

FOR IMMEDIATE RELEASE

**HODES IQ OFFERS INSIGHT ON HOW TO SUCCESSFULLY TRANSITION
A NEW TALENT ACQUISITION AND MANAGEMENT SOLUTION**

Building a business case and working with a consultative provider can make all the difference

NEW YORK CITY, NY— SEPTEMBER 29, 2009 – Hodes iQ, Bernard Hodes Group’s award-winning talent acquisition and management product, understands that switching to a new solution can go seamlessly and meet all expectations or it can be plagued with drawbacks and misunderstandings that run up costs, frustrate stakeholders and delay implementation.

“How to Avoid the Most Common Mistakes in Choosing a New Talent Acquisition and Management Solution,” a new executive brief **available now** from Hodes iQ, offers an overview of the steps necessary towards obtaining a new talent acquisition and management solution, from preliminary needs assessment through implementation, and explains how to avoid the most common missteps that can happen along the way.

The executive brief is based on discussions with senior Hodes iQ team members who together represent a wealth of experience on both sides of the table when it comes to acquiring a talent acquisition and management solution, as well as a history of work in recruiting and talent management.

“Clients need to really do their homework to know what’s working for them now and what isn’t, and what they can expect from a new solution,” said Bill Bloom, vice president, Solutions Delivery for Hodes iQ. “Many clients appreciate or need additional support and expertise to guide them through this process of knowing what that homework assignment might entail.”

The executive brief also concludes that, regardless of the size of the company or whether it currently has a talent acquisition system in place, a successful transition to a first or new vendor most often occurs when:

1. **The HR team** knows what it needs from a talent acquisition and management system at a very real business-decision level and has the appropriate stakeholders involved.
2. **The talent acquisition and management solution vendor** is able and willing to act as a close partner to the client throughout the entire process, rather than simply a software supplier.

For new insight into how the process can most successfully work for you, download a complimentary copy of **“How to Avoid the Most Common Mistakes in Choosing a New Talent Acquisition and Management Solution”** today.

ABOUT HODES IQ

Hodes iQ makes talent management work for companies that know what they want from a talent management system by delivering flexible software solutions for talent acquisition, candidate sourcing, onboarding, career websites and recruitment process improvement. Hodes iQ also integrates seamlessly with best-of-breed solutions for performance management, succession planning, assessment, and background checks. Hodes iQ is supported by superb customer service, best-practice consulting and decades of experience through Bernard Hodes Group, offering unparalleled expertise in the recruitment marketing and employment branding industry. Hodes iQ offers several product lines for the Fortune 1000, mid-sized companies, as well as growing businesses. Hodes iQ is on the Web at www.hodesiq.com.

ABOUT BERNARD HODES GROUP

As a fully integrated talent solutions provider, Bernard Hodes Group (www.hodes.com) offers solutions that often combine multiple service offerings from the Company's core competency areas: Recruitment Marketing; Sourcing/Response Management; Hiring Process Re-engineering; and Staffing Technology (www.hodesiq.com). All solutions are developed and measured within the company's 360-degree process methodology. The company is headquartered in New York, with over 80 offices and affiliates around the globe. Bernard Hodes Group is a wholly owned subsidiary of Omnicom Group, Inc., (NYSE - OMC), one of the world's leading marketing communications companies. Bernard Hodes Group serves thousands of clients in virtually every industry, helping them to attract and retain talented workers in every skill set.

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