



## FOR IMMEDIATE RELEASE

### **DDC HRO and HRsmart Announce Strategic Alliance, Combine BPO Services and Talent Management Suite**

Leading BPO provider to incorporate HR web tools in comprehensive onshore and offshore business services offering

(Richardson, TX) December 15, 2004 - HRsmart Inc., a leading provider of web-based talent management solutions, and DDC HRO, part of the DDC Group of Companies, announced today that they have formed a strategic alliance to provide a fully integrated outsourced solution for employee talent management – combining HRsmart’s leading web-based technology with DDC’s comprehensive suite of onshore and offshore business processing and employee/customer support services.

The alliance is aimed at providing a powerful and cost-effective alternative for small to medium sized businesses to have best of class processes for administering tasks and transactions relative to typical employee administration and support.

The alliance will capitalize on the growing power of the internet and DDC’s world-leading data capture and administration capabilities – allowing clients to equip and support their employees with state-of-the-art HR tools and practices in the most cost effective way possible. New tools featured by the alliance include Two-way Outlook/Lotus Notes integration which bi-directionally integrates the scheduling functions of other software applications, Contact Management which enables instant capture of new contact information by Outlook/Lotus Notes, and Ad-hoc reporting and Ad-hoc survey tools.

By providing self-service tools and outsourcing HR administration and support functions, companies are enabling their HR staffs to focus on core competencies and value added services to employees.

The alliance will provide clients with access to leading-edge technology at a low per employee per month rate - increasing the productivity of all employees while limiting the capital cost, risks and liabilities of HR technology ownership.

“We are very excited about partnering with HRsmart,” said David Kinnear, CEO of DDC HRO. “Their Talent Management Suite perfectly compliments our particular area of expertise in the provision of value-based HR technology, consulting and support services to forward-thinking companies seeking greater automation, efficiency and cost-reduction in their HR environment.”

Committed to helping middle-market companies, DDC HRO brings substantial management and technology expertise with respect to capture, conversion and formatting of legacy and paper-based data – helping clients to quickly, accurately and inexpensively populate their human resources databases and self-service systems for increased effectiveness and efficiency. Clients no longer have to “leave data behind” when converting to a new or updated system.

The HRsmart Talent Management Suite includes Applicant Tracking, Employee Referral, On-

boarding, Career Development & Succession Planning, Performance Appraisal, Salary Budgeting, 360 Review and Learning Management, thereby providing companies with a fully integrated employee acquisition and retention capability, while still providing single, stand alone applications for those with specialized requirements.

“The underlying theme here,” says David Kinnear President of DDC HRO, “is to find new and cost-effective ways to empower employees and help employer clients get more from their technology investment – in order, fundamentally, to support their underlying business requirements. Good data combined with great self-service and analytics tools means better-equipped employees and better results. HRsmart’s domain expertise and focus is a compelling fit for us as we help clients deal with these important issues.”

## **About DDC HRO**

DDC HRO is part of the DDC Group of Companies, which is committed to meeting the total HRO and FA&O BPO requirements of forward-thinking companies worldwide. With a professional staff of over 3,500 (primarily in DDC’s centers in the Philippines), DDC is a leading provider of comprehensive onshore and offshore business process outsourcing services, combined with mission-critical technology solutions, strategic consulting and onshore relationship management. Founded in 1989, DDC is one of the largest privately-held data capture and keying companies in the world – with offices and operations in all 3 regions.

You can learn more about DDC HRO and the DDC Group of Companies at [www.ddchro.com](http://www.ddchro.com)

## **About HRsmart**

Founded in 1994, HRsmart provides a fully hosted, network-delivered suite of talent management software solutions including applicant tracking, online recruiting, performance management, learning management, career development, succession planning, employee referral and job distribution.

HRsmart supports a wide range of clients including but not limited to the medical, retail, manufacturing, financial, government, hospitality, petrochemical and telecommunications industries. Many companies, including Fortune 500 companies, commercial public career boards and recruiting firms turn to HRsmart for their talent management needs. HRsmart is an IBM certified e-business on demand (ebod) solution partner and a member of the 2004 Inc. 500 and 2004 Titan Fast Fifty. HRsmart has operations in the US and Latin America. For more information, please visit [www.hrsmart.com](http://www.hrsmart.com).

## **Media Contacts:**

Peter Holland - US  
DDC Group  
631-547-5500

Ann-Ford Johnston - UK  
DDC Group  
01704 551134