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FOR IMMEDIATE RELEASE

Optomi Pioneers Video Interviewing in the IT Staffing Industry and Features the Process on its New Website

JULY 17, 2013 • Roswell, Georgia | When Optomi launched in the fourth quarter of 2012, it focused on building new integrated technologies to significantly reduce the time and cost associated with hiring the best IT talent. Video interviewing is a cornerstone of the company's immediate success. With it, Optomi continues to make its mark on the IT staffing industry, currently trending to be one of the fastest growing IT staffing firms.

Video interviewing technology gives the client a better sense of the candidate than a phone screen in less time and therefore uses less resources. From the candidates' perspective, they appreciate being able to showcase more of their personality. Clients who are searching for a good cultural fit can also evaluate candidates more efficiently with this process. Video interviewing makes pre-screening candidates easy, no matter where they are, what the position or the time frame. Using a webcam, the interviewee can respond to customized questions set by the client or from our extensive library of pre-recorded soft and technical skill assessments.

Video interviewing has been integrated into all of Optomi's processes of sourcing and acquiring the best talent. The technology is at the forefront of Optomi's new website, visible in the home page slideshow which links to a demonstration of the video interviewing process.

"We see this as a key differentiator for Optomi", says Todd Black, Optomi COO. "We are nimble enough as an organization to adopt innovative practices we feel will streamline the hiring process. Video Interviewing is a perfect example."

In a recent industry survey carried out by the Aberdeen Group on key drivers for improving the hiring process, video interviewing was cited as the leading technology in reducing both the time and cost of the search.

Led by co-founders Michael Winwood (formerly the President & COO of Technisource) and Todd Black (formerly the Senior Vice President of Technisource), the firm opened its first offices in the Atlanta and Chicago markets. Optomi has plans for additional market expansion to Dallas in the summer of 2013.

ABOUT OPTOMI, LLC

"DRIVING TOMORROW'S TECHNOLOGY WITH TODAY'S OPTIMUM TALENT."

Optomi is inspired by: optimum...being the best...the ultimate. We are an IT staffing firm with a unique approach. Optomi has developed fresh philosophies as cutting-edge as the technology we represent. With a revolutionary consultant-focused approach, Optomi is completely dedicated to genuinely serving its consultants, clients and employees. By utilizing innovative technologies and developing industry leading recruitment processes, we are able to deploy the best project managers, business analysts and technologists in the ever evolving spaces of mobile technology, network design, cloud and application development.

ADDITIONAL INFORMATION

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