



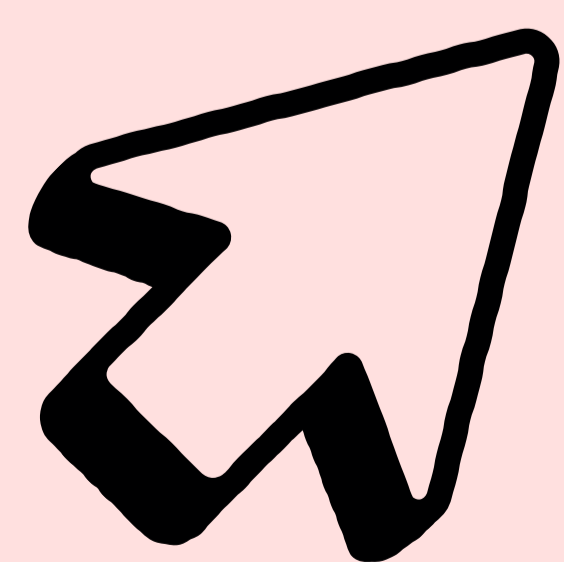
A Talented Case Study



Enterprise



Global



atlassian.com

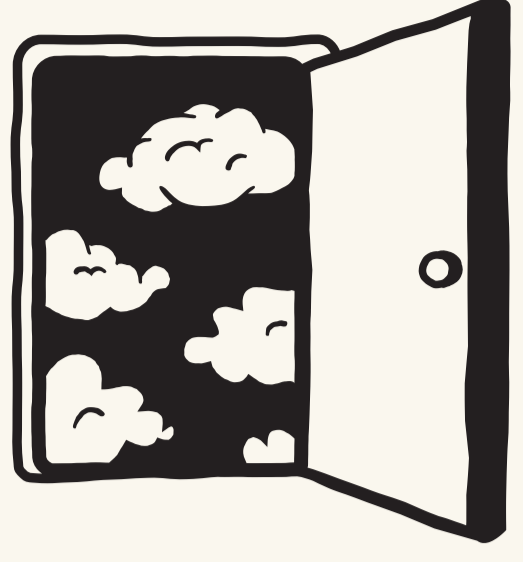
About Atlassian

Headquartered in Australia, Atlassian produces tech that helps software development teams work together more efficiently and effectively.

The company provides project planning and management software, collaboration tools, and IT help desk solutions such as Confluence, Trello and Jira to thousands of teams worldwide.

Founded in 2002, Atlassian has grown into a 7,000 person company with employees working across 13 countries. It became Australia's first unicorn in 2015 after a valuation of \$4.4 billion.

Atlassian is now worth \$100 billion after the demand for its software soared post-pandemic.

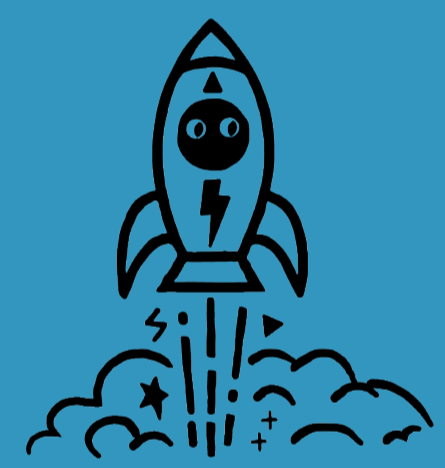


The Challenge

Before partnering with Talentful, Atlassian had plans to scale extremely fast. However, their full-cycle recruiters were hitting capacity and, in the highly competitive market for recruitment in 2021, they were struggling to onboard extra support fast enough.

Full-cycle recruitment is a multiple-step operation that involves many processes and stakeholder management from start to finish. For Atlassian's hiring team, this meant valuable time was taken away from being able to effectively source and add high-quality talent into the pipeline. Their hiring process was not moving at the speed needed to keep up with Atlassian's rapid growth.

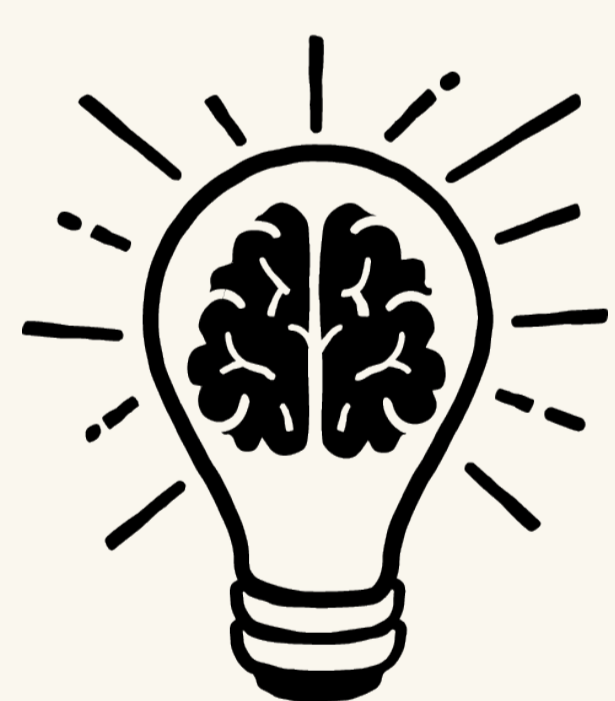
Balancing hiring extremely fast with hiring top talent.



Full-cycle recruitment team hitting capacity.



Faced challenges ramping up full-cycle recruiters.



The Solution

In February 2021, Talentful placed five Talent Partners in-house with Atlassian to help build their full-cycle team's top-of-the-funnel pipelines.

As the partnership kicked off, Atlassian received regular reports from Talentful on how the hiring mission was progressing so that the team could address any problems and realign efforts if needed.

Unlike agencies and some RPO providers, Talentful's experts also delivered useful performance statistics and ROI metrics during Atlassian's QBRs to showcase quarterly results to the leadership team.



The Results

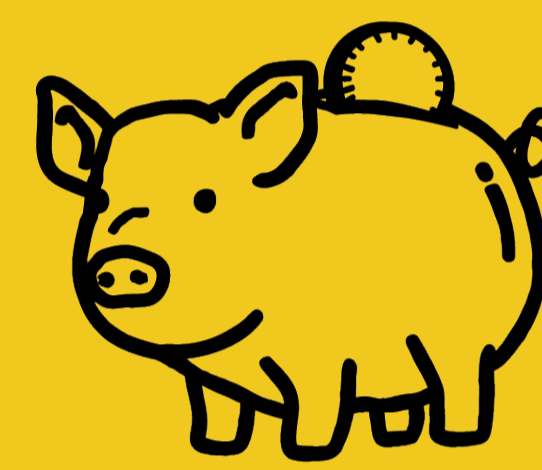
During the initial six months of the partnership, the talent experts quickly ramped up hiring and hit 100% of the target, which was four hires per person per quarter.

Atlassian then expanded their in-house team to 35 Talentful partners, who helped them to hire a total of 199 people, hitting a total of \$29,188,427 in salaries. By Q4 2021, Talentful had helped save Atlassian \$1,319,696 in agency fees.

Talentful continues to exceed expectations, growing the team quickly and efficiently with an acceptance rate of 80% and a net promoter score of 10.



199
Hires made in over
12 months



\$1,319,696
Saved vs. Agency
model in Q4



10
Net Promoter
Score

“Partnering with Talentful has been a game changer in our ability to scale our hiring by over 200% this past year. Talentful not only brings top-tier leadership support and TA talent to help get the work done, they care deeply about the how - which resonates and reflects our ability to grow as a company in a thoughtful, representative way.

They not only have an appreciation for the craft of talent acquisition - the fact that things like representation, quality, and efficiency matter - but they know how to truly partner. They have been the strongest external partnership I have had the pleasure of experiencing in my career. ”

Jessica Cummings,
Head of Talent Acquisition,
Atlassian