



Hire the world's best talent in 30 countries?  
Game on!

Empowering a global recruiting function with robust analytics and scalability.

# Winning the war for global talent

Fighting virtual battles? Gameloft reigns supreme. But as hiring top talent calls for more firepower, they now rely on SmartRecruiters.

As the world's leading publisher of mobile and video games, Gameloft's products are downloaded by 3 million gamers every day — with more than one billion games downloaded in 2016 alone. In the past 18 years, the company has won more than a dozen high-profile awards and takes pride in its reputation for delivering an innovative, high-quality gaming experience.

Based in Paris with a global distribution network spanning 100 countries, the company employs more than 6,000 people worldwide on all six populated continents.

"With almost 50 locations in 30 countries it's a challenge to make sure we hire the best talent when we need to address the needs of so many cultures and customs," explained Halima Bousaidi, Talent Acquisition Manager at Gameloft.

"Our existing applicant tracking system was holding us back. With more than 100 jobs to fill at any given time, we needed to make it easier for candidates to apply plus give our local hiring managers effective tools to make high-quality hires," she added. "SmartRecruiters makes this so much easier across such a vast and diverse organization as ours."

Simplifying Complex Processes Worldwide:  
48 Global Offices in 30 Countries.

### About Gameloft

- 6000 employees worldwide
- 48 offices in 30 countries
- 140 million monthly users
- 2.8 million new downloads daily
- Direct partnerships with carriers in 100+ countries
- 12 million Facebook fans
- 265 million views on YouTube
- 2016 sales: € 256 million
- SmartRecruiters user since 2016



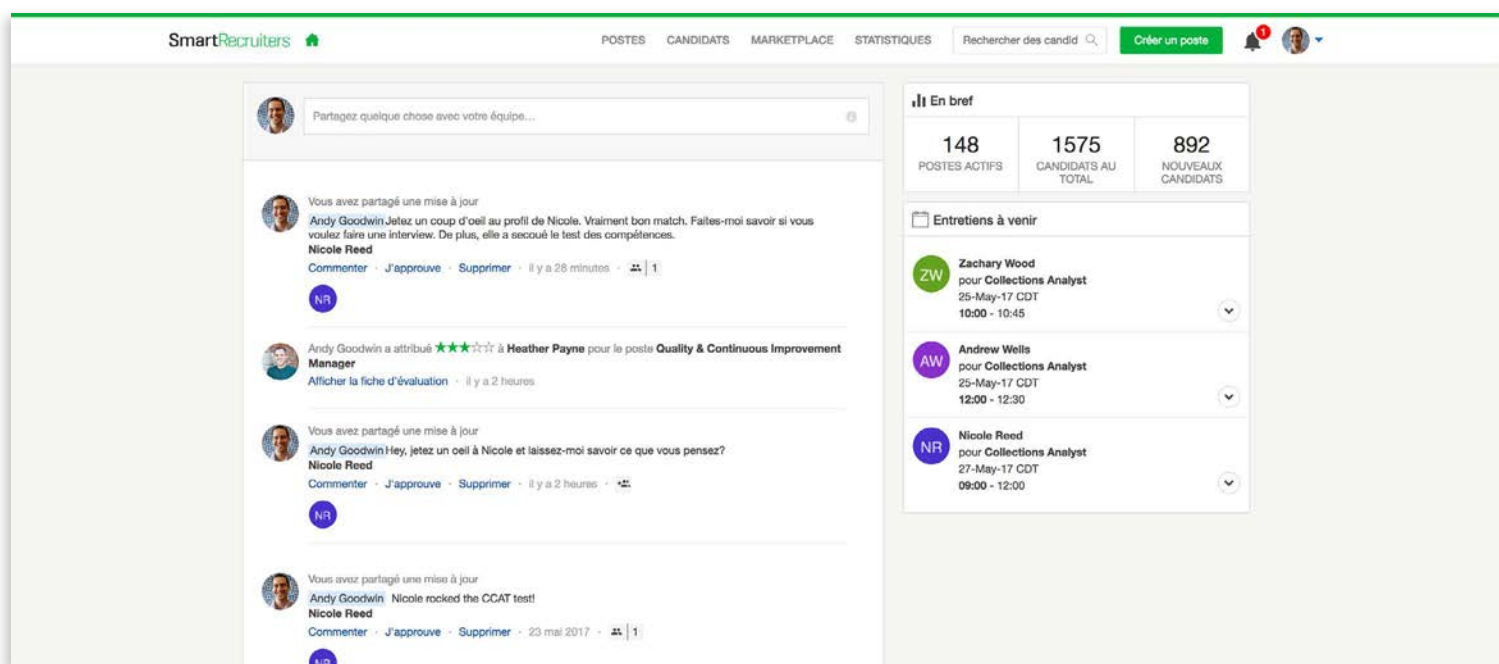
*Whether hiring a software architect in Romania or a game designer in Vietnam, we need to make sure that the application process is smooth and represents a company that the best developers in the world want to work for. — in any office worldwide.*

- Halima Bousaidi  
Talent Acquisition Manager  
Gameloft



# Taking charge of an enormous worldwide organization

With decentralized hiring teams across nearly every time zone, Gameloft balances the need for both standardized processes and local flexibility.



*With support for seven user languages and 26 candidate facing ones, SmartRecruiters makes it easy to create localized and intuitive career sites, plus allows recruiters and hiring managers to communicate in their native language.*

Scaling a decentralized hiring model is tough enough, but across 30 different countries?

Gameloft had been using an applicant tracking system designed in France, but as the company continued its worldwide growth in more countries, it became difficult to efficiently source, evaluate, and hire talent for so many offices, especially on a global basis.

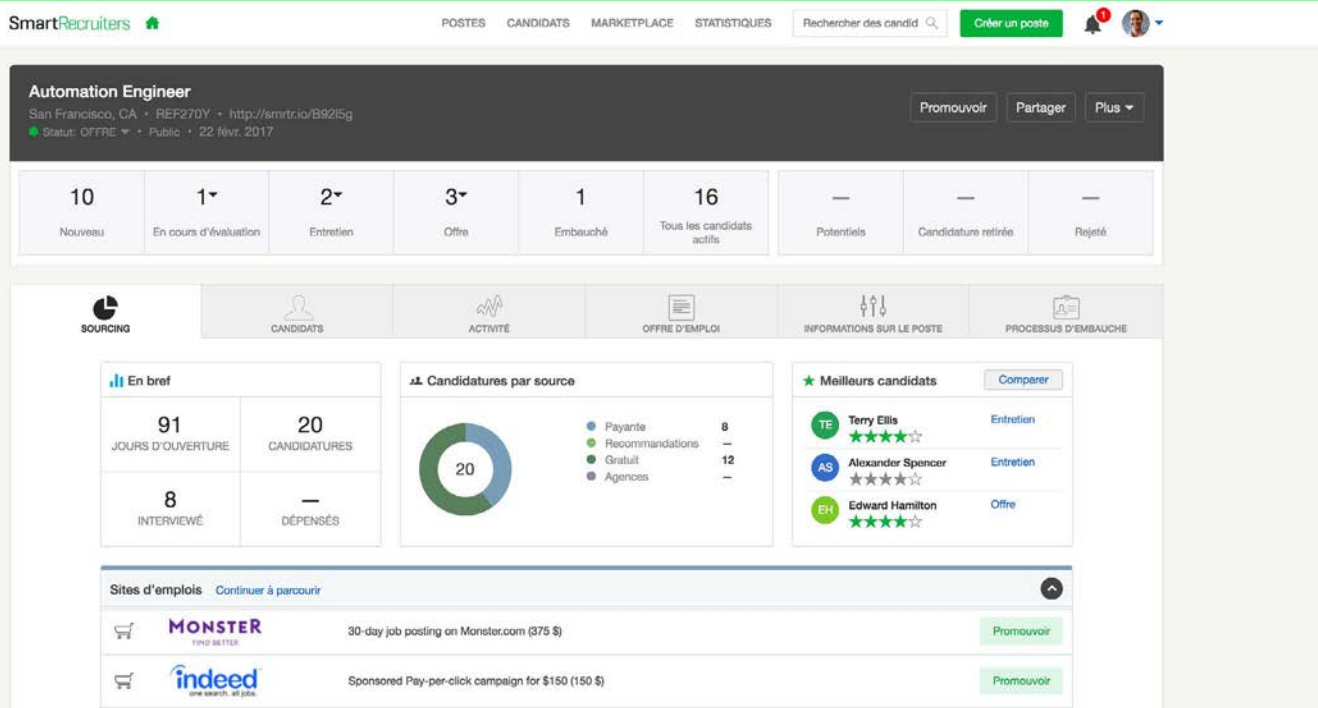
“Tools that work locally often can’t scale for an entire country, let alone the entire world,” Ms. Bousaidi explained. “As an HR professional I know that success

comes from connecting with people and that’s an enormous challenge in a world encompassing so many languages, cultures, and habits.”

“In some of our offices, we have HR teams of up to 40 people. Other locations have none. For some offices, basic HR concepts are new. So we needed a tool that could meet everyone’s needs,” she added. “SmartRecruiters makes it easy to communicate with candidates and collaborate internally — especially with support for many different languages.”

# More accurate data. More consistent performance.

Quick access to data-driven insights gives executives more visibility to make improved decisions that drive global success.



*Although Gameloft once had poor access to information on jobs posted, progress, and performance against plan, SmartRecruiters provides easy-to-use dashboards and reports so essential in creating true data-driven hiring success.*


One key reason Gameloft uses SmartRecruiters is to more easily track essential data, access it more efficiently and intuitively, and create reports that help corporate executives gain a deeper understanding of performance against objectives.

“At the end of the day, it’s all about the data,” Ms. Bousaidi pointed out. “Before using SmartRecruiters, we had poor visibility into recruitment activities in the many countries where we have offices. Now we can easily track jobs, applications, time-to-fill metrics and much more — plus

easily analyze this data and present that analysis to our executive team.”

“We also have plenty of flexibility in using all of this data because SmartRecruiters is so easily integrated into our existing tools,” she added. “So many tools are too difficult to use, making it tough on recruiters, hiring teams, and candidates. With SmartRecruiters, our teams worldwide can focus on what we do best — create great games — not managing complex recruitment technology.”





Data-Driven Hiring Success: More Visibility.  
Better Business Decisions.

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*We used to make calculations in Excel spreadsheets. Now it's a lot easier to track all the data we collect to executives up to date on progress against specific targets and better allocate resources.*

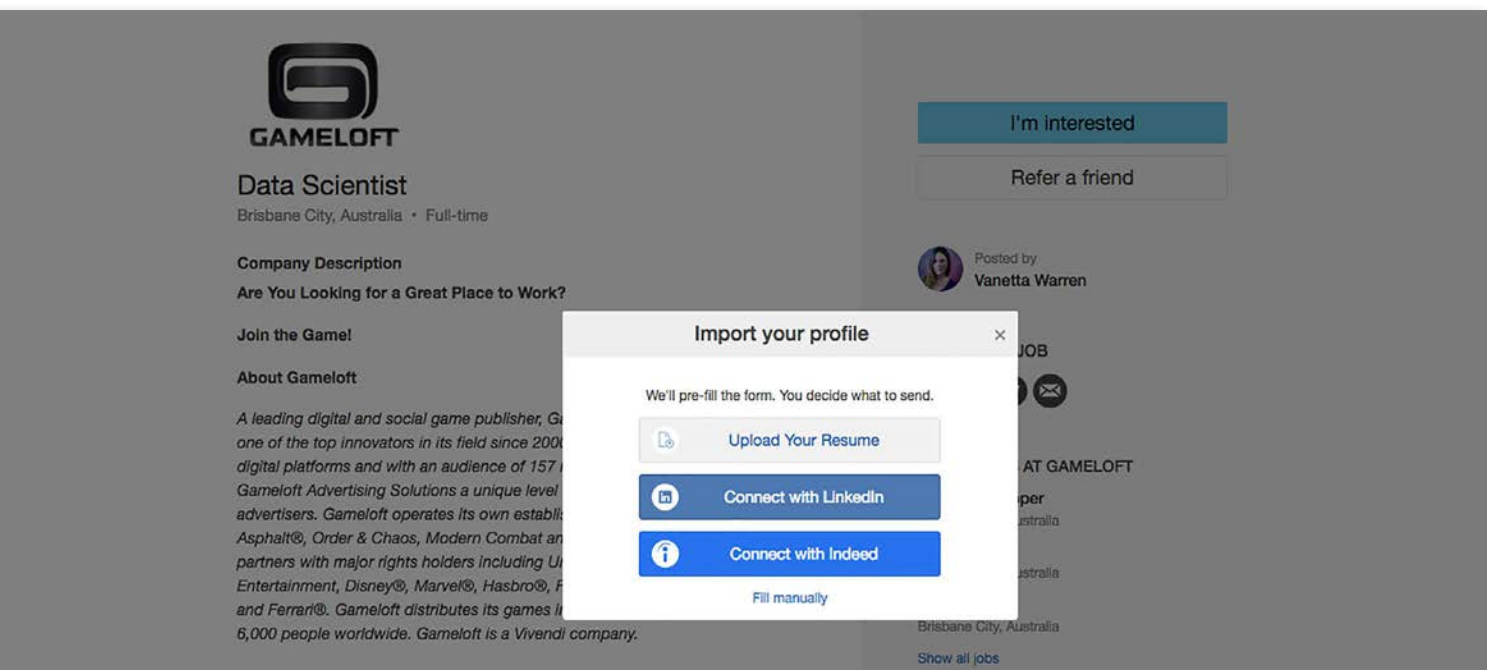
*This is really impressive!*

- Halima Bousaidi  
Talent Acquisition Manager  
Gameloft

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# Showing off innovative technology. Game on!

Candidates no longer battle against frightening application processes and alarming delays.



*Gameloft now can create attractive job postings and career sites that match its global reputation for excellence in design and technology.*

Most candidates have heard of Gameloft, yet the company's innovative technology was an enormous mismatch against the technology that created a poor candidate experience.

"I remember when I was an applicant myself," explained Ms. Bousaidi. "It was really old-fashioned with so many steps required simply to apply. That doesn't reflect our brand at all, nor does much to impress the high-quality talent we need to hire."


Now candidates can easily find positions, apply, get feedback more quickly, and enjoy a more delightful experience. And with SmartRecruiters, candidates

can apply in their native language, making it easier to communicate with recruiters and hiring teams.

Ms. Bousaidi said that in addition to making improved sourcing decisions based on accurate data, and a more engaging candidate experience, the company does not need to post as many jobs as it once did.

"With SmartRecruiters we can not only create a better experience, but scale it into dozens of countries. It reflects well on our company and that's what it takes to hire the very best and win our most important battle — the one for global talent."





Delivering What Tech-Savvy Candidates  
Expect: One-Click Apply. No Long Delays.

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*Our core business is based on quality design and cutting-edge technology, so it's absolutely essential we present ourselves in a compelling way with technology that demonstrates our innovative spirit.*

- Halima Bousaidi  
Talent Acquisition Manager  
Gameloft

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YOU ARE WHO YOU HIRE

As a global leader in enterprise recruiting software, SmartRecruiters offers a cloud-based Talent Acquisition Suite that allows businesses to attract, select, and hire the best people. More than 4,000 companies worldwide rely on SmartRecruiters to drive hiring success, including brands like LinkedIn, Visa, Bosch, Skechers, and Avery Dennison. Built on a modern cloud platform, SmartRecruiters offers full functionality for recruitment marketing and collaborative hiring, with an open marketplace of 400+ pre-integrated vendors.

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