



LEVER

# How Autify Supercharges Its Global Growth Initiatives with LeverTRM

**2X**

faster time to fill

**310%**

increase in hires  
year-over-year

## CASE STUDY



“LeverTRM makes it easy for hiring managers and interviewers to catch up on a candidate’s status. It also enables recruiters to target different locations around the world. As a start-up that’s trying to expand globally, this is really important for us.”



**Yuka Umezawa,**  
HR Recruiter, Autify

## Autify, Inc.

Autify is a Tokyo-based software company in the special wards. The Autify no-code test automation platform allows anyone to easily create, execute, and automate software test scenarios.

## Highlights

### Challenges

- Supporting global growth initiatives
- Reducing time to fill across multiple open positions
- Avoiding a steep learning curve by choosing a user-friendly ATS

### Solution

- LeverTRM keeps recruiters and hiring teams aligned on new candidates
- LinkedIn RSC and AngelList integrations automatically populate candidate info
- One centralized dashboard makes it easy to manage recruitment across the globe

### Results

- Hiring processes to support rapid global growth
- 2X faster time to hire vs. previous manual hiring
- 310% increase in new hires year-over-year

# Challenges

## Hiring to support global growth initiatives

Before adopting LeverTRM, Autify was trying to source, nurture, and onboard new candidates manually. But as the company grew, it became increasingly difficult to manage candidates without an ATS solution.

“We had a basic database, but it had a lot of limitations,” says Yuka Umezawa, Autify’s HR Recruiter. “We created our own form in Excel and we used Slack notifications to manage candidates, but we lacked basic capabilities like sending emails.”

Autify was gearing up for massive growth. They needed an applicant tracking system (ATS) to simplify the hiring process. They also needed to ensure that the ATS they chose could scale alongside them and support their global initiatives.

“We were hiring for a lot of positions, including sales, customer success, and support engineering. It wasn’t just local [in Japan]—we started recruiting in the U.S. as well. We needed an ATS,” Yuka says.

So Yuka rolled up her sleeves and began demoing potential solutions, including Greenhouse, JazzHR, Workable, and more. But it wasn’t until she tried LeverTRM that she found the answer she’d been looking for.

“We chose LeverTRM for a few reasons. We found it to be the most user-friendly, and it offered a lot of reporting functions. We also received more support from Lever’s team than other products offered,” she says.



**“We were hiring for a lot of positions, including sales, customer success, and support engineering. It wasn’t just local [in Japan]—we started recruiting in the U.S. as well. We needed an ATS.”**

## **Solution**

### **One centralized platform to streamline hiring**

As Yuka and her team kicked off Autify’s global hiring initiative, LeverTRM took center stage. Bulk candidate nurturing, advanced personalization, and several key partnerships made a world of difference compared to their previous manual processes.

“Everything is aligned within LeverTRM. The UI is intuitive, and it’s easy to move candidates to the next stage of the funnel,” she says.

Yuka especially loves these two [Lever integrations](#):

#### **1. LinkedIn Recruiter System Connect (RSC)**

By turning on the LinkedIn Recruiter System Connect (RSC), Yuka is able to connect LinkedIn’s data directly to LeverTRM.

With LinkedIn Recruiter and Lever working together, candidate data is synced across both platforms. Now Yuka can easily find everything from recruiter notes, to InMail messages, to candidate responses directly in LeverTRM.

#### **2. AngelList Recruit**

AngelList’s free platform is a game-changer that enables nimble teams like Autify to post open jobs and connect directly with high-quality candidates.

Whenever Autify matches with a candidate on AngelList, the AngelList-LeverTRM integration automatically creates a matching profile for that candidate on LeverTRM.

“LeverTRM integrates with job boards we use, like AngelList and LinkedIn. That helps me create a more diverse talent pool in our system,” Yuka says.

“When I post a job, it’s automatically connected to each job board. When candidates apply through those job boards, their applications are automatically updated in LeverTRM. It removes the manual input, which helps me a lot,” she adds.

LeverTRM is proving especially valuable as Autify grows its global team. The all-in-one ATS+CRM solution makes it easy to manage global candidates in one place.

As a Japan-based company, hiring a fully-remote workforce in the U.S. and other countries would be very challenging without a scalable ATS solution like LeverTRM.

“

“Everything is aligned within LeverTRM. The UI is intuitive, and it’s easy to move candidates to the next stage of the funnel.”

## Results

### 2X faster time to hire vs. manual hiring processes

As part of a cutting-edge software development team, Yuka knows that modern businesses thrive on their ability to adapt and embrace digital transformation.

So when it came time to support Autify’s global growth initiatives, she took to LeverTRM without hesitation.

“Hiring for so many positions and roles at once became impossible to do manually. We couldn’t do it without LeverTRM,” she says.

Today, LeverTRM is fuelling Autify’s rapid expansion. As the company continues to expand, LeverTRM helps organize candidate information and streamline the hiring pipeline.

By Yuka’s estimation, Autify is now **filling open positions 2X faster** than they ever could via manual recruiting efforts.

In one year, LeverTRM enabled Yuka and her team to recruit 41 new employees and contractors—a **310% increase over the previous year (pre-Lever)**.

“Thanks to LeverTRM the entire process, from application to hire, is finished in half the time it used to take,” Yuka says.

Having a scalable solution like LeverTRM is especially important as Autify looks to the future.

With a fully-remote workforce and an increasing number of employees working abroad, having the ability to source and nurture top talent anywhere in the world is invaluable.

“When you start hiring in other locations and adding hiring teams in different countries to manage candidates and recruiting, you need one centralized system,” Yuka says.

“

**“Hiring for so many positions and roles at once became impossible to do manually. We couldn’t do it without LeverTRM.”**



**LEVER**

**Kick-start your global hiring initiative.**

[Get a Personalized Demo](#)