

One single source of truth: Bullhorn implementation with Profiles Creative



Single source
of truth



Rapid
team adoption



Full
visibility

Profiles Creative, a UK-based specialist design, marketing, digital & ecommerce recruitment agency, had been operating across two separate systems - their recruitment database and a sophisticated financial reporting model built in-house - resulting in limited cross-system visibility and a fragmented view of the business. They made the move to Bullhorn, with Kyloe Partners as their implementation partner, to unify their recruitment operations.



"The process of getting all that data in was as seamless as it could possibly have been. Time invested up front absolutely gets the results."

Jen Kinnear, Managing Director @ Profiles Creative

Why move to Bullhorn?

After 15 years on the same legacy database, Profiles Creative had outgrown it. Nothing integrated, new tools couldn't feed into the system, and the financials lived in a dedicated model built by the finance team - meaning there was no single view of the business.

"I was trying to build a tech stack but nothing integrated and I was wasting money. It wasn't one single source of truth. When we decided to make a change, I wanted a product that had the greatest chance of everything feeding into it - and that's why we chose Bullhorn."

Navigating the implementation

The project involved Bullhorn ATS, Analytics, Automation and Amplify... plus Kyloe DataTools to manage their data and Kyloe Connect as their onboarding and compliance solution - and they wanted it delivered as fast as possible. With the Kyloe team on hand with the experience of so many previous implementations, it meant decisions were never made in the dark.

"There's so much crucial decision making to be done through the process. Kyloe are obviously very supportive of Bullhorn, but they're also neutral, and because they've implemented so many systems, they could tell us how other people have approached things."



From our Bullhorn expert: the challenge behind the scenes

Alex Roberts

Principal Solutions Consultant at Kyloe Partners

"Profiles Creative came to us with a legacy system we'd never seen before, data spread across two systems and with years of commercial history to map and consolidate. There was no single source of truth. A lot of the early scoping work was about understanding what they had, matching it all up, and working out how to bring it into Bullhorn in a way that actually reflected how their business runs.

Part of the scoping work was about building a solution that didn't just migrate what they had, but set them up for how they wanted to operate. By the time we went live, the picture looked completely different.

We knew duplicates would be a challenge going in, so Kyloe DataTools was part of the solution from the start and Kyloe Connect came in on top of that to handle onboarding. It's the kind of project where the complexity is front-loaded. Get the foundations right, and everything that follows just works."

A seamless migration

With almost 25 years of data to move and concerns about how much support the old provider could offer, the migration felt like the riskiest part of the project. With Kyloe's data team leading the mapping and migration, it proved to be one of the smoothest and the team adopted Bullhorn almost overnight.

"I asked the team: When was the last time they logged into our old database? And only one person had logged in since we've moved. They've been able to find all the information, they've really understood how to use the system, and it's been really simple."

Would you recommend working with Kyloe?

"Absolutely! Kyloe's implementation was excellent - the team spent so long with us getting it all right at the start, and it worked brilliantly well. If someone tried to do it without that support, I can't see how they'd be able to."

How would you describe Kyloe in three words?

"Bulletproof, approachable, and solutions-oriented."

The business impact so far

It's still early days, and the team are excited to get stuck into Bullhorn Amplify - with plans already in place for Kyloe DataTools and automation. But one impact has been instant: visibility.

"The instant impact has been visibility. Everybody has really loved the analytics suite, the dashboarding, the colour coding - the absolute visibility. We've always worked really hard at cross-selling, and it makes all of that really front of mind."