



# ATS Buyer's Guide

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How to evaluate enterprise hiring solutions  
and purchase with confidence



# Choosing a vendor goes beyond tech requirements.

You're not just purchasing software. You're also selecting a partner that can provide long-term value through improved business outcomes.

Whether you've changed jobs and want to take your ATS with you or you're rebuilding your existing recruiting function, selecting the right vendor requires careful consideration.

In this guide, you'll find **a simple 4-step framework** to help you evaluate enterprise hiring solutions and select a vendor with confidence.



# 4 steps to evaluate ATS vendors



- 1.** Determine the role an ATS will play for your teams
- 2.** Review your process for areas of improvement
- 3.** Match features to improved outcomes
- 4.** Align vendors to your company's values

# 1. Determine the role an ATS will play for your teams

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Do your recruiters just need a hiring solution?  
Or do they need a unified system for all your talent acquisition and internal mobility efforts? What will they need five years from now?

Once you understand the goals you want to achieve, you can search for software that empowers your team to reach them.

Some vendors focus solely on what their software can do today. Others future-fit their software to solve for tomorrow's talent challenges. To get the most value out of your purchase, consider vendors who continuously improve their ability to help you:

- Increase recruiting efficiency
- Find and hire the right talent quickly
- Empower data-driven decisions
- Scale and adapt to changing market needs



## 2. Review your process for areas of improvement

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Before shopping for features, it's a good idea to identify the areas of your TA process you'd like to improve. This can help you narrow down your options by prioritizing software with the products and solutions that solve for your business challenges.

### Ask questions like:

- Where are candidates most likely to find our job postings?
- Do our candidates have a preferred method of communication (e.g., texts, emails, or phone calls)?
- Where do recruiters spend the most time doing manual work? Can they collaborate with hiring managers seamlessly?
- What percentage of employees apply for open roles?
- Where can I view my data within a unified platform?

When asked to rate their recruitment functions,

**only 6% of organizations**

believed they had best-in-class processes and technology.<sup>1</sup>

### 3. Match features to improved outcomes

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Features are only as good as the value they add to your business. Now that you've identified areas of improvement, you can shop for the specific ATS features that will fill those gaps.

#### Features that can speed hiring:

- **Mobile-friendly career sites** make it easier for deskless and on-the-go candidates to engage with your brand and complete your application. Use a recruiting chatbot to engage with global candidates in their native language.
- **Interview solutions** allow candidates to self-schedule a timeslot for a 1:1 interview or record an on-demand interview at their convenience.
- **Offer and onboarding software** helps new hires get up and running faster. Seamlessly create and manage compelling offers, then invite new hires to their onboarding portal to complete forms and view training before day one.



#### iCIMS Onboarding

helped Novant Health transform their new employee experience. As a result, they cut their onboarding time by 9%, equating to about

**\$300,000  
in annual  
savings.**

# 3. Match features to improved outcomes

## Features that can increase efficiency:

- **A dynamic talent profile** provides a holistic view of candidate and employee skills and communications. Recruiters and hiring managers can view texts, emails, notes, and more in one location within the ATS.
- **Automated workflows** can reduce the manual work required by recruiters. Use them to update talent profiles or send nurture communications to candidates in your talent network.

## Features that can power decisions:

- **Advanced AI tools** like talent matching and resume review empower recruiters to make faster and more informed decisions. Native AI can recommend candidates based on relevant skills and experience, surfacing talent recruiters may have overlooked.
- **View analytics** from a unified platform. This allows all users, from executives to recruiters, to more easily make informed decisions about your TA strategy.



Did  
you  
know?

**42% of recruiters** believe that AI will help them become more strategic in their jobs.<sup>2</sup>

Look for a hiring solution with native AI technology that can help simplify, accelerate, and inform your hiring and mobility processes.

## 4. Align vendor to your company's values

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As you reach out to potential vendors based on the features they offer, ask them questions about their approach to software development and their outlook on the industry. This will help you determine whether their values align with your own.

### Ask about their:

- **Product roadmap.** How often does the vendor release new technology or update existing solutions? Do they have a roadmap that details their vision for the future of their software?
- **Security and compliance.** Does the vendor's ATS include the tools you need to enable a secure and compliant hiring process? How does the company support security across all their offerings? Do they have a code of ethics to guide their use of native AI?
- **Integrations.** Does the vendor offer integrations with the point solutions that are necessary to manage your talent process? This might include your HCM, background screening service, or talent assessments. In addition, your ATS vendor should also be able to integrate new solutions as your business scales.



“With iCIMS, the investment in the product roadmap and their focus on recruiting was key. When you look at other vendors, you see competing priorities. We want the product and roadmap investment to be focused on talent alone.”

VP of Talent Acquisition,  
Perspecta



## 4. **Align vendor** to your company's values

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- **Mission and culture.** Your business partners should have a mission and culture that align with a commitment to the talent industry. Do they split their resources between other types of software? Do they follow best practices internally for talent acquisition and internal mobility?
- **Community support.** Once you become a customer, what resources will be available for support? Customer communities allow you to ask questions through forums, share feedback about the software, and learn what other enterprise companies are doing as best practices.
- **Consultants and advisors** can offer training from certified partners, guide your recruitment strategy, and optimize your use of reporting dashboards to better evaluate ROI. What kinds of resources does the vendor offer?



Did  
you  
know?

iCIMS Community offers a network of customers and partners that can provide ongoing support to help you leverage the use of your ATS.

# Choose the partner that's right for you

The right ATS vendor will act as a partner by investing in the long-term success of your talent function. They'll deliver future-fit features and integrations and go beyond tech to develop a relationship that supports your continuous talent transformation and better business outcomes.



1. **Determine the role an ATS will play for your teams**
2. **Review your process for areas of improvement**
3. **Match features to improved outcomes**
4. **Align vendors to your company's values**



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The right talent acquisition tech can help you solve your greatest hiring challenges.

See how our all-in-one recruiting platform helps attract, engage, hire and advance the best talent.

[Learn more](#)