



WEBONISE LAB
WORLD CLASS TALENT



Chemistry ^{Grp}

“Over a period of months, Crucible had been serving an increasing number of assessments; we observed that the current infrastructure we had in place was just not ticking the boxes. We needed to implement a solution that would scale on demand to serve thousands of assessments without impacting on performance.”

Andy Letts,
UK BUSINESS DEVELOPMENT
MANAGER
Webonise

The Chemistry Group Works With Rackspace as a Global VMware Partner, to Change the Face of Recruitment

The Chemistry Group isn't your average consulting firm – they use unique methods to help some of the world's biggest companies facilitate rapid growth.

But what exactly are their innovative techniques? They help companies analyse behaviour changes and tailor recruitment, enabling them to assess prospective candidates, employ the best people for the job and retain employees in the long term. This is the reason that The Chemistry Group are so highly valued by established companies, including SAP, Vodafone, O2, Harrods, Yell and BP. The tool behind their work is named Crucible - a bespoke online platform which helps businesses accurately determine the important behaviours and characteristics that they require for each individual employment opportunity. Crucible is able to do this via an accurate, automated process, speeding up selection without compromising on quality one-to-one assessment.

The Crucible platform is built by Webonise, experts in application development, and hosted by Rackspace, the number one managed cloud company. Through this combination, The Chemistry Group has built a three-way partnership, helping them to lead the market and change the face of recruitment.

Meeting the challenge of automated selection

People are at the heart of every organisation: in order to stay competitive in today's fast-paced markets and deliver market leading results, businesses must attract and retain the best people with the most suitable mix of behavioural characteristics, expertise and experience.

However, when companies attract thousands of applicants for every role they advertise, it can be difficult and time consuming to assess every single one and find the perfect person for the job. The Chemistry Group's Crucible platform speeds up this process significantly, by automatically selecting the top percentage of applicants to take forward to interview.



But does the system really work? As reported by Cable & Wireless, using Crucible has improved its hiring accuracy by an outstanding 300% - quite an accomplishment.

Of course, it's not just about conducting accurate, fast assessments - handling thousands of these every day, whilst maintaining high performance and adhering to strict security and compliance rules, requires a bullet-proof, highly scalable and robust IT infrastructure. That's where Rackspace comes in.

A bespoke enterprise-level infrastructure powered by VMware and Rackspace

As the application development specialists, Webonise knew that they could not compromise on performance. Their market-changing application, Crucible, had to meet the demanding needs of Chemistry Group's clients. Having worked with Rackspace for many years in hosting solutions for their key customers, they knew that in partnership they could deliver the desired results.

A "one size fits all" approach would not work for Crucible, so Rackspace designed a bespoke Hybrid Cloud solution. By combining a dedicated VMware environment with Cloud Servers, Cloud Databases, and a Cisco firewall, The Chemistry Group was able to address stability, security and compliance concerns, to deliver the high availability and scalability that is so vital to Crucible's success.

Powered by VMware, this hybrid managed virtualised solution, presented the ideal solution for The Chemistry Group, as it offered them the most cost efficient way to scale their resources, consolidate their physical footprint, whilst still addressing their stability, security and compliance concerns. As one of just three VMware global partners, Rackspace were able to leverage their unrivalled experience of managing VMware environments, to ensure that Crucible was always performing to its optimum performance.





“There were multiple objectives, not least of which were high availability, superior disaster recovery, dedicated bandwidth and most importantly of all, guaranteed security,” he says. “We knew that meeting all of these objectives required a bespoke solution and so we knew that Rackspace were the obvious choice to design, build, deploy and manage this for us.”

Andy Letts,
UK BUSINESS DEVELOPMENT
MANAGER
Webonise



Chemistry

"Built a turnaround team that created **750m value**"
John Pluthero - CEO, Energis [Read More »](#)

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The Brief

BP is one of the world's largest energy companies and has a great graduate programme, however they struggled to place their graduates into the roles which would maximise their skill set.

Candidates gave 10 minute presentations about themselves and the management chose their roles based on this. This process took 3 days of management time and 25% of graduates were unhappy with the process and felt they were not given enough opportunity to describe their competencies.

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of graduates were unhappy with the graduate programme process

“ Chemistry have made a real difference to **matching the right person to the right role ”**

“The security of client and candidate information is of prime importance for The Chemistry Group. With the Hybrid Cloud solution built by Rackspace, they can place this data on a dedicated server, and combine with scalability of the cloud to ensure that every applicant gets the service they expect, no matter how many concurrent users access Crucible at any given time” Andy Letts, Webonise.

Fanatically Managed Service

It's important to remember that it takes more than high-performance, reliable infrastructure to guarantee success. It also requires full-featured



“By working closely with Rackspace on a very tight time schedule, we were able to migrate the entire application to a completely new environment quickly and seamlessly - they even worked on bank holidays! With their support there was no downtime and Crucible’s high workloads continued to be managed with ease, total security and compliance - a fantastic result for all of us.”

Gareth Jones,
MANAGING DIRECTOR
Chemistry Group

optimisation, the expertise to run workloads and the devotion of those running them. Knowing this, The Chemistry Group and Webonise selected the Rackspace Managed Service Level.

They were allocated a Solutions Architect and two lead technicians during the design phase, whose expertise was critical in architecting for scalability and ensuring the project was delivered in a very short space of time. Furthermore, advanced monitoring, troubleshooting, disaster recovery and back-up services now guarantee that Crucible’s workloads run at peak performance at all times. Should an incident occur, The Chemistry Group are fully compliant with enterprise level requirements, and can focus on driving their business forward - safe in the knowledge that they will receive an immediate response and fast resolution.

A Real Game Changer

“Since migration, Crucible has handled thousands upon thousands of assessments and always operates at peak performance under a very high volume of traffic.”

IT Director, The Chemistry Group

With strong partnerships and open visibility between all the parties, this process has been a true business enabler. The Chemistry Group has been empowered to grow and is now the market leader in the online recruitment sector, with more employers using Crucible than any other system. New clients are coming on board all the time, and The Chemistry Group has a future-proof solution that will grow with them and help them build their business to even greater heights.