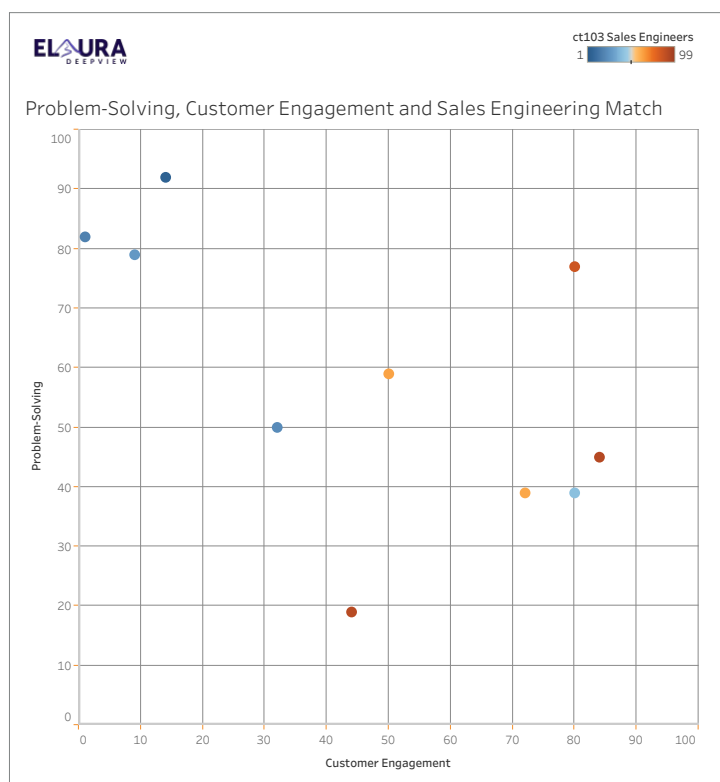# What does DeepView add to Birkman Signature for Recruitment?

DeepView from Elaura enables candidates to be compared across specific characteristics, beyond what is available in the standard Birkman Signature Report formats.

In the simple example below, ten candidates for a Sales Engineering Role are compared across 3 specific dimensions:

- How energising they find engaging with and interacting with customers (x-axis)
- How energising they find solving technical and other practical problems (y-axis)
- The overall similarity to those who are successful and satisfied in Sales Engineering roles (colour of marker, dark orange high, dark blue low).

This allows the hiring company to compare overall job match with two role critical motivational areas. For example, the company and this role may require a lot of exposure to customers, which needs to be kept positive; and / or a significant appetite for solving real problems for the customer, not just upselling to the most recent equipment. The individual most towards the top right corner is - provided everything else in the process stacks up - likely to be the candidate who can sustain all of this most successfully.

As mentioned, this is a simple example, although typical of real-world needs. Four or even five dimensions can be compared when necessary - although for clarity, it is usually better to filter in stages (i.e. eliminate poor matches on a couple of fundamental dimensions first, and then compare the remainder on additional dimensions).