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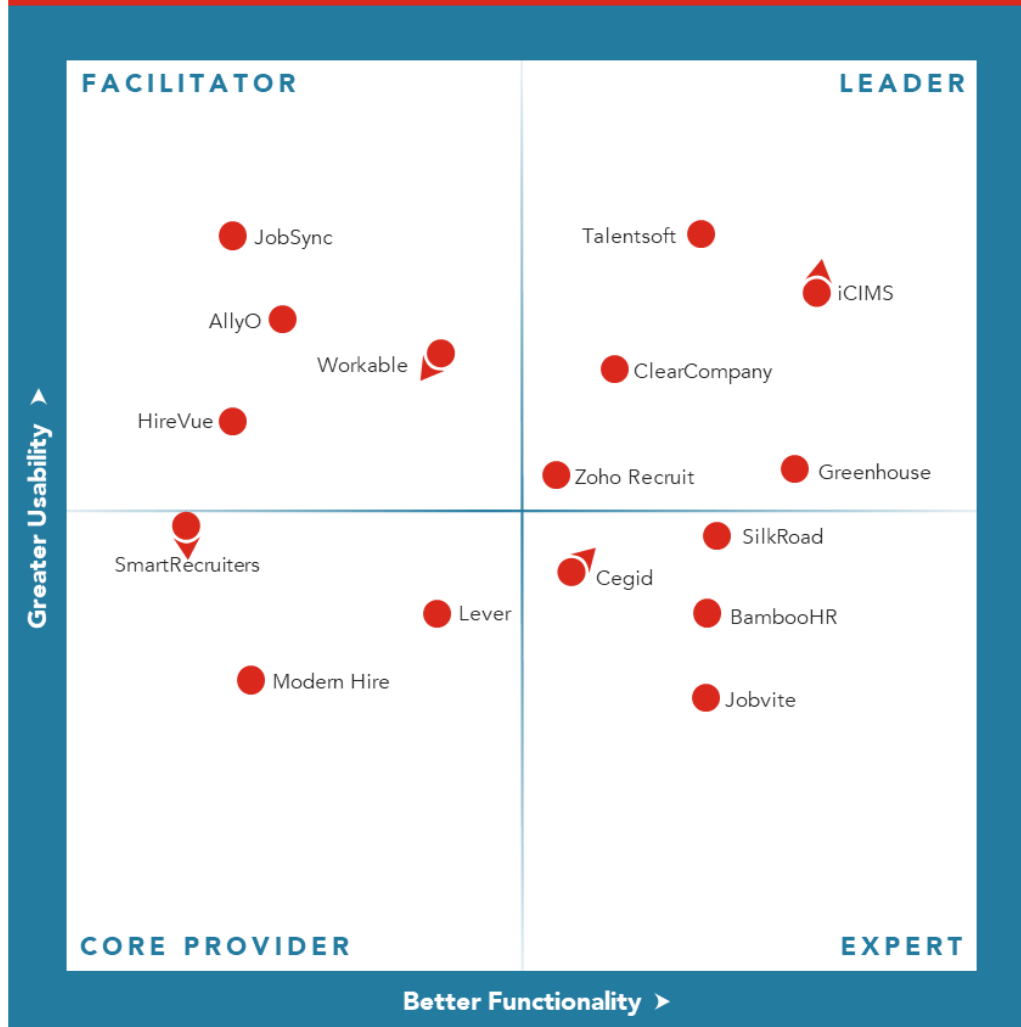
TALENT ACQUISITION TECHNOLOGY VALUE MATRIX 2020

ANALYST

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THE BOTTOM LINE

Changes in the recruitment landscape and a rise in telecommuting have left organizations with disconnected talent acquisition processes that require comprehensive solutions. Both full-suite talent acquisition vendors and smaller, niche players in specific areas of the hiring experience have responded to these needs through continued investments in collaboration to increase cohesion and productivity of recruiters and hiring managers. Additionally, automated capabilities have become critical to a recruiter's ability to facilitate consistent candidate engagement while focusing on high-quality candidates and shortening time-to-hire.



MARKET OVERVIEW

The talent acquisition space is filled with applicant tracking system (ATS) vendors that offer full hiring and recruiting functionality, as well as niche players that focus on a specific areas of talent acquisition such as sourcing or interviewing. These talent-focused providers will be expected to invest further in these areas, whether they continue to add functionality or augment existing capabilities.

Record high unemployment and economic downturn has significantly changed the recruiting landscape that employers face. Organizations must respond to a drastic expansion of talent pools while ensuring that recruiters can collaborate efficiently while working remotely. As engagement becomes a critical aspect of the candidate experience, organizations must leverage solutions that automate processes such as sourcing, candidate outreach, and interview scheduling which free up recruiter time to hone-in on quality.

In this year's Value Matrix, Nucleus has assessed select talent acquisition providers based on their product usability, functionality, and the value that customers realize from the capabilities of the product (Nucleus Research S142 – *Understanding the Value Matrix*, September 2018). This research is intended to provide consumers with insight regarding the specific ways in which vendors are delivering value to their customers, while examining what one can expect from the talent acquisition market going forward.

Vendors are responding to recent organizational needs through investment in automated capabilities that shorten time-to-hire and boost recruiter and hiring manager productivity, including automated sourcing, candidate search, skill matching, resume parsing, interview scheduling and conduction, and engagement. A majority of sourcing and recruiting processes are expected to be automated by next year, which will allow recruiters to rededicate effort to bottom of the funnel activities and find best-fit candidates for given positions. The acquisition of AllyO by AI-powered interview platform HireVue marks what Nucleus predicts will be continued consolidation of the recruitment automation space.

LEADERS

Leaders in the Value Matrix include ClearCompany, Greenhouse, iCIMS, Talentsoft, and Zoho Recruit.

CLEARCOMPANY

The ClearCompany recruiting platform can connect with an organization's HRIS and onboarding solution and allows recruiters and hiring managers to define best-fit skills and qualities for a given role. Candidates can be assessed, engaged through text, interviewed, and hired through the solution on-demand, with web and mobile app-based access. ClearCompany's sourcing capabilities pull potential candidates from approximately 160 million profiles, job boards, an organization's own database, and current employees into a singular location and allows hiring managers to easily build and manage talent pools. The vendor has partnerships with assessment and video interviewing providers that allow organizations to expedite the interview process while operating remotely. Interview

questions can be customized for specific roles, and scorecards and other interview tools allow teams to maintain consistency and efficiency when evaluating candidates. Digital offer letters through the platform reduce time to hire by allowing the onboarding process to begin sooner.

GREENHOUSE

Greenhouse provides hiring solutions for enterprises and SMBs with its Greenhouse Recruiting and Greenhouse Onboarding offerings. The two products work together to streamline hiring processes from sourcing to onboarding of new hires, with a dedicated DE&I solution embedded throughout. Greenhouse Recruiting includes an applicant tracking system and candidate relationship management (CRM) functionality that tackles sourcing, talent pooling, and pipeline analytics. Additional capabilities include mobile accessibility and predictive analytics. Greenhouse Onboarding automates onboarding tasks and allows organizations to improve the new hire experience by creating customizable profiles for team introductions, as well as a central “knowledge hub” of company information. Greenhouse allows organizations to build consistent recruiting and onboarding workflows, with collaboration that is especially helpful to customers with hiring teams working remotely. Additionally, Greenhouse customers can access more than 350 third-party integrations to leverage best-of-breed functionality in areas such as compliance, interviewing, and collaboration.

ICIMS

The iCIMS Talent Cloud platform offers solutions for attracting, engaging, hiring, and advancing talent to more than 4,000 enterprise-level customers worldwide. The solution provides functionality for candidate relationship management, career sites, applicant tracking, text engagement, offer management, and onboarding, and has the ability to integrate with more than 700 iCIMS Talent Cloud partners to meet employer’s needs. The iCIMS Service and Advisor Partner Community launched in March and is comprised of certified industry experts who guide the strategic use of iCIMS’ Talent Cloud. Additionally, the vendor recently acquired Opening.io, an Ireland-based data-science company that specializes in AI application for talent. The acquisition has allowed iCIMS to launch Talent Cloud AI and help customers to streamline hiring processes at scale.

Recent updates and announcements include:

- In February, iCIMS joined Ceridian’s Dayforce Software Partner Program which includes a seamless integration between iCIMS’ Talent Cloud and Ceridian’s human capital management platform.

- In May, iCIMS announced a collaboration with Microsoft. The partnership paves the way for future collaboration, starting with an API-based integration to facilitate end-to-end talent management between iCIMS and Microsoft Dynamics 365 Human Resources. In July, Microsoft announced iCIMS as one of the first integration partners to help build an enriched Microsoft Teams experience, giving users more options to collaborate and interact virtually. iCIMS now partners with four of the 10 largest HR software companies in the world.
- June marked the first monthly edition of the iCIMS' Insights report, which translates billions of data points into a center of actionable insights to drive hiring strategies.
- In October, iCIMS announced a brand refresh to better reflect the evolving needs of the marketplace and communicate the full value of what iCIMS provides to customers.

TALENTSOFT

Talentsoft provides organizations with a cloud-based HCM software solution that includes functionality for recruitment through its Hello Talent solution. The vendor offers multi-channel recruiting through agency portals, Talentsoft CRM, and a gamified mobile app that allows current employees to make referrals. Talentsoft's AI-driven Smart Assistant tool can analyze data from candidate profiles and provides recruiters with recommendations and insights into which candidates are best-fit for a given position. Additional automated capabilities through the solution include process monitoring and interview scheduling. The vendor offers My Talentsoft, allowing employers to configure onboarding portals that allow new hires to quickly acquaint themselves with their new position and streamline the completion of required documentation. The vendor's partner tech marketplace allows organizations to leverage third-party integrations for processes such as assessments, video interviewing, candidate matching, candidate referrals, and onboarding.

Recent updates and announcements include:

- **Matching Technology.** Talentsoft has placed a heavy emphasis on skills management and integration of matching technology, particularly through its acquisition of Crafty, within its solutions. The new Talent Profile consolidates employee data from internal and external sources, as well as self-declaration of interests and goals. Coupled with the Talent Marketplace, managers can easily identify potential candidates for cross-functional and short-term projects, and employees can find opportunities that match their skills and aspirations. The vendor's Recruiting Match feature allows employers to easily find the best candidate for a given position.
- **Microsoft Teams integration.** After being named Country Partner of the Year in 2019, Talentsoft expanded its long-standing partnership with Microsoft to include native

integration of its Continuous Conversation within Microsoft Teams, allowing employees and managers to collaborate within the flow of work. This integration includes several AI-powered components such as a chatbot with push notifications and an automated interview scheduling feature to accelerate manager and employee productivity.

ZOHO RECRUIT

Zoho Recruit is a cloud-native talent acquisition solution for corporate hiring and staffing agencies. The platform combines candidate sourcing, interview scheduling, background screening and digital signature to accelerate talent hiring. The AI capabilities in the platform provide practical suggestions for recruiters to identify the right talent for the right job. Built-in reports and dashboards can identify KPIs and offers further analysis into recruiting measures to improve decision-making and keep a tab on ROI. The mobile app offers on-demand interview scheduling and candidate review. The app also allows recruiters to conduct interviews to streamline and manage hiring experience across access mediums including desktop and mobile.

The Zoho Recruit platform integrates deeply with third-party ecosystem providers like Google & Microsoft; Notable SaaS integrations include Checkr and Slack. The platform combines with other Zoho products to offer a cohesive suite experience.

FACILITATORS

Facilitators in the Value Matrix include AllyO, HireVue, JobSync, and Workable.

ALLYO

AllyO offers an end-to-end recruitment and employee engagement solution that leverages AI-powered chatbots that streamline recruiting tasks including sourcing, screening, assessing, and interview scheduling. The solution also has automated onboarding capabilities through its engagement bots, allowing new hires to interact with a consistent point of reference as they begin their new position. AllyO integrates with HCM suites such as Workday, ADP, SAP SuccessFactors and Oracle HCM Cloud. The solution can also be deployed on job boards and career pages and allows organizations to augment recruiting technology without having to overhaul existing infrastructure. AllyO Recruit captures candidates and screens them with a number of customized questions based on employer requirements. The bot is then able to take a candidate through the application process in a

conversational manner using natural language processing (NLP) and can send automated interview invites through integrations with major calendaring systems.

HIREVUE

HireVue offers a cloud-based recruiting software that leverages predictive artificial intelligence and organizational science through video interviews and assessment capabilities to standardize the interview process. Live and on-demand video interviewing, pre-hire assessments, and hiring intelligence work together and act as an applicant tracking system, while the solution analyzes verbal and non-verbal cues to rank candidates based on a display of characteristics that will lead them to success in a given position. Pre-hire assessments can be game-based or pertaining to coding, and organizations can build assessments that measure job-related emotional intelligence or role-specific requirements to meet business demands. In September, HireVue partnered with Microsoft Teams, creating Microsoft HireVue Interviews for Microsoft Teams and currently offers integrations with HCM solutions such as Greenhouse, SAP, and Oracle. HireVue is currently available worldwide in over 30 languages.

Recent updates and announcements include:

- As part of its commitment to develop AI in an ethical manner and tackle issues of diversity and inclusion, biases in algorithms, and data security HireVue has an Expert Advisory Board to further uphold accountability.
- Early in October, HireVue announced its acquisition of chatbot and recruitment automation provider, AllyO. The merger is expected to help customers further streamline recruitment processes and give recruiters more time to focus on value-added tasks while shortening time-to-hire.

JOBSYNC

JobSync's solution integrates with many of the Enterprise applicant tracking systems, including Workday, Oracle Taleo, SuccessFactors. Instead of applications being sent to an e-mail address for manual entry, they are sent directly into the ATS, thus saving recruiter time. The solution further augments the traditional one-click apply experience by allowing employers to add custom screening questions to their applications so that applicants are not required to leave the job posting to apply. Native apply functionality through JobSync delivers a more complete application into the ATS, as opposed to just contact information and a resume. In this, the solution not only boosts applicant volume, but also increases the velocity of the process, increases the return on ad spend, and improves the quality of the applicant talent pool.

WORKABLE

The Workable recruiting platform includes functionality for recruitment marketing, sourcing, evaluation, interview scheduling, one-way interviews, and candidate assessments. The solution also includes mobile access, built-in reports, and the ability to automate hiring workflows. Built-in sourcing through Workable includes a searchable database that allows users to search for candidates based on factors such as skills, location, and experience. The platform also offers employers AI-based recommendations. Mobile recruiting through Workable allows hiring teams to collaborate while working remotely, and automated interview scheduling helps to accelerate an organization's hiring pipeline.

CORE PROVIDERS

Core Providers in the Value Matrix include Lever, Modern Hire, and SmartRecruiters.

LEVER

The Lever Talent Suite is a scalable solution that includes modules for hiring, analytics, candidate engagement, and internal and external sourcing. The Lever Hire talent pipeline platform captures candidate data into a single talent database, tracking the entirety of the candidate lifecycle. Organizations can leverage Lever Nurture to conduct candidate outreach and maximize sourcing efficiency without the need for third-party integrations. Analytics capabilities through the suite cover candidate sourcing and hiring process reporting, allowing organizations to recognize and fix any inefficiencies. Lever customers report that the suite has a clean, navigable UI and that support is responsive to any inquiries.

MODERN HIRE

In 2019, Shaker International and Montage merged to create Modern Hire, a recruiting automation platform. Modern Hire is a SaaS-delivered solution, offering customers the option to choose between an interview and assessment solution or opt for the end-to-end talent acquisition platform that includes predictive analytics, assessment, interviewing and scheduling tools that can be integrated with leading HCM systems. Modern Hire's pre-hire assessment capabilities include a virtual job tryout, allowing employers to articulate the daily tasks and responsibilities of a given position while allowing candidates to decipher whether or not the position is one that they want to pursue. Customers that spoke with Nucleus noted time savings resulting from eliminating candidates who are not truly interested in a given position and live video, scheduling, and screening tools that free up recruiter time.

Employers can customize and implement on-demand and live interviews through video, phone, SMS, and chat bots which provide organizations with predictions of on-the-job success, resulting in reduced turnover. In July, Modern Hire acquired Sonru, a provider in asynchronous video interviewing.

SMARTRECRUITERS

SmartRecruiters is a cloud-based hiring platform that includes functionality for recruitment marketing, candidate search, career page configuration, interview scheduling, and hiring process tracking. The platform also includes additional offerings such as SmartAssistant, Smart Jobs, Smart Message, and SmartCRM. The solution offers full source-to-hire capabilities with an open marketplace for third-party recruitment services with plug-and-play integrations and the ability to configure and automate workflows. The vendor currently supports 30 languages, and all marketing recruiting campaigns include a compliance module and enterprise-grade analytics. SmartRecruit allows organizations attract candidates through various channels, such as social media with one-click apply options. Organizations can track, screen, and evaluate candidates to monitor performance and re-use customized candidate search queries or workflows. Additionally, the vendor's digital offer management and reporting tools provide embedded offer templates and configurable forms to simplify the hiring process.

Recent updates and announcements include:

- In July the vendor launched SmartMessage, a natively built texting solution within its talent acquisition suite and includes both SMS and WhatsApp capabilities.
- To support remote work, the vendor also launched Tasks, a recruiting command center that allows organizations to identify high priority tasks for individuals and hiring managers, add priority flags based on urgency, manage team workflows, and assign due dates.
- In February, the vendor announced a new integration with SEEK, Australia's most visited employment site, to attract & engage candidates in the AU & NZ market.

EXPERTS

Experts in the Value Matrix include BambooHR, Cegid, Jobvite, and SilkRoad.

BAMBOOHR

BambooHR is a SaaS-delivered HR solution with a focus on small to mid-sized organizations. The vendor offers core HCM features and is best known for its applicant tracking software that simplifies the hiring process and finds the right candidates for each company. The solution ensures compliance through tracking and reporting, and its mobile application provides communication between candidates and recruiting teams through automatic alerts and in-system messages. BambooHR's onboarding capabilities automatically send onboarding tasks to new hires so they can get up to speed quickly and optimize performance. The solution also maintains robust reporting functionality that provides recruiters with information regarding how their content performs with potential recruits. BambooHR is a Google Cloud Technology Partner and allows Google Cloud customers to easily integrate the HR solution into an existing cloud environment.

CEGID

Cegid offers a SaaS cloud-based talent solution that covers recruitment, job multiposting, onboarding, performance management, learning and development, career and succession planning, KPI boards, compensation and business intelligence. Cegid can function as a standalone module or integrate with existing talent management systems with its single line of code. Cegid Talent's sourcing capabilities through its Cegid RITA Job Multiposting Tool allows organizations to post jobs to thousands of world-wide job platforms and can track how each source performs to increase ROI. Additional functionality through Cegid Talent includes social site integration, career portal configuration, automated resume parsing, and automated candidate ranking. The vendor recently announced the availability of a Plug and Play edition of Cegid Talent, which offers 3 modules to choose from: Recruitment, Training and Performance Management, offering simple, quick deployment and preconfigured functionality according to best practices at lower costs for medium to large organizations.

JOBVITE

The Jobvite Talent Acquisition Suite takes a "marketing-first" approach to recruiting and leverages candidate profiles and engagement data to provide targeted content and optimize the candidate experience to increase engagement. Additionally, candidates can access and view their position in the hiring process through the platform. The suite offers more than 350 pre-built integrations with vendors including ADP, BambooHR, SilkRoad, and UKG. Automation capabilities through Jobvite allow recruiters to spend less time completing menial tasks such as job posting, resume parsing, and interview scheduling.

SILKROAD

SilkRoad Technology provides a cloud-based solution for managing the employee lifecycle. The platform includes functionality for recruiting, onboarding, learning, succession, and performance tools as well as global services offered through CHRO Essentials that focus on talent strategies. SilkRoad Recruiting is an ATS module with social and mobile apply options, as well as integrations with LinkedIn and Indeed. The solution features a free job distribution network, allowing jobs to be posted automatically through the platform to partner sites via a nightly feed. The SilkRoad RedCarpet Onboarding solution helps to connect, engage and empower employees throughout the entirety of the employee lifecycle with journeys for new hires, M&A, promotions, transfers, and offboarding. Its solutions integrate with other HR systems and include analytics and reporting capabilities as well as candidate tracking and new hire progress.