

## ZUBED JOBS GETS BRITONS WORKING

### David Cameron Champions Location-Based Search Engine for Jobs

**London, UK, July 1<sup>st</sup> 2009** - Zubed Geospatial, the Location Intelligence division of Triad Group Plc, today launched a beta version of a ground breaking location-based search engine for jobs – Zubed Jobs ([www.zubedjobs.com](http://www.zubedjobs.com)). Uniquely, jobs are found directly from company websites and displayed on an easy-to-use map-based interface. Using semantic search algorithms developed by Zubed the system is currently finding over 110,000 UK jobs. Zubed Jobs is free for both the public and employers to use. At its launch today Conservative Party leader David Cameron highlighted how Zubed Jobs would help get people back to work by making it easy for job seekers to find local jobs and for any employer to post a vacancy.

“We are very grateful to David Cameron and the Conservative Party for helping us get Zubed Jobs out to the widest possible audience in the quickest time,” said Ian Haynes, CEO, Zubed Geospatial. “With unemployment being one of the biggest worries for the UK at the moment, we wanted to show how Location Intelligence really can make a difference to everyone. Zubed Jobs is the result of extensive R&D activity into what combining search and semantics - the ability for computers to understand written human language - can achieve, and we expect that as we refine and build on the site, it will prove itself an invaluable tool for the workers of Britain to find jobs and help ease the recession.”

To get started on the system users simply type in a keyword, as well as their town or postcode and search radius, for example, sales jobs within 3 miles of Manchester city centre. Zubed Jobs uses complex semantic search routines to identify UK business websites and the jobs being advertised on them. Employers can also post jobs to the site for free and employees can request for companies to be added. These vacancies are then presented on the site within the search results.

David Cameron commented: “The Conservative Party is very happy to champion this innovative use of Location Intelligence, and believes that it could make a real difference right now to many businesses and job seekers. Zubed has shown that by combining innovative mapping and search technologies anything can be achieved and that if businesses and the public work together we really can make a difference to the future of the country.”

Zubed has developed a range of commercial applications including Zubed Talent, enabling employers to most cost-effectively manage the acquisition and placement of employees, temporary staff and other resources. Zubed can integrate Location Intelligence with any business critical application; so for example, a business’s CRM system to show them where its most affluent customer base is or a sales force application to show where its best performing sales people are. By putting an intelligent mapping front-end onto business critical applications, including Business Intelligence, CRM, sales prospecting, recruitment and talent management, Zubed is taking business data intelligence to the point-of-need, to the decision maker, wherever they may need it – at their desk, in a meeting, on the road or at home.

### **About Zubed Geospatial**

Zubed Geospatial is a division of Triad Group Plc, and specialist in online mapping applications, advanced search technologies and semantics. It develops bespoke applications that allow the visualisation of, and interaction with, data from any source through online maps. This enables companies to have a map-based front-end on any of their business-critical applications. Zubed's simple intuitive user interfaces work in real-time and make it possible for anyone to access business data without the need for technical skills. By working with Zubed its customers are able to take business data intelligence to the point-of-need, to their operational staff and decision makers.

### **About Triad Group Plc.**

Triad Group Plc is an independent UK-based IT services company with offices in Surrey, London and Milton Keynes. The company was formed in 1988 and listed on the London Stock Exchange in 1996. We use our practical experience to help clients achieve business improvement and cost savings through the effective use of IT. We provide IT and business consultancy, systems integration and application development services across four main industry areas: Financial Services; Public Sector and Not for Profit; Telecoms, Media and Technology; Transportation and Travel.

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### **For further information contact:**

Ana Williams / Joanna Vos

Spark Communications

+44 (0)20 7436 0420

[ana@sparkcomms.co.uk](mailto:ana@sparkcomms.co.uk)

[joanna@sparkcomms.co.uk](mailto:joanna@sparkcomms.co.uk)