Workforce Information Technology Procurement Project
A Florida Workforce Automation SaaS (Software as a Service)

May 15, 2013 @ 3:00 p.m. EST

Solicitation No. 13-RFI-001-LJ

REQUEST FOR INFORMATION (RFI)

Presented to the Florida Department of Economic Opportunity (DEO)

Submitted by:
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Transmittal Letter

May 15, 2013

Department of Economic Opportunity
Office of Procurement and Contract Administration
107 East Madison Street, B-047
Tallahassee, Florida 32399-4128
850-245-7455

Re: Solicitation No. 13-RFI-001-LJMGS

Subject: RFI Response to the Workforce Technology Procurement Project – A Florida Workforce Automation SaaS (Software as a Service)

Dear Ms. Strickland and Ms. Jennings:

Monster Government Solutions, LLC (MGS), a wholly owned subsidiary of Monster Worldwide, Inc. (hereinafter referred to as “Monster”) is pleased to respond to the Florida Department of Economic Opportunity’s RFI 13-RFI-001-LJ Workforce Information Technology Procurement Project - A Florida Workforce Automation SaaS (Software as a Service).

In 1994 Monster invented the concept of online recruiting. Today, we continue to lead the way as the largest and most respected brand in matching job seekers to jobs and providing related services for business and government institutions.

We look forward to the opportunity to present more information on the products and services we offer and the opportunity to work with DEO and the stakeholders in the State of Florida.

Should you have any questions or concerns on this submittal, please contact me at 703-269-4958 (jana.grant@monster.com), or your account manager, Mr. Bill Davies (bill.davies@monster.com) at 770-330-9378.

Sincerely,

Jana Grant
Senior Contracts Administrator
Monster Government Solutions, LLC
1.0 Information Acknowledgement Form

The signed DEO Information Acknowledgement Form is provided on the following page:
Department of Economic Opportunity

REQUEST FOR INFORMATION

Information Acknowledgement Form

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DEPARTMENT RELEASE DATE:
May 1, 2013

SUBMIT RESPONSE TO:
Department of Economic Opportunity
Office of Procurement and Contract Administration
107 East Madison Street, B-047
Tallahassee, Florida 32399-4128
Telephone Number: 850-245-7455

SOLICITATION TITLE:
Workforce Information Technology Procurement Project - A Florida Workforce Automation SaaS (Software as a Service)

SOLICITATION NO:
13-RFI-001-LJ

RESPONSES WILL BE OPENED:
May 15, 2013 at 3:00 p.m., EST

RESPONDENT NAME:
Monster Government Solutions, LLC

RESPONDENT MAILING ADDRESS:
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McLean, Virginia, 22102

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TOLL FREE NUMBER: 1-800-MONSTER (666-7837)
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FEID NO.: 13-3906555

TYPE OF BUSINESS ENTITY [Corporation, LLC, partnership, Limited Liability Company]

This is a RFI as defined in s. 287.012(21), Florida Statutes. The Department of Economic Opportunity (DEO) is issuing this RFI for planning purposes only. Any subsequent implementation activities will depend on budget approval. This RFI is not a solicitation and will NOT result in a contract. However, information received in response to this RFI may be used to develop future procurements. Vendors are encouraged to respond with solutions that meet all or part of the specified requirements.

An equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. All voice telephone numbers on this document may be reached by persons using TTY/TDD equipment via the Florida Relay Service at 711.

DEO Solicitation No.: 13-RFP-001-LJ, Page 1 of 9
2.0 Introduction

The Department of Economic Opportunity (DEO) has identified three broad areas that the future system should address.

1. State of the art labor exchange / job matching system.
2. Robust repository of job seeker resumes across multiple industries to enhance Florida’s talent pool; and
3. Comprehensive case management and reporting system.

These three items directly relate to the labor market in the State of Florida (supply and demand for labor) which in turn is inextricably connected to both education and economic development. At Monster, we advocate an approach to both process and technology which strives to create the optimal labor market. As its measuring stick, the optimal labor market strives for “perfect information” and the most effective utilization of technology. This is to say that we will strive to bring the largest pool of job seekers and the largest pool of job opportunities into the system and utilize best of breed technology to optimize the outcomes. We understand that matching people to opportunities occurs in the context of training and education and processes must be managed.

We further believe that the optimal labor market is a catalyst for economic development and that together with education the three become the mechanism for creating full employment and improving the lives of the citizens of Florida. The optimal labor market system that Monster proposes produces a wealth of information which informs and guides processes, enables the workforce system, and produces invaluable information for investment and economic development.

Monster believes that a best-of-breed system will optimally serve the interest of the stakeholders in Florida. In the early days of software development a case could be made for vendors that provided closed, end-to-end solutions. Although typically less robust and feature rich in any given area of functionality, the fact that the vendor included integrated tools was a major selling point. With the advent of SaaS deployment and cloud based infrastructure that era has officially ended. Today systems are more open than ever allowing users to choose highly refined best of breed technology and piece together unique solutions without losing interoperability. An open architecture will allow for the deployment of document management, CRM, and sophisticated analytics tools and enable a never ending capacity for system enhancement at a pace, complexity, and level of specialization that is simply not possible by a single vendor.

Monster recognizes Florida as a leader in workforce and economic development. We recognize in Florida an opportunity to take a dramatic step forward and transform the labor market ecosystem and all of the interrelated parts. Monster’s experience working with technology vendors and governmental agencies to deliver new and innovative solutions makes us a perfect organization to bring together best of breed solutions under a single umbrella and provide DEO the assurance of high performing, robust and reliable systems across the state.
2.1 Who We Are

As a wholly owned subsidiary of Monster Worldwide, Inc., Monster Government Solutions, LLC (MGS) was established to assist government agencies in achieving their human capital goals through innovative human capital solutions and services. For over 14 years, MGS has provided products and services that have helped government agencies through improved technology, processes, and strategy to better connect qualified active and passive job seekers with education and careers. Within MGS, the Public Sector & Education (PSE) group was established to help state and local governments as well as higher education streamline their human capital management efforts, resulting in improved efficiency and expanded productivity.

2.1.1 Monster Worldwide, Inc.

Monster Worldwide is the industry leader in online recruitment with a comprehensive portfolio of properties and tools. Founded in 1967, Monster Worldwide employs over 3,500 people in over 40 countries. Monster.com, the company’s recruitment website consistently ranks in the top 40 most visited sites on the web. Monster’s global online platform averages over 100 million visits per month, reaching more employers and jobseekers than any other competitor to date. With 95% brand awareness among job seekers in the United States, Monster is the vanguard online recruitment platform. Monster.com has over 69 million jobseeker accounts and our offline presence includes a network of over 1,000 newspapers in the United States that circulate over eight million print copies daily. Newspaper partners boost a combined readership of over 15 million people and over 12 million unique website visitors each month, more than doubling Monster’s job seeker reach in local markets.

2.2 Our Valued Customers

Monster has a proven track record of success providing solutions and services. We currently provide services for more than 300,000 employers and there are currently 341,518 job postings “live” on Monster.com. Monster operates white labeled career sites for more than 1,000 public and private sector clients.

MGS has assisted government clients for 14 years. We provide technology, consulting, and services to hundreds of government entities each year. In fact, there are 100 Federal Government agencies that rely on MGS products and services every day to run their recruitment efforts, including 14 Cabinet-level agencies and all five branches of the Uniformed Armed Services. MGS’ leading product, Monster Hiring Management Enterprise, has helped agencies process more than 25 million Federal applications for 400,000 Federal vacancies. In 2012 alone, MGS systems processed 4.85 million applications across 54,000 vacancies.

Similar to the objectives of this RFI, in October 2008, Monster launched OhioMeansJobs for employers in the state of Ohio. Every employer and all One Stop staff in Ohio have access to search more than 2.3 million candidate resumes on a private version of the Monster resume database for job seekers in Ohio, within 50 miles of Ohio, and those interested in working in Ohio but do not live in the state. Over the past few years we have added functionality including
project hire, Work Keys, Job Opportunity data, a Veteran’s Portal, a Prisoner Re-Entry Portal, Talent Dashboard (6-Sense), Mobile Technology, and more. We are currently working with the state of Ohio to deliver a completely new and innovative services delivery platform called eOMJ funded through a US DOL Workforce Innovation Funds grant.

3.0 SaaS Solution Details

The following represents a high level overview of achieving the objectives outlined by DEO in the RFI

1. State of the art labor exchange / job matching system. (3.1)
2. Robust repository of job seeker resumes across multiple industries to enhance Florida’s talent pool. (3.2)
3. Comprehensive case management and reporting system. (3.3)

3.1 Monster’s Labor Exchange / Job Matching

Monster Worldwide, Inc. is the worldwide leader providing labor exchange and job matching services to more job seekers and employers than any other company in the market today. The solution offered by Monster leverages 18 years of germane experience building the most intuitive and user-friendly technology in both the public and private sector. We offer a comprehensive feature set – user tested and hardened by the largest global user population; more than 45 million unique job seekers per month representing more than 6 billion page views. Our experience and expertise in building user-friendly, highly efficient tools can be leveraged by DEO to provide an unparalleled labor exchange that will provide functionality second to none.

Monster’s technology, infrastructure, features, and usability have set the benchmark in the industry for the past two decades. Monster’s 6Sense™ Semantic engine represents an investment of more than $100 million dollars in research and development. It features an ontology of more than 16 million word combinations operating in tandem with the only multi patented search algorithm in the industry. 6Sense is seamlessly woven into the job seeker, employer, and reporting functionality throughout the career site to deliver precise and actionable results. The feature-rich environment includes tools and workflows that have evolved through millions of iterations of use and represents the absolute best of breed technology.

Monster’s research and investment into usability, conducting focus groups, usability testing, and adapting leading design methodologies has resulted in job seeker functionality that achieves the highest satisfaction in the industry (American Customer Satisfaction Index, 2009). There is simply no other company that comes close to Monster’s leadership position in delivering easy to use, robust systems that deliver results.

Monster’s expertise includes the ability to create multiple entry points into the system that reflect the interests and needs of the various constituents served by the state. Our objective is to
optimize the exchange system for job seekers from all points of entry bringing together people who are in need of state provided services (WIA, TANF, etc.) with general job seekers who are simply looking for the best place to find a job, and the emerging workforce who are entering the job market for the first time. We believe the labor exchange system should accommodate in a “smart” way the people accessing the system and “treat” them in a way that is consistent with their objectives, abilities, and limitations.

For example, the current benchmark for technology that assists transitioning veterans is the recently launched Veteran’s Career Center site from the U.S. Department of Veteran Affairs. This portal called VA for Vets was developed by Monster and includes the most advanced tools for assessing and translating veteran skills into civilian terms. Leveraging our experience creating custom solutions such as VA for Vets will result in cost effective and efficient deployment of world class labor exchange functionality for DEO.

Mobile delivery of web based services is a practical reality in today’s world. In the coming years, especially as a younger generation of on demand mobile technology users matures, distributed mobile access and web technology optimized for mobile devices will be a must have for any labor exchange system. Unfortunately, in addition to relatively high costs for development, there are significant challenges with keeping up with the large number of mobile products and product updates entering the market. This is one area where working with Monster will be especially beneficial. Not only has Monster already developed mobile technology for our own use on monster.com, we are deploying this solution for clients in a very cost effective roll out. The fact that Monster is committed to this technology assures DEO that a mobile enabled site will always be cutting edge and meet the requirements of the largest mobile device product set.

Monster understands that DEO needs a system that will evolve and remain on the cutting edge. The playing field for education, employment, and social interaction is changing with the dawn of each new day. Ten years ago there was no such thing as Facebook or Twitter. Yesterday 300 new apps were launched for the iPhone and tomorrow there will be another 300. Today, if your job postings are not distributed to social network sites you are operating at a dramatic disadvantage. What will tomorrow bring? It’s hard to say exactly, but the ability to change, adapt, and assimilate new technology on the fly will be the hallmark of any world class system. Enabling high value applications into the next generation of the labor exchange system will differentiate and extend Florida’s leadership position and create the infrastructure for unparalleled economic growth by strengthening and optimizing the labor market and education system in the state. Monster’s core value of innovation and commitment of resources to research and development will mean that a solution for DEO will remain cutting edge into the next decade.

3.2 Job Seeker Resumes

Monster has direct access to millions of resumes from people who live in Florida and people who are looking to relocate to Florida. In addition, we have a unique ability to aggregate job seeker information from multiple sources such as the state’s colleges and universities, state agencies, and disparate data sources to provide unparalleled access to job seekers and the talent pipeline
Aggregating job seeker data from multiple sources has tremendous value for employers in the state. It also represents unique access to information about the talent pool in real time to inform decision making for education and asset identification for economic development.

Aggregating resumes or job candidate information into a single repository is only the first step. The challenge then becomes dealing with “big data”. Millions of records are valuable only to the extent that the information can be accessed and utilized in a meaningful way. That is where utilizing semantic search becomes so important. Think about it this way. The last time you typed a search into Google you got pretty much what you were looking for in the first page of results right? Imagine if you received instead 500 results sorted by how recently they were entered, or how close they were to you. What if your only choice was to go page by page by page and hope to find what you were looking for? Would you make it to the 500th result? Probably not. Could that have been the right one? Possibly. In the same way Google has solved this challenge for Internet search, Monster has solved the challenge for resume search. Our ability to extract information on candidates and process it in a human like way in lightning fast speed makes the data in a talent supply repository actionable and valuable. Monster will offer a mechanism for aggregating job seeker information, the job seekers that we have collected through our extensive reach, and the ability to utilize the data to its fullest extent.

### 3.3 Case Management

Monster stands ready to develop custom case management functionality, work with one of our existing case management partners, or interface with a case management vendor of DEO’s choosing.

Monster has extensive experience integrating our products with third party systems. We maintain a set of open APIs and a robust integration layer called the Monster Business Data Gateway to easily and cost effectively transfer data in and out of multiple systems. Thousands of Monster clients from the Federal Government to large multinational corporations transfer data in and out of applicant tracking systems and human resource systems on a daily basis through integrations with Monster.

Monster’s Business Gateway product allows third parties to store or retrieve virtually any data object within a data model (e.g. jobs, users, resumes, applicants). The Business Gateway uses XML documents in SOAP envelopes, enabling easy integration. Schemas, along with sample data sets and documentation, are published and publicly available. This open and flexible architecture will be the primary vehicle to enable inter and external client integration. MGS is committed to supporting as many browsers (and versions) as possible.

Monster’s extensive professional services organization, corporate structure, and governance creates a perfect environment to lead a project team and/or become the primary vendor among a group of partners delivering a solution. Monster is ready to work as a contributor or as the lead company in the project to deliver products and services to DEO. We look forward to the opportunity to present options and discuss the solution with DEO in the future.