,000 staffing companies operate roughly 20,000 offices in the United States. Many, if not most, of them are small like Delta Staffing, one of nearly 400 firms in the metro Detroit area alone.

While evaluating the scores of ATS programs for their staffing company, Hurff-Webb Inc., Webb and Hurff sought not only speed and simplicity but also analytical functionality. They wanted a means to evaluate operations with an eye on making better-informed business decisions.

For example, they wanted to track which sources of candidates yield the best results for different job categories, or determine optimal advertising for positions. The idea is that if tracked in a way that facilitates future analysis, every step of recruitment and placement can potentially be made more efficient.

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