

Press Release

**Firstbird and ARAGO Consulting Announce Strategic Partnership
for SAP SuccessFactors Customers**

With ARAGO Consulting, Firstbird extends global reach to more than 550 SAP SuccessFactors customers in France, Benelux, Portugal and Switzerland

Vienna and Paris – October 4, 2021 - Firstbird, the leading employee referral solution for enterprises, and ARAGO Consulting, a leading HR cloud solutions specialist, dedicated to SAP SuccessFactors implementations, announced their strategic partnership today that is expected to accelerate growth for both companies in the fast-growing, digital employee referral space.

The partnership will focus on providing and supporting ARAGO Consulting SAP SuccessFactors customers with the employee referral solution, which has experienced growing demand from enterprises around the world in the post-pandemic recruitment market.

Firstbird enables organizations to automate and digitize their employee referrals programs. Integrated with the ATS (applicant tracking system), Firstbird's solution allows recruiting teams and employees to collaborate efficiently and simply to increase the visibility of job offers on social networks. As referred candidates automatically appear in the ATS, employees and HR teams are able to share the view of the recruitment journey. Another benefit is that reward triggers at each stage (sharing a job, recommendation, candidate referral, etc.) are automated. There are many International companies using Firstbird successfully, among them are SAP, Deloitte, and Red Bull.

“We’re extremely pleased to be finally working together with ARAGO Consulting,” says **Matthias Wolf, CCO and Co-Founder of Firstbird**. “ARAGO Consulting are digital HR experts and have an exceptional reputation when it comes to providing and implementing digital solutions for their customers. This is exactly the kind of partnership we have been looking for to help support the increasing demand for employee referral technology in Europe. I’m very positive that it’s going to be a fantastic collaboration for both of us.”

“Since the creation of ARAGO Consulting, we have been committed to a strategy of innovation, in order to bring even more value to our clients, with innovative solutions that complement the functionalities of SAP SuccessFactors,” explains **Jean-Christophe Péaudeau, President of ARAGO Consulting**. “We are very pleased with this partnership with Firstbird, which allows us to offer our clients the best digitalization solution for employee referrals on the market.”

The partnership will start off with a specialist webinar series for ARAGO Consulting customers, the first being “Digitalizing Employee Referrals: Why the Time Is Now” which will be held on the 14th of October 2021. You can register for a spot [here](#) (*French speaking*).

About Firstbird

Firstbird is the global leader in digital employee referral programs for enterprise companies. With Firstbird, employees become brand ambassadors and referrals become a company’s most successful recruiting channel. With significant expertise implementing employee referral programs in enterprises around the world such as Arvato Bertelsmann, Deloitte or McDonald’s, Firstbird offers the technology, strategic advisory and service in all areas that influence the long-term success of a referral program. Learn more at www.firstbird.com.

For more information, press only:

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About ARAGO Consulting

The leading, long-term European SAP SuccessFactors partner, ARAGO Consulting, supports its clients in rolling out fully integrated HR concierge services. As a ‘born-in-the-cloud’ specialist, it resells and implements the market’s top SaaS solutions. These include instantly recognisable industry gold standards such as:

- SAP SuccessFactors for HCM solutions
- SAP Concur digitalization solutions for Travel and Expense management
- SAP Fieldglass for managing external resources
- Qualtrics for managing the employee experience
- UKG HR Service Delivery (PeopleDoc) for the digitization of HR services.

A strategic SAP Gold Partner, ARAGO Consulting provides comprehensive services both locally and internationally with 180+ SAP experts in 10 countries, to 200+ organizations of all sizes and industries. Clients include Bureau Veritas, Canal+, Eramet, Essilor, Groupe TF1, Hager, Quiksilver, Rexel, Scott Sports, Sebia, ...

Learn more at <https://www.aragoconsulting.com/>

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