



Borland® Delphi™ and Borland® Kylix™ give Cross Dynamic Inc. the powerful development tools

# BORLAND ACCELERATES SUCCESS

to quickly develop robust applications for the fast-moving Internet job-seeking market.



How can a small development team compete against the behemoths of the online job-seeking market? By using the speed, power, and time-tested components of Borland® Delphi™ to quickly build powerful, innovative applications that bring applicants and hiring companies together in a more efficient manner for all sides.

## Background: Finding jobs, Internet-style

In this era of career uncertainty, everyone knows that the faster your résumé lands on a hiring manager's desk, the better your chance of getting the job. In a similar fashion, the online career-hunting market also places a premium on speed. With large, well-funded entities like HotJobs and Monster leading the competitive environment, any entrepreneur looking for a spot in the market needs to be both good and fast to stay ahead of the incumbents.

While the Internet has brought "help wanted" ads to a new level of sophistication, the power of electronic job seeking can also be its downfall for both applicants and recruiters, thanks to the speed and power of digital communications.

"When you are a job-seeker, the process you have to go through every day, sifting through thousands of jobs on several different Web sites, is painful," says Thierry Laurent, chief executive of Cross Dynamic Inc., a software development company in the recruitment and job-seeking space. Recruiters, Laurent says, have a similar problem: Whenever they post an open position, they can get swamped by job seekers who can fire off an application at the speed of light.

Like many entrepreneurs, instead of seeing a problem with the current state of affairs, Laurent saw an opportunity. A longtime software developer, Laurent started wondering if there was a way to craft some code that could bring jobs and applicants together faster and more efficiently, eliminating the pain on both sides.

## Challenge: How to seize an opportunity, quickly

Laurent wanted to develop a solution, which is described as a job "spider" running on a user's home PC. The application was to scan the major Web job boards and produce a portfolio of positions based on the different profiles in the user setup. Another requirement for the software was to also give the user ability to automatically apply for positions, even in a "batch" mode, to several employers at once.

"I showed the original idea to some friends, who said that maybe there's a business there," Laurent says. "But if I wanted a commercial product, I knew it had to look professional and offer more functionality than what's on the big Web sites. I also know it needed to be more than just a one-product business, since that could easily be duplicated by the well-funded competitors."

## FAST FACTS

### BACKGROUND

Cross Dynamic's focus is providing tools to the online job-seeking market. Its first product, HiredFaster, allows applicants to automatically search online job boards for positions, and then apply.

### CHALLENGE

To stay ahead of the competition, Cross Dynamic needed a Rapid Application Development (RAD) tool with a large library of established objects and components to allow its developers to focus on the business intelligence of its applications.

### SOLUTION

According to Cross Dynamic, only Borland Delphi provides a RAD platform for fast, robust development, along with solid database connectivity and built-in scalability features.

“Thanks to the Delphi server components, we were able to build a Microsoft Outlook-compatible interface in a few hours, a task that would have taken us months to do by hand.”

– Thierry Laurent, CEO, Cross Dynamic

### Solution: Borland Delphi gets the job done

The idea became software called HiredFaster.™ When choosing a Rapid Application Development tool to get his new business off the ground, Laurent used his extensive development background to quickly winnow the choices to one winning applicant: Borland Delphi.

Delphi's extensive library of prebuilt components, as well as its programming speed, robustness, and depth of surrounding community, made it the perfect choice for Cross Dynamic.

“What really boosted our development with Delphi is the multiplicity of the components we found on the market that corresponded to our business needs,” Laurent says.

For a professional GUI, Cross Dynamic used Delphi SMTP server components “that allowed us to build a Microsoft® Outlook®-compatible interface in a few hours, a task that would have taken us months to do by hand,” Laurent says.

Cross Dynamic was also able to find Delphi FTP components to help quickly implement the application's function that allows the transfer of personal information between job seekers and recruiters. “It would have been crazy to try to do all this by hand,” Laurent says. “Delphi already has multiple components that are business-oriented. We use components instead of struggling to do this ourselves.”

Looking to the future, Cross Dynamic is already developing a product that builds on the HiredFaster infrastructure to add wider communication links, potentially to targeted recruiters or select job databases. For this project, the company selected Borland® Kylix™ running on Red Hat® Linux,® to quickly build a scalable platform with the flexibility to run with a wide range of standards-based databases.

“With Kylix and Delphi, the necessary scalability and database connectivity is already there,” Laurent says. “With these products, you build a data model, and the connectivity is done in the next five minutes. You can focus on scaling your application and adding metaprocesses instead of striving to implement rules. Without the drivers offered by Borland for IBM DB2 and the great panel of components allowing multi-tier application development, it would have taken an insane amount of time to come out with our new product, which we are on track to finish in just a few months.”

### Results: Delphi has the right résumé for Cross Dynamic

With HiredFaster already out the door and new products in the pipeline, Cross Dynamic has Delphi to thank for its growing foothold in the online job-seeking market.

“The thing that is incredible with Borland Delphi is the concept of RAD, that in just a few hours we can prototype functionality, enhance it, and make it look like what was supposed to be developed,” Laurent says. “Over the years, the Delphi community has developed components with a wide range of business functionalities. These pluggable components and their easy configuration shorten the time to market in a considerable manner.”

A very simple example, Laurent says, can be found in a key piece of code for the HiredFaster product, the “spider” ware that fetches the content of a Web site.

“Just a few years ago, it would have been a real pain and cost us months in development to build this piece of code,” Laurent says. “Now, we can use Delphi components that allow this code to be built with just a few lines, giving us more time and opportunity to focus on business and not on technical issues.”

Getting things done fast, and first to market. Sounds like the credentials for a winning candidate.

“To compete in the recruiting and hiring market, we had to come out with our product in a very short time frame,” Laurent says. “And we did, thanks to Borland Delphi.”

#### TECHNICAL ENVIRONMENT

<b>Database server:</b>	IBM® DB2®
<b>Operating system:</b>	Windows® 2000 and Red Hat® Linux® 8.0
<b>Hardware platform:</b>	(server and development) Dell™ PowerAge 2300, 4300 with dual Intel® processors
<b>Number of users:</b>	Thousands
<b>Team size:</b>	Five developers
<b>Company Web site:</b>	www.hiredfaster.com

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