



## NUTANIX

**Customer:** Nutanix

**Customer Website:** [www.nutanix.com](http://www.nutanix.com)

**Headquarters:** North America

### Challenges:

- Hiring talent with highly specific capabilities
- Capturing attention of passive candidates

### Results:

- Rediscovered talent already in applicant tracking system
- Tailored outreach successful for hard-to-reach prospects

### Business Benefit:

- Nutanix is finding hidden gems who had already expressed interest in the company. And, it's now able to attract people who were not responding to previous outreaches.



Nutanix is a global leader in cloud software, and a pioneer in hyperconverged infrastructure solutions, making computing invisible anywhere. Organizations around the world use Nutanix software to leverage a single platform to manage any app at any location at any scale for their private, hybrid, and multi-cloud environments. Nutanix recently was named one of the [100 Best Companies to Work For](#) in 2020 by Great Place to Work® and *Fortune*.

## AI Is Helping Nutanix Find and Nurture Elusive Technical Talent

The phrase “purple squirrels” is one you’ve heard quite a lot, but it fits some of the talent sought by Nutanix quite well.

The cloud storage and services company employs more than 6,000, and serves more than 18,000 customers. The people it’s looking to hire are often the proverbial passive candidates. They’re employed, have plenty of options, and don’t always respond to recruiters. It had tried LinkedIn, with mixed results.

“LinkedIn has a limited amount of capability,” says technical sourcer Chanda Townsend. “We had a hard time customizing with LinkedIn, getting to the people with the skills we needed.”

Townsend and the rest of the Nutanix talent-acquisition team turned to artificial intelligence.

As Nutanix implemented Eightfold, she says, “we had long conversations with our UI engineers and Eightfold. Eightfold was awesome to us, customizing the platform to meet our needs.” Now that it has adopted Eightfold, Nutanix has an alternative to cold emails to prospects who didn’t respond.

What happens first is the recruiter and hiring manager open up a req, and “calibrate” the role. Basically, this means listing what’s needed to do the job successfully, such as necessary skills or past experience. This can include inputting multiple profiles of people who are an “ideal candidate” such as high performers doing the job today. Then, the AI looks at who in Nutanix’s “Talent Network” is a match for that role.

This Talent Network includes past applicants, past employees, employee referrals, and newly sourced or “passive” applicants. The talent intelligence in this network shows Townsend and Nutanix which people are a “strong match” for its jobs, using AI that stack-ranks people for each role.

Townsend has learned that many great applicants are people Nutanix already knows, but were going undiscovered. “We find a lot of great candidates among silver medalists,” Townsend says. “The people who had come in and were high in consideration for other roles, and for whatever reason we had gone with someone else.” The Eightfold platform uses AI to “rediscover” these past applicants. The platform enriches profiles, so that any skills and experience that past candidates have added since applying are automatically included in each person’s profile.

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In addition to this newfound set of applicants, Nutanix turned to AI for its [career site](#). Corporate careers sites are notorious for low conversion rates. Prospects often click around trying to find a department and job that fits them, only to come up empty. Instead, with the Nutanix site, candidates now load up a resume, and the AI shows them how well they match to open jobs. From there, it’s simple for candidates to click and indicate to Nutanix the position they’re interested in being considered for.

All told, what Townsend is finding is that for every role, there’s now a pipeline of people the company already knows, who are prospects. “A req should never start from zero,” she says. “You should always have a pool of candidates from within your ATS.” No more searching for purple squirrels who may never respond.

## The Personal Approach

Nutanix has been using Eightfold to send personalized [outreach](#) to prospects. It doesn’t blast out a one-size-fits-all newsletter to its whole pipeline. Managers and recruiters meet weekly to talk about upcoming campaigns. Nutanix will “bucket” people based on the skills needed and build out the messaging it wants to use to reach those people.

Nutanix will focus on a category of people, such as female engineer prospects. It will send them an email inviting them to an online event with the company’s chief technology officer, for example. Or, Nutanix will prepare an outreach campaign for folks graduating college.

Nutanix will take a group of people in its Talent Network and “tag” them, indicating that they’re potentially great fits for an open role. Then, it will send out outreach to those tagged prospects. There have been cases where a prospect will say they’re not interested in a job move now, but will relook at it in, say, three or four months. Nutanix will tag those people, and keep them warm during those intervening months. Open rates are as high as 70 percent.

Townsend, who has been with Nutanix since 2018, has become Nutanix’s subject matter expert on Eightfold. “Everyone comes to me for advice and tips,” she says. “We keep learning more about Eightfold, and adopting more and more of it among our recruiters and hiring managers.”

Of particular interest right now is using Eightfold to improve diversity. When Nutanix calibrates a role, it can see how having different requirements can shrink or expand the diversity of the candidate pool. From there, it can ask itself whether a given requirement is necessary. “We’re really focusing on that diversity journey,” she says. “It’s on everyone’s radar.”



Eightfold.ai® delivers the Talent Intelligence Platform™, the most effective way for companies to retain top performers, upskill and reskill the workforce, recruit top talent efficiently, and reach diversity goals. Eightfold's deep learning artificial intelligence platform empowers enterprises to turn talent management into a competitive advantage. Eightfold is based in Mountain View, California.