

Kenexa 2x Mobile™ Talent Management Unleashed

Mobile is the future of computing. By 2013, there will be more people using smart phones with access to web-based applications than laptops¹. In the first three months of 2010, Apple sold approximately nine million iPhones—the first time they sold more phones than computers.

Research from IDC has predicted that 1.2 billion workers will be using mobile enterprise tools by 2011. This represents roughly one-third of the total global workforce². It is expected that the U.S. will lead with more than 75 percent of its workers using mobile technologies. Other regions that heavily use mobile computing include Europe and Japan; however, Asia Pacific is among the fastest growing regions, according to IDC, and will have 62 percent of all global mobile workers by 2013. Other areas set for growth include South America, Central and Eastern Europe, the Middle East and Africa.

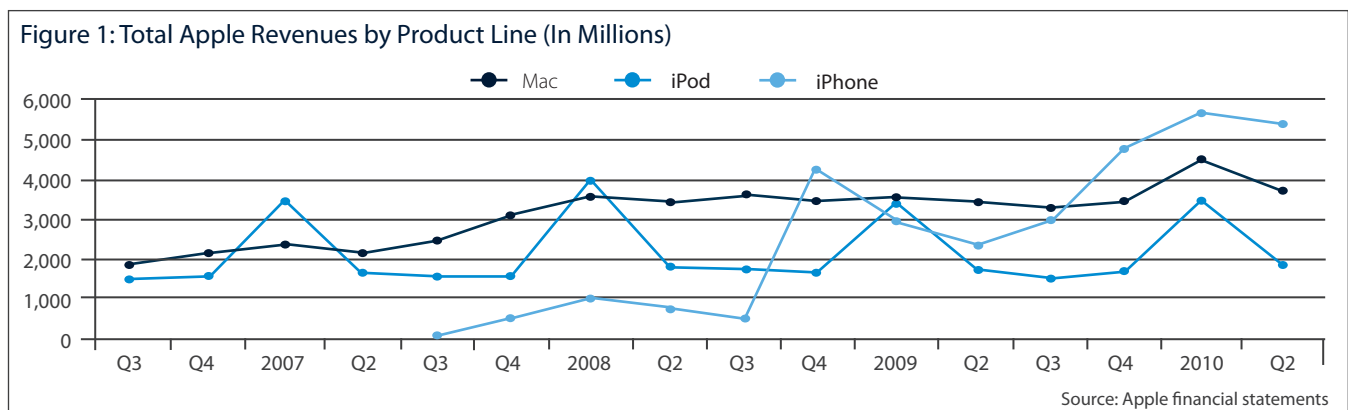
The next generation of computing is upon us and is fueled by powerful mobile devices. A mobile device is an easily portable computer; it is typically small, wirelessly connected to a network and can run applications, such as business and social networking. These devices

free users from the physical size of personal computers and laptops and the limitations of hardwired connections.

Mobile devices have focused primarily on providing personal productivity information, such as emails, calendars, contacts and to-do lists. The change unfolding before us today can be characterized as a shift toward improving business productivity via enterprise applications on mobile devices. We believe this shift is driven by the convergence of several key innovations:

- Enhanced mobile device capabilities, such as faster CPUs, more RAM, push technology and multi-threaded applications
- A new generation of web-based applications, such as social networks, including Facebook and LinkedIn
- Improved development environments for mobile device-based enterprise business applications

To address the growing market demand of making mobile HR professionals more productive, Kenexa® has introduced a new mobility platform designed specifically to provide HR professionals with mobile access to Kenexa Recruitment, Onboarding and Performance



¹Garner Predicts 2009

²See "Mobile workforce set to top one billion" by Shaun Nichols in V3.co.uk (<http://www.v3.co.uk/v3/news/2258208/mobile-workforce-set-top>).



Management solutions easily and securely. This new platform is called Kenexa 2x Mobile™ and is the focus of this White Paper.

Kenexa 2x Mobile™

Kenexa 2x Mobile provides HR professionals with an easy-to-use, mobile Talent Management solution with the following characteristics:

- *Usability*—The user interface is intuitive and elegant, leveraging the native mobile device's interface. 2x Mobile is available as an application (app) on iPhone® and BlackBerry® smartphones
- *Security*—Secure authentication is provided, and data used by the application is secure and protected
- *Job Role Focused*—The features offered by 2x Mobile are focused on the role and responsibilities of the mobile HR professional. For example, hiring managers are primarily interested in job requisition approvals and job offer approvals
- *Integration*—2x Mobile is a single solution and is seamlessly integrated across Recruitment, Onboarding and Performance Management business processes

2x Mobile is an application designed uniquely for iPhone and BlackBerry smartphones³. Integrated with Kenexa 2x Recruit, 2x Mobile will soon include features from our Kenexa 2x Onboard™ and Kenexa 2x Perform™ solutions⁴. Features are enabled and configurable on the Kenexa 2x Platform via policy settings. 2x Mobile is implemented as an app running on the mobile device, stylized to exploit the mobile device's native operating environment (e.g., an iPhone app with touch screen capabilities).

2x Mobile is designed to provide specific features that are needed on the go and can be sensibly accomplished from the user interface provided by a mobile device.

From the mobile device, the 2x Mobile application securely connects to the Kenexa 2x Software as a Service (SaaS) platform. Once logged into 2x Mobile, mobile HR professionals have a single interface to accomplish key recruitment, onboarding and performance management tasks. 2x Mobile leverages push technology, which is available on most smartphones today. "Push" technology makes it possible to quickly identify pending tasks through a visual indicator, alerting the user that a key task—a recruiting task such as a job offer or job requisition approval—is pending.

Kenexa has invested in a platform that will leverage mobility innovations for years to come in a highly configurable, integrated and extensive way. Simply stated, the result is more effective and more productive employees.

Kenexa Mobility Strategy

As mobile devices leveraging wireless Internet connectivity are adopted across the globe, Kenexa is positioned strategically to enable mobile HR professionals to become more productive. Mobile device adoption is expected to vary regionally based upon mobile device availability, innovations, wireless coverage, cultural norms and workforce needs and norms. 2x Mobile is a central element of Kenexa's solutions portfolio.

The key design imperatives for 2x Mobile are:

- *Simple*—focused on easy-to-use, core functionality suited to the mobile professional's needs
- *Actionable*—features the top five percent of recruitment related tasks that require timely completion
- *Secure*—ensures secure login and encryption of all data

2x Mobile is designed to provide specific features that are needed on the go and can be sensibly accomplished from the user interface provided by a mobile device. For example, imagine that a hiring manager who has requested an offer be made to a talented candidate is boarding an airplane and is notified via 2x Mobile on her BlackBerry that the offer letter requires electronic approval. Within seconds, she can approve the offer and board her plane, confident that she has improved her team's effectiveness.

2x Mobile Architecture

Kenexa has invested in developing a mobile architecture that leverages existing solutions and enables continuous innovations. 2x Mobile features a full-fledged mobile app that runs on a mobile device. 2x Mobile leverages mobile device capabilities that include fingertip navigation and advancements in mobile information exchange protocols by both the mobile device and Kenexa 2x Platform.

2x Mobile provides innovative functionality across devices and increases productivity. For example, BlackBerry is track-ball centric, while iPhone leverages a touch and drag approach—both supporting increased productivity through a simple set of interactions. 2x Mobile architecture highlights include:

- *Branding*—2x Mobile can be branded as a customer specific mobile application. Customer specific branding includes designated application colors and icons⁵

³Future mobile devices on Kenexa's roadmap will be added over the course of 2010

⁴Scheduled for late 2010 availability



- *Installation*—2x Mobile is easy to install, and initiated through straightforward Kenexa 2x Platform configuration operations
- *Updates*—2x Mobile is self-updating, reducing administrative costs and quickly delivering new functionality to the mobile professional
- *Security*—2x meets the following security capabilities:
 - *Group Rights*—2x Mobile can be disabled for a user or group of users using simple policy settings
 - *Encryption*—All 2x Mobile device communications are encrypted via SSL
 - *User/Password Login*—Login procedures can be configured using simple policy settings. For example, user names and passwords can be required to key in upon each application use, or only the password, or neither
 - *Payload Encryption*—2x Mobile supports payload field level encryption
 - *Application Authenticity*—2x Mobile is a signed application

Overall, 2x Mobile represents an essential Kenexa innovation that addresses mobile requirements for HR professionals. 2x Mobile offers:

- *Ease of Use*—straightforward, easy-to-use Talent Management user experience for the mobile HR professional
- *Security*—end-to-end security ensures your data is protected
- *Enhanced Productivity*—HR professionals now can work more efficiently and make better decisions faster than ever before ■

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⁵Note that the 2x Mobile launch icon is not configurable and must be the same for all customers