

## Staying Top of Mind to Compete with Consumer Brands

The university recruiting team at Nutanix needed to deliver a new sourcing strategy. As the company grew, Nutanix had to bring in more great talent from more schools each year, while competing for top candidates with well-known consumer brands.

But their existing methods weren't breaking through. The university recruiting team required more effective ways to engage with candidates and keep them interested. They were using spreadsheets to manage cold candidates and organize candidates by school, which was inefficient.

"We needed a place to be able to organize all of our candidates efficiently. That's where Eightfold stepped in for us," said Sarah Bochner, University Sourcer at Nutanix. "We would lose really hot candidates that had interviewed with us and then moved on to other companies, and maybe forgot about us. We needed to stay top-of-mind and really compete with those top brands everyone knows. We wanted to be able to provide a white-glove experience."

## Getting a Friendly Start with Eightfold

The professional recruiting team at Nutanix was already using Eightfold's Talent Intelligence Platform and introduced the university recruiting team to it.

The university recruiters loved having a centralized platform to track, sort, and contact candidates. Add in the friendly user interface of Eightfold and it was a no-brainer to start using it.

"We do have other tools to run various kinds of campaigns," said Austin Norfleet, University Recruiting Manager at Nutanix. "I don't think any of them are as effective or as robust as Eightfold."



You can tell, from the campaigns we've sent out, how well Eightfold works."

*Sarah Bochner,*  
University Sourcer, Nutanix



### About Nutanix

Nutanix makes infrastructure invisible, elevating IT to focus on the applications and services that power their business. The Nutanix Enterprise Cloud Platform blends web-scale engineering and consumer-grade design to natively converge server, storage, virtualization and networking into a resilient, software-defined solution with rich machine intelligence.

**NUTANIX**™

**Headquarters:** San Jose, CA

**Employees:** 4,200

**Year Founded:** 2009

**Eightfold Solutions:** Talent Acquisition, Talent Experience

# Nutanix Campaigns Are Highly Targeted, and Twice as Effective

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**Austin Norfleet**  
University Recruiting Manager,  
Nutanix

Within 30 days of starting to use Eightfold, the university recruiting team had decided to centralize their efforts on the Talent Intelligence Platform. They pull all information from other sources into the Platform, which is integrated to the Nutanix ATS.

“Whatever tool we’re using, we figure out how to export that over to Eightfold,” Austin said. “Eightfold is our source of truth.”

Eightfold’s insights tell the team who to reach out to first from inbound applications. Predictive email nurturing allows for very effective and highly targeted campaigns, reaching up to 70% open rates. “You can tell from the campaigns we’ve sent out, how well Eightfold works,” Sarah said. Overall, response has doubled.

One benefit has been a greater ability to support the company’s focus on diversity and inclusion, which is driven from the C-suite. Eightfold lets the university recruiters nurture diversity pipelines specifically, and improve their results over time.

“Eightfold has the ability to let us send out a very targeted and diverse campaign,” Austin said. “We can fine-tune the messaging, which we can’t do with other platforms. Having the value of the Eightfold product, just to keep everybody in sight, has been hugely valuable.”

**70%**  
Email open rate for targeted campaigns

**2x**  
Greater response than legacy tools

**1**  
Source of truth for university recruiting



Eightfold delivers the Talent Intelligence Platform, the most effective way for companies to identify promising candidates, reach diversity hiring goals, retain top performers, and engage talent. Eightfold’s patented artificial intelligence-based platform empowers enterprises to turn talent management into a competitive advantage. Built by top engineers out of Facebook, Google and other leading technology companies, Eightfold is based in Mountain View, California.

For more information, visit [www.eightfold.ai](http://www.eightfold.ai)