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For Immediate Release

**Fenestra, Inc. Releases E-valuation™ Technology-enhanced  
Assessment Center Solution**

*Enterprise solution improves turnover by 300%*

**January 2006, New York, NY** --- New York-based talent management consulting firm **Sandra Hartog & Associates** is pleased to introduce its new HR technology division, **Fenestra, Inc.** Fenestra furthers Sandra Hartog & Associates' mission of providing "Insight into Action" by offering our clients innovative HR technology solutions for today's competitive talent environment. As its first offering, Fenestra has harnessed assessment center best practices to launch the next generation of **E-valuation™**, an innovative, easy-to-use assessment tool that informs selection and development decisions.

Sandra Hartog, President and CEO: "Assessment centers are the most valid, reliable tool we have to select and develop employees. In response to our clients' need for a scalable, lower-cost assessment center, we developed **E-valuation™**—a robust solution that melds assessment center best practices with web technology. The web gives us an unparalleled opportunity to create realistic, real-time simulations in which participants, clients, and assessors interact from anywhere in the world to profile a candidate's strengths and development needs. For the last three years, we have successfully delivered 'day-in-the-life' job tryouts via the web into participants' local desktops. Strong and consistent ROI results drove us to offer our clients an enterprise-level solution that is equally effective for large and small initiatives."

**E-valuation™** increases the accessibility of best-in-class selection and development approaches, delivering realistic job simulations in an affordable and easy-to-use platform. As highlighted in the Wall Street Journal (White, Erin. "Walking a Mile in Another's Shoes." Wall Street Journal 16 Jan. 2006, Eastern ed.: B3), employers value this type of job tryout as the elusive crystal ball needed to identify top-caliber talent.

**Innovative Tool Informs Human Capital Decisions**

**E-valuation™** integrates role plays, work challenges, tests, and other assessment tools in a high-touch, high-tech web-based simulation. The simulations are designed to replicate important elements of the actual job challenges, work environment, and culture. Candidates test drive a job as employers and trained assessors observe and evaluate candidates' performance. Strengths and development needs identified during the assessment can then be used to select and/or develop the highest quality talent.

### **Provides Outstanding Results**

Clients have experienced exceptional Return on Investment with **E-valuation™**. Recent results using **E-valuation™** for selection of financial advisors in one client organization demonstrate a reduction in turnover from 25% to 6%, resulting in a cost savings of over \$2 million per 100 candidates hired. Financial advisors selected using **E-valuation™** are also outperforming non-assessed financial advisors in comparable markets by 129%.

### **Affordable and Easy to Use**

Lynn G. Collins, Executive Vice President of Fenestra, notes, "The virtual nature of **E-valuation™** reduces hard costs associated with on-site assessment centers, such as T&E expenses, and reduces soft costs as well—more time is spent on the job and less time is spent in airports and hotels." **E-valuation™** provides standardized administration and assessment combined with local delivery, ensuring quality and flexibility. Assessors, role players, and participants fulfill their roles from their own offices or testing locations, interacting via phones and computers.

### **Benefits of E-valuation™ Technology-enhanced Assessments:**

- ☞ Offers substantial cost savings and outstanding results
- ☞ Utilizes assessment center best practices
- ☞ Is competency-based and readily customizable for a wide range of competencies, positions, and simulations
- ☞ Can be delivered to any location equipped with an internet connection and phone access
- ☞ Off-the-shelf simulations can be implemented almost immediately; customized simulations in a few short weeks
- ☞ Simulates today's work environments
- ☞ Delivers personalized assessment materials, enhancing realism and motivation
- ☞ Provides strategic HR recommendations and customizable individual behavior-based reports

### **About Fenestra**

Fenestra is a provider of premier HR technology solutions, employing products and services to manage selection and development of employees in multiple industries, including financial services, pharmaceutical, manufacturing, consumer goods, education, marketing, retail, and hospitality. Additionally, these tools are available for other leading consulting firms to use in the pursuit of excellence for their client organizations.

Fenestra specializes in technology-enhanced assessment centers that provide a scalable, relatively low-cost method to select and develop the highest-quality employees.

Fenestra, Inc is a division of Sandra Hartog & Associates—a talent management consulting firm based in New York City. For information about Sandra Hartog & Associates, visit [www.sandrahartogassoc.com](http://www.sandrahartogassoc.com).

For more information about Fenestra, visit [www.fenestrainc.net](http://www.fenestrainc.net) or contact Laura Emanuel, Fenestra's Marketing Coordinator, at [laura.emanual@fenestrainc.net](mailto:laura.emanual@fenestrainc.net).