
**The Internet has moved
to *actual* resumes.**

**A Briefing for Senior Executives
by RealResume Corporation**

Table of Contents

Executive Summary	3
Explosive growth ahead.....	3
RealResume® is the missing link	3
Time to market is king.....	3
Earlier Methods Fell Short	4
Resumes are the currency of the recruitment industry.....	4
Paper process was slow, expensive, and inaccurate	4
Text-only process was lacking.....	4
Fill in the form was cumbersome	5
Batch processing email attachments was unsatisfactory	5
The Modern Way to Handle Resumes.....	6
Deliver a clear product advantage	6
Start with the resume itself.....	6
Upload through the Internet	6
Process in real time	7
Deliver actual resumes from your database	7
Safe and reliable	8
Robust and scalable	8
Everybody Wins	9
Recruiters love it	9
Candidates are ecstatic	9
You win with clear product differentiation	10
Complete Solution	11
Ready today	11
Superior technology	11
Unicode-enabled.....	11
Battle-hardened	11
Patent license	11
About RealResume Corporation	12
How It Works	13
Sample Resume	14

© 2006 RealResume Corporation. All rights reserved.

This industry white paper is for informational purposes only. REALRESUME MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS DOCUMENT.

Information in this document is subject to change without notice. No part of this document may be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without the express written permission of RealResume Corporation.

RealResume® is a registered trademark of RealResume Corporation. Other product and company names mentioned herein may be the trademarks of their respective owners.

RealResume Corporation • 505 West Riverside Avenue, Suite 220 • Spokane, WA 99201-0518 • USA •
(509)744-0030 • www.realresume.com

Part no. 006-0127-1

Executive Summary

Explosive growth ahead

The online recruiting industry has been developing for several years and is poised for explosive growth.

It happens all the time. A new industry forms and simmers for a while... then someone discovers the last piece of the puzzle...the missing link that explodes the industry out of its infancy, into the limelight, and into mainstream America.

For example, the Web brought graphics and ease of use to the text-only Internet, making the Web a household term, and Marc Andreessen and Jim Clark wealthy men. Likewise, Windows brought graphics and ease of use to the text-only PC industry, making the Windows market ten times larger than DOS ever was and driving Microsoft's stock sky high.

Now, actual resumes have become the new standard for online recruiting. Many of the "big sites" are already accepting and delivering actual resumes – look at industry leaders like Monster, Yahoo! HotJobs, many of the Fortune 500 and over a thousand of the country's largest colleges and universities. The last piece of this puzzle has finally been found.

RealResume® is the missing link

RealResume is the leader in bringing graphics and ease of use to the online recruiting industry. Using our technology, your website can accept and deliver resumes in real time which preserve the formatting, fonts, and appearance of the original. Last year alone, we processed over 9.9 million resumes for industry leaders.

RealResume technology is the missing link that propels online recruiting into the mainstream. No more text-only substitutes. No more embarrassing OCR errors. No more excuses. Just actual resumes, of real people, in real time – directly from your website to your customers.

Try it for yourself: visit our demonstration at www.realresume.com and upload a resume. In just a few seconds you'll see the technology that gives the "big sites" their competitive edge. You'll see how to put your company, and yourself, at the front of the pack.

Time to market is king

RealResume technology is ready to work for you today. We are the battle-hardened solution. You can immediately jump ahead of your competition without the risk and uncertainty of technology development budgets, schedules and patent issues.

Time to market is king – it's always easier to capture the mind of the prospect first than to displace competitors.

Don't miss out; act now.

Earlier Methods Fell Short

Resumes are the currency of the recruitment industry

For decades, resumes have been the cornerstone of communication between candidates, recruiters, and employers. To put the matter in perspective, ask yourself: "When was the last time you hired a professional without seeing their actual resume?" If you are like most managers, the answer is "Never".

Computer technology has automated elements of the recruitment process, but a complete solution requires proper handling of the actual resume itself. In this area, past techniques fell short.

Paper process was slow, expensive, and inaccurate

Historically, applicants prospected for jobs by sending out large numbers of unsolicited paper resumes in the hope of uncovering hidden opportunities. Even the best techniques for converting these paper resumes into electronic formats were labor intensive, slow, and prone to inaccuracy. Recruiters state emphatically, "We are not pleased with the accuracy of the OCR process." Fortunately, for most of us these days are behind us.

Text-only process was lacking

Older Internet sites allowed candidates to cut-and-paste an ASCII, text-only version of their resume. Accepting text-only resumes eliminated OCR induced errors and enabled accurate keyword searching - certainly an improvement over paper scanning.

However, the resulting text-only limitation destroyed all formatting and prevented recruiters and hiring managers from seeing candidates' actual resumes. Recruiters report, "You want an actual resume in your hands. It is impossible to get an accurate grasp of the person without it." Recruiters were still forced to obtain candidates' actual resumes through inconvenient, manual methods during the evaluation process.

Candidates, as well, were dissatisfied with text-only resumes. Having refined their resume at length to present their qualifications in the best possible light, they were forced to fit into an obsolete, generic format along with all other candidates. This limitation was all the more frustrating given the graphic-rich environment of the Internet and reflected poorly on the sophistication of the hiring organization. Being unable to focus attention on their primary talents was highly distressing to applicants and increased the dropout rate at those sites.

Today, there is no need to limit the functionality of your site to this least common denominator. You can do much better. Solving this problem makes your site more valuable to recruiters and candidates alike.

Fill-in-the-form was cumbersome

Some early Internet sites presented candidates with a detailed form to be completed - essentially a resume building template or, in some cases, a complete online job application. The implementation was different on each site and completing the form accurately took a fair bit of time. This was frustrating to capable candidates because they already have a powerful statement of their qualifications: their actual resume.

Some site developers waxed enthusiastically about such forms. When the forms were completed fully, the recruiter could compare different candidates in an organized manner, placing their respective qualifications side by side for review and analysis. The reports were neatly impressive, similar to the reams of paper printouts from the early days of computing. These recruiters were smugly pleased that their job had been made easier by insisting that the ducks line up in a row.

The problem is, you cannot herd ducks and they do not line up in a row. The best candidates are not desperate for a job; they are looking to advance their carrier at a progressive company that offers them something. Good candidates have other options and, unless you are the Monster of recruiting, they need to be courteously invited into a relationship with your company, not forced to walk in lockstep with others outside your door.

In the war for talent, "filtering by pain" at the front end of your website is not the answer to attracting the best candidates.

The same recruiters that extol detailed forms are the ones who also complain about their lack of high quality candidates - for good reason.

Batch processing email attachments was unsatisfactory

Recognizing the clear desire of recruiters and candidates to work with actual resumes, some early systems accepted resumes as email file attachments and processed the files in batches. System operators opened the resume files, converted them to a common format, and added the result to the correct database record containing the form data for that particular candidate. This process had numerous drawbacks.

First, it exposed the company's network to infection by viruses and rogue, document-resident macros that are increasingly common in today's Internet environment. There are more than 150,000 known viruses in existence, with thousands more discovered every month. Studies show that viruses are responsible for greater financial loss than any other security threat. Opening documents submitted by the general public was a prescription for disaster. Every day, a new horror story emerged.

Worst of all, this conversion was not done in real time. There was no immediate feedback to candidates confirming accurate processing of their personal resumes. Candidates were expected to blindly trust that their personal resumes would be converted accurately. When errors occurred, as they inevitably did, candidates could not fix them.

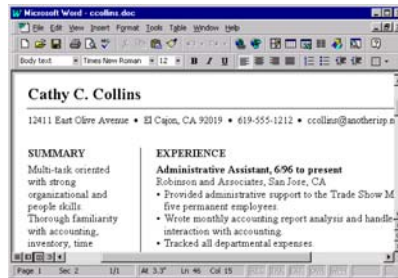
The Modern Way to Handle Resumes

Deliver a clear product advantage

RealResume® technology enables you to accept and deliver the candidate's actual resume to recruiters and employers in real time. Enhancing your site with this advanced capability gives you a clear product advantage over competitors, and helps establish your company as a leader in the Internet recruitment industry.

Start with the resume itself

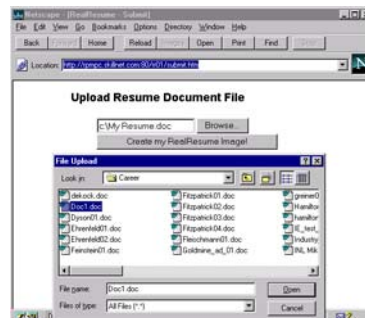
Candidate resumes start as word processing files. They can be in a variety of file formats, including multiple versions of Word, WordPerfect, OpenOffice and others on PC and Mac platforms. The RealResume process accepts these word processor files, exactly as prepared by the candidate. What could be simpler?



**Word
WordPerfect
OpenOffice
RTF**

Upload through the Internet

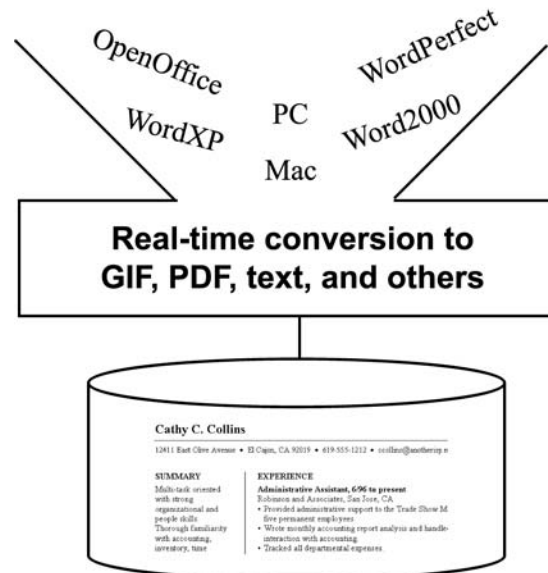
With RealResume technology you can safely upload these resume files on your website using popular web browsers, such as Microsoft Internet Explorer and Firefox. Applicants can submit their resume quickly and easily; consequently, more candidates participate in your system. Your database of quality candidates expands without additional marketing expense.



**Internet Explorer
Firefox**

Process in real time

RealResume technology processes resume document files in real time, typically within 3 seconds, and returns the file formats you request. Resumes enter your database immediately. Recruiters and candidates are never delayed by batch processing.



In fact, after candidates submit their resume document files, they can review their resumes exactly as they will be presented to recruiters and fine-tune them interactively. Candidates themselves close the loop to assure their resumes are correctly presented. Using this self-service solution, candidates provide their own labor, reduce your operating cost, assure high quality levels, improve system scalability and enable you to accept resumes 24 hours a day, in all time zones, worldwide.

RealResume technology can return resume files in a variety of formats, including GIF, PDF, RTF, Microsoft Word, TIFF, ASCII text, Unicode text and many others. The choice of file formats is up to you. You may want several: for example, text for search indexes, GIF for browser display, and PDF for high-quality remote printing.

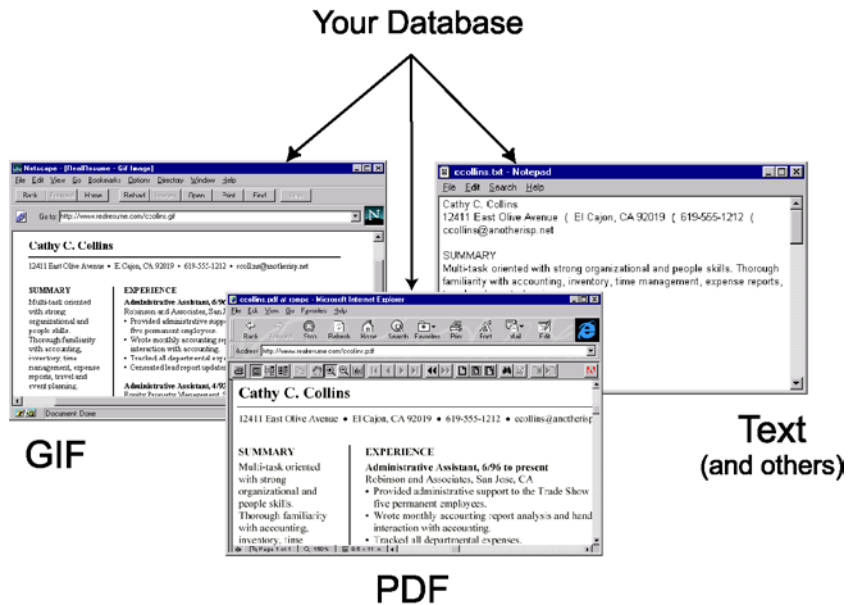
Because RealResume technology works with the original resume document file, no OCR process is required and no OCR errors occur. Text extracted by RealResume technology is 100% accurate, every time.

Deliver actual resumes from your database

With RealResume technology, you can deliver actual resumes directly from your database to recruiters and employers. The improvement over text-only substitutes is immediately apparent, and compelling, to all users of your system. Actual resumes are clearly superior.

Recruiters can view actual resumes on their screen, and print high-resolution copies on their local printer to share with associates and

clients. Actual resumes are available on demand, using commonly available web browsers and free readers. The process is automatic and does not require any additional labor from your staff.



Safe and reliable

RealResume technology insulates your system from the hazard of virus infection and security attacks.

Regrettably, any system that processes files submitted from the public exposes the network to attack by viruses, bombs, macros and other malicious code. Virus scanners are not enough. The cost of cleaning an infected network can be staggering. RealResume technology processes resume files in a controlled, secure environment. You can rest assured knowing that your database will contain only clean files from a secure, trusted source – not a hacker's time bomb.

A manual process that converts a limited range of resume files is only a partial solution. RealResume's complete solution is an automated process that converts a sweeping range of file types, in real time, while surviving the harshest attack. The complete solution is substantially more valuable, but challenging to develop. RealResume technology benefits from years of real world use with millions of resumes and aggressive, ongoing development. It is ready for you today.

Robust and scalable

RealResume technology is robust, extensible, and highly scalable. It has been engineered to support the demands of high-volume, international sites. Last year alone we processed over 9.9 million resumes for industry leaders.

Everybody Wins

Recruiters love it

Recruiters pay to use your system for one reason – to hire a qualified candidate. Ultimately the value of your company is based on how well you solve this problem. With RealResume® technology you can help recruiters hire qualified candidates by (1) expanding the pool of qualified candidates available on your site, and (2) expediting the evaluation and hiring process.

Experts agree that finding qualified candidates is the primary recruitment problem today. Recruiters expend tremendous effort looking for candidates and frequently employ multiple researchers to prospect for them. Employers in the U.S. spend over \$5 billion annually on newspaper-classified advertising simply to prospect for qualified, professional candidates. With RealResume you can efficiently increase the number of qualified candidates available on your site, and thus address the primary recruitment problem.

Anyone can hire a new employee, but professionals who recruit the stars know that they have only a few precious minutes to make qualified candidates feel comfortable with the application process and capture their critical data.

Because RealResume technology makes it easy for candidates to submit resumes, you capture more of the candidates that visit your site. It's that simple. Your marketing investments in building site traffic are more productive. Recruiters find more qualified candidates at your site - that is a powerful, competitive advantage.

After a qualified candidate has been identified, they must be quickly evaluated to determine if follow up is appropriate. Immediately delivering the actual resume to recruiters accelerates this process. Recruiters are quite clear, "Text gives you the facts, but the actual resume gives you a sense of the person's personality. The formatted resume gives insight into the elusive nature of the person. Having the actual resume is value added, and saves precious time."

Deliver the actual resume from your site and you deliver clear, tangible value to recruiters.

Candidates are ecstatic

Candidates are ecstatic about the RealResume solution – finally, they can quickly and easily present their actual resume to recruiters over the Internet.

Resumes start out as word processing files. Allowing candidates to submit resumes by uploading the original word processing file directly off their hard disk is the simplest and easiest approach possible. Every other method requires additional steps and complexity for the candidate.

Because the RealResume process is simple, more of the visitors to your site will contribute their resume to your database. That's a plus.

An experienced Internet veteran put it succinctly; "To expect a person who is looking for a job to create a resume in a new format for each site is just not going to work." Applicants want a fast, simple solution, and RealResume delivers it.

Candidates spend hours polishing their resume to present themselves in the most favorable light. This document is their actual resume; this document is exactly what they want recruiters to see. Systems that accept text-only resumes force candidates to dilute their presentation to a least common denominator that looks like all other resumes in the database. They are denied the opportunity to highlight their unique talents.

Think about it: When you last presented your resume was it text-only, or a polished and formatted document?

Candidates know their resume forms the recruiter's first impression of them and they want that impression to be perfect. That is why RealResume technology accepts resume document files that are already on their disk, converts them to web ready formats, and allows you to immediately display fully formatted resumes on candidates' screens. The universal reaction is, "WOW, there's MY resume!"

Best of all, RealResume technology processes resumes in real time. Candidates can interactively fine-tune their converted resumes, if required, to assure that their presentations are perfect. They submit their resumes, confident that they have done everything possible to look good to recruiters and potential employers. Candidates themselves provide the quality control for your system, not your staff. Candidates supply the labor, and they love it.

You win with clear product differentiation

Accepting actual resumes on your site, and delivering them directly to recruiters in real time, is one of the most visible product advantages you can add to your system. The benefit is immediate, obvious, and compelling.

Paper and text-only resumes were the focus of the past. Actual resumes are the focus of the future and handling electronic resumes in a superior way clearly elevates you above your competitors.

Complete Solution

Ready today

You can jump ahead of your competition with clear product advantages in a matter of days – RealResume® technology is fully developed and tested. With RealResume technology you can achieve an immediate competitive advantage, and totally avoid the risk and uncertainty of technology development budgets and schedules or patent issues. When you want to be the leader, time to market is king.

Superior technology

RealResume technology delivers a complete solution that can be readily integrated into your existing product family. A sweeping range of resume files can be converted, in real time, into the file formats you require. Our internal architecture is robust, extensible, and scalable to meet the demands of large, active sites running in Unix or Windows environments. Since we are specialists, we keep our technology current. RealResume is the best-of-breed solution.

Unicode-enabled

To meet the needs of international markets, RealResume technology is built on Unicode from the ground up. Handling European and Asian resumes is fast and efficient. Alternate paper sizes, including A4, are also supported.

Battle-hardened

RealResume technology is the battle-hardened solution. Our technology has been deployed since 1999 at some of the largest Internet recruitment companies in the world. Last year alone, we successfully processed over 9.9 million resumes and, due to our sophisticated fault-tolerant architecture, RealResume has never had a system-wide outage.

Patent license

Important aspects of using graphically rich resumes on the Internet are covered by U.S. Patents 5,758,324, 6,564,188, 6,718,340 and 6,718,345. These patents include 71 issued claims with priority dating back to 1995. Additional patents are pending.

For information regarding licenses to conduct business under these patents, please contact RealResume Corporation.

About RealResume Corporation

RealResume Corporation is a privately held technology development company that creates software tools and intellectual property to support the Internet recruitment industry.

The company is staffed by professional developers and derives its revenue from highly reliable services, software licensing, and protected intellectual property licensing. The company is dedicated to supporting firms that use intellectual capital as a source of product differentiation and competitive advantage.

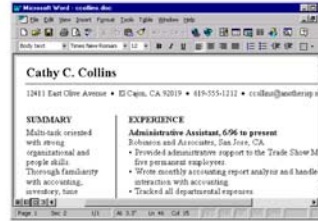
RealResume Corporation is located at 505 West Riverside Avenue, Suite 220, Spokane, Washington, 99201-0518. The company's telephone number is (509) 744-0030. Email may be addressed to mail@realresume.com.

A demonstration of the RealResume[®] solution can be found at: <http://www.realresume.com>. Upload a resume today - see for yourself why the Internet has moved to *actual* resumes.

How It Works

The *RealResume*® Advantage

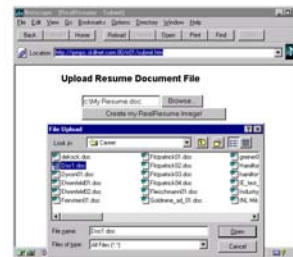
Candidate resumes are word processing files.



Word
WordPerfect
OpenOffice
RTF

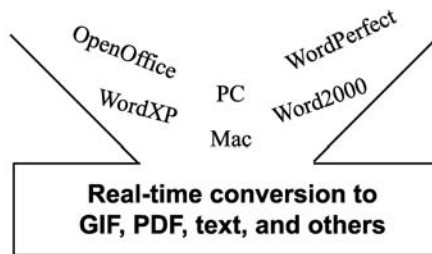
RealResume lets you...

1. Accept those files



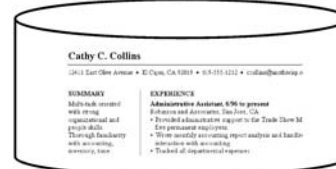
Internet Explorer
Firefox

2. Convert and store them in real time

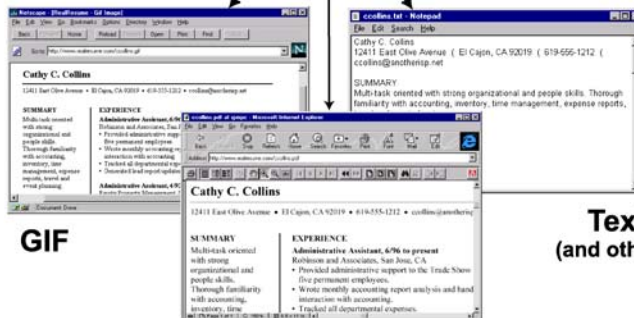


RealResume®
TECHNOLOGY

3. Deliver actual resumes to your customers



Your Database



GIF

Text
(and others)

PDF

© 2006 RealResume Corporation

Cathy C. Collins

12411 East Olive Avenue • El Cajon, CA 92019 • 619-555-1212 • ccollins@anotherisp.net

SUMMARY

Multi-task oriented with strong organizational and people skills. Thorough familiarity with accounting, inventory, time management, expense reports, travel and event planning.

Skills

60 w.p.m.
Adobe PageMaker
Word Perfect
Microsoft Word
Microsoft Excel
Meeting Manager
ACT
Duke Nukem

Education

BA in Business Management,
Fresno State, 1986
Time Management for Teams Seminar,
Riley Design Institute, 1993

EXPERIENCE

Administrative Assistant, 6/96 to present

Robinson and Associates, San Jose, CA

- Provided administrative support to the Trade Show Manager and five permanent employees.
- Wrote monthly accounting report analysis and handled daily interaction with accounting.
- Tracked all departmental expenses.
- Generated lead report updates.

Administrative Assistant, 4/93–6/96

Equity Property Management, San Francisco, CA

- Maintained real estate office for fifty agents and two brokers.
- Set up computer system for agent tracking and monthly invoicing.
- Coordinated monthly off-site meetings.
- Proposed and arranged for guest speakers at monthly meetings.
- Handled all travel and meeting arrangements.

Property Manager, 2/90–4/93

Magellan Properties, San Francisco, CA

- Managed two hundred residential and twelve commercial accounts.
- Prepared budgets for construction and sales divisions.
- Supervised five on-site managers and one in-house administrator.
- Interacted with tenants, vendors, and property owners on a daily basis.

Sales Assistant, 11/88–2/90

Alexander Corporation, Mill Valley, CA

- Provided clerical sales support to sales representatives.
- Assisted customers with technical support.
- Coordinated sales and shipping with international and domestic companies.
- Managed mass mailings of sales materials and data sheets for trade shows.
- Performed general clerical tasks including faxing, typing and filing.