

MARKET NOTE

Enabling End-to-End Recruiting Technology Solutions with Jobvite's Evolve Talent Acquisition Suite

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EXECUTIVE SNAPSHOT

FIGURE 1

Executive Snapshot: Enabling End-to-End Recruiting Technology Solutions with Jobvite's Evolve Talent Acquisition Suite

For the past several years, Jobvite has been engaged in a long-term strategy to develop a holistic talent acquisition (TA) suite enabled through acquisitions and internal innovations. The series of solutions created through Jobvite's acquisitions and merger in combination with the company's own internal solution development has culminated in the launch of the Evolve Talent Acquisition Suite. Its launch represents the final stage of integration across Jobvite's suite of products, providing clients with a "one-stop shop" solution designed to future proof their organizations' talent acquisition functions while streamlining their tech stack.

Key Takeaways

- Jobvite has engaged in a series of a strategic acquisitions over the past several years, taking a deliberate, iterative approach with the end state of the Evolve suite in mind.
- Acquisitions of Talemetry, RolePoint, Canvas, Predictive Partner, and Talentegy expanded Jobvite's solutions in areas such as recruitment marketing, employee referral, internal mobility, communication solutions, AI, and analytics.
- Jobvite's merger with JazzHR and NXTThing RPO under the parent company Employ Inc. expanded the vendor's access to the SMB and recruitment services markets.
- Within the new Evolve suite, clients continue to have access to Jobvite's innovations to optimize talent acquisition functions including Zero-Click Intelligent Sourcing, Job Description Grader, AI matching, video/text solutions, and analytics.
- While the deployment of the Evolve TA Suite integrates Jobvite's multiple branded solutions, the vendor still provides an a la carte approach for clients. Clients are able to select particular elements of the suite, such as candidate relationship management, candidate experience, recruitment marketing, and internal mobility, without committing to all other elements.

Source: IDC, 2022

IN THIS MARKET NOTE

On March 1, Jobvite announced the deployment of its new talent acquisition (TA) suite, Evolve. Evolve's launch is a culmination of a multiyear strategy for enhancing depth and breadth of capabilities across Jobvite's talent acquisition solution set. The suite delivers end-to-end talent acquisition life-cycle solutions with particular focus on improved recruiter, hiring manager, and candidate experience.

IDC'S POINT OF VIEW

As the talent acquisition technology vendor landscape continues to expand, multiple providers with niche solutions are creating a fragmented ecosystem that is proving difficult to navigate for talent acquisition divisions, IT departments, and procurement offices within client organizations. Technology stacks are commonplace within the talent acquisition function, but organizations want to ensure those stacks do not become too large, placing undue burden on internal administrative functions while continually bogged down in areas such as service renewals and competitive proposal processes.

Recognizing the challenges organizations face within this ecosystem, Jobvite has created a consolidated solution that merges the spectrum of capabilities both developed internally and acquired over the past several years. The Evolve Talent Acquisition Suite provides a one-stop shop for organizations to streamline their talent acquisition solution sets, reducing technology stacks while benefiting from greater integration across the hiring life cycle.

The Journey to Evolve

Jobvite has engaged in a series of a strategic acquisitions over the past several years, taking a deliberate, iterative approach with the end state of the Evolve suite in mind. Starting with the acquisitions of Talemetry, RolePoint, and Canvas, Jobvite enhanced its platform with recruitment marketing, employee referral, internal mobility, and communication solutions. Recognizing the market's drive toward AI to improve results, Jobvite also acquired Predictive Partner to enhance candidate engagement and skills matching capabilities. Finally, the vendor's acquisition of Talentegy rounds out its suite of solutions with improved analytics designed to enable recruiters to think more strategically about talent acquisition campaigns and improve outcomes.

Jobvite's ingestion of its acquisitions' capabilities was conducted in a thoughtful manner designed to minimize disruption to its clients while providing enhanced services in an easy-to-understand way. While different brands, such as Talemetry, remained as part of the nomenclature, the vendor ensured these solutions were not "bolted on" but rather an integral part of an end-to-end talent acquisition solution set.

In March 2021, Jobvite merged with JazzHR and NXTThing RPO. Operating under the recently launched parent company, Employ Inc., the merger enables the company to provide talent acquisition solutions and services to the SMB, midmarket, and large enterprise with seamless transition across the products as customers' organizations grow and adapt to changing demands for talent.

The series of solutions created through Jobvite's acquisitions and merger in combination with its own internal solution development has culminated in the launch of the Evolve Talent Acquisition Suite. Its launch represents the final stage of integration across Jobvite's suite of products.

The Evolve Talent Acquisition Suite

Jobvite's new talent acquisition suite is designed with the customer in mind, considerate of the challenges of disparate brands and technology stacks leading to confused and disjointed approaches that hinders optimization of the function and the end goals of recruiting divisions. Jobvite's Evolve Talent Acquisition Framework helps companies assess their TA strategies, processes, and operations to identify strengths and opportunities to improve talent acquisition and realize stronger results from recruiting efforts. To that end, the framework assists clients in understanding where their organization is, in terms of talent acquisition maturity. The assessment ranges from level 1, where solutions are ad hoc and siloed, to level 4, where talent acquisition capabilities are highly integrated and using the most advanced technologies in areas such as AI and automation. The assessment assists clients in determining their readiness for disruption in recruiting practices and their ability to adapt, remain strategic, and deliver results in a highly contentious and volatile talent market. The framework's assessment capability provides valuable analysis to assist clients in understanding where they are in their own evolutionary journey while providing a way forward in partnership with the solution suite.

Within the suite, clients continue to have access to Jobvite's innovations to optimize talent acquisition functions. Examples include the following:

- "Zero-Click Intelligent Sourcing" provides automation solutions that cut down recruiters' daily task loads and allow them to be more strategic in their roles.
- "Job Description Grader" analyzes texts of job postings, providing recommendations for improvements to enhance engagement and reduce bias.
- AI matching speeds up the identification of strong fit candidates through automated skills and experience analysis.
- Video and text solutions offer native capabilities that optimize candidate screening processes and communications.
- Analytics provide real-time insights to critical metrics such as campaign effectiveness, DEI initiatives, and skills gaps.

The interface itself is completely revamped, with consistent branding and messaging across all solutions offered. End users are able to move seamlessly across areas such as ATS, recruitment marketing, interview solutions, and onboarding within a single user experience.

While the deployment of the Evolve TA suite integrates Jobvite's multiple branded solutions, the vendor still provides an a la carte approach for clients. Clients are able to select particular elements of the suite, such as candidate relationship management, candidate experience, recruitment marketing, and internal mobility, without committing to all other elements. The approach eases new clients into the suite, providing Jobvite an opportunity to demonstrate its solution capability and slowly expand its solution within client organizations in a nondisruptive way.

Moving Forward

The launch of the Evolve Talent Acquisition Suite is the realization of Jobvite's long-term growth strategy through acquisition and innovation. While the strategy of consolidating brands and providing an avenue for reduced tech stacks will be of appeal to many TA professionals, Jobvite's continued support of an a la carte solution selection will also resonate with buyers that want to take a more gradual approach to shifting vendors. Coupled with its extended services provided natively and available through its merger with JazzHR and NXTThing RPO, Jobvite is well positioned to expand its market share while enabling clients to future proof their talent acquisition capabilities.

LEARN MORE

Related Research

- *Modernizing Candidate Relationship Management* (IDC #US48804721, January 2022)
- *The Current State of AI/ML Technology Adoption in Talent Acquisition* (IDC #US48692621, January 2022)
- *The Evolving Landscape of Talent Acquisition Buying Personas* (IDC #US48386321, December 2021)

Synopsis

This IDC Market Note discusses Jobvite's launch of the Evolve Talent Acquisition Suite. As the talent acquisition technology vendor landscape continues to expand, multiple providers with niche solutions are creating a fragmented ecosystem that is proving difficult to navigate for talent acquisition divisions, IT departments, and procurement offices within client organizations. Recognizing the challenges organizations face within this ecosystem, Jobvite has created a consolidated solution that merges the spectrum of capabilities both developed internally and acquired over the past several years. The Evolve Talent Acquisition Suite provides a one-stop shop for organizations to streamline their talent acquisition solution sets, reducing technology stacks while benefiting from greater integration across the hiring life cycle.

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