



# Global Applicant Tracking Systems Software Market Report 2023

Key Players, Types, Applications, Countries, Market Size, Forecast till 2030

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-  **Minerals**
-  **Metals**
-  **Packaging**
-  **Pharmaceuticals**
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# REPORT DETAILS

The base year for the calculation is 2022 and 2018 to 2022 will be historical period. At the same time, data for the year 2023 will be an estimated one while the forecasted data will be from year 2023 Methodology to 2030.

Historical  
Years

From 2018

Till 2022

Base Year  
for  
Calculation

2023

Forecast  
Period

From 2023

Till 2031

## Research Methodology

- Primary Research Methodology
- Secondary Research Methodology
- Market Size Estimation Methodology
- Data Triangulation

## Competitors Analysis

- Business Segment/Overview:
- Investment In Research & Development
- Recent Development:
- Business Strategy
- SWOT Analysis

## Market Dynamics

- Key Drivers, Restraints & Opportunities
- Market Attractiveness Analysis for Each Segment & Region
- PESTEL Analysis
- Porter 5 Force's Analysis
- Value Chain Analysis

## Regional & Country Analysis

- North America ( United States, Canada, Mexico)
- Europe (UK, France, Germany, Italy, Russia, Spain)
- Asia Pacific (China, Japan, Korea, India, South East Asia)
- South America (Brazil, Argentina, Colombia)
- Middle East & Africa (GCC Countries, Egypt, South Africa, Nigeria, Turkey)



# Report Scope

## End-Use

- BFSI
- Government
- Manufacturing
- Telecom & IT
- Consumer Goods & Retail
- Healthcare & Lifesciences
- Energy & Utilities
- Transportation & Logistics
- Others

## Component

- Software
- Services

## Deployment Type

- On-premises
- Cloud

## Enterprise Size

- SMEs
- Large Enterprises

## Service

- Managed services
- Professional services

## Regions

- North America
- Europe
- Asia-Pacific
- South America
- Middle East and Africa

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## Chapter 4      Applicant Tracking Systems Software Market Overview

### 4.1      Product Overview and Scope of Applicant Tracking Systems Software Market

The applicant tracking system (ATS) is software for recruiters and employers to track candidates throughout the recruiting and hiring process. This software can come equipped with capabilities ranging from simple database functionality to a full-service suite of tools that makes it easy for businesses of any size to filter, manage, and analyze candidates.

Increasing demand for applicant tracking systems. These systems are excellent for storing candidate information, the best ATS systems can track all communications with candidates. This makes it easy to search and filter resumes and other candidate information, decreasing time-to-fill and ensuring that companies get the best candidates for the position. Furthermore, the ATS provides a centralized platform for managing the entire recruitment workflow. It typically starts with creating and posting job listings on various job boards and career websites. The ATS then collects and stores all incoming resumes and applications in a structured database, allowing recruiters to easily search, filter, and review candidate profiles.

Several key features of ATS software include resume parsing, advanced search, candidate sourcing, multi-channel candidate sourcing, in-built CRM software, email templates, advanced analytics & reporting, various integrations, real-time collaboration, and automation based on certain events and conditions.

The applicant tracking system can offer a variety of capabilities that can help the organization find, hire, and retain the best candidates. Various benefits of an applicant tracking system include:

- Increase in productivity and efficiency when hiring particularly at scale
- Better candidate experience through faster scheduling and communication especially in remote and hybrid work environments
- Access to multiple job boards and the ability to manage all applications in a centralized location
- Improved employer brand that attracts great candidates
- Valuable metrics and reports to improve the hiring process (e.g., HR analytics)
- **Easier compliance with laws related to recruitment.**

## Chapter 8      Applicant Tracking Systems Software Market – Industry Analysis

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### 8.1      Market Drivers

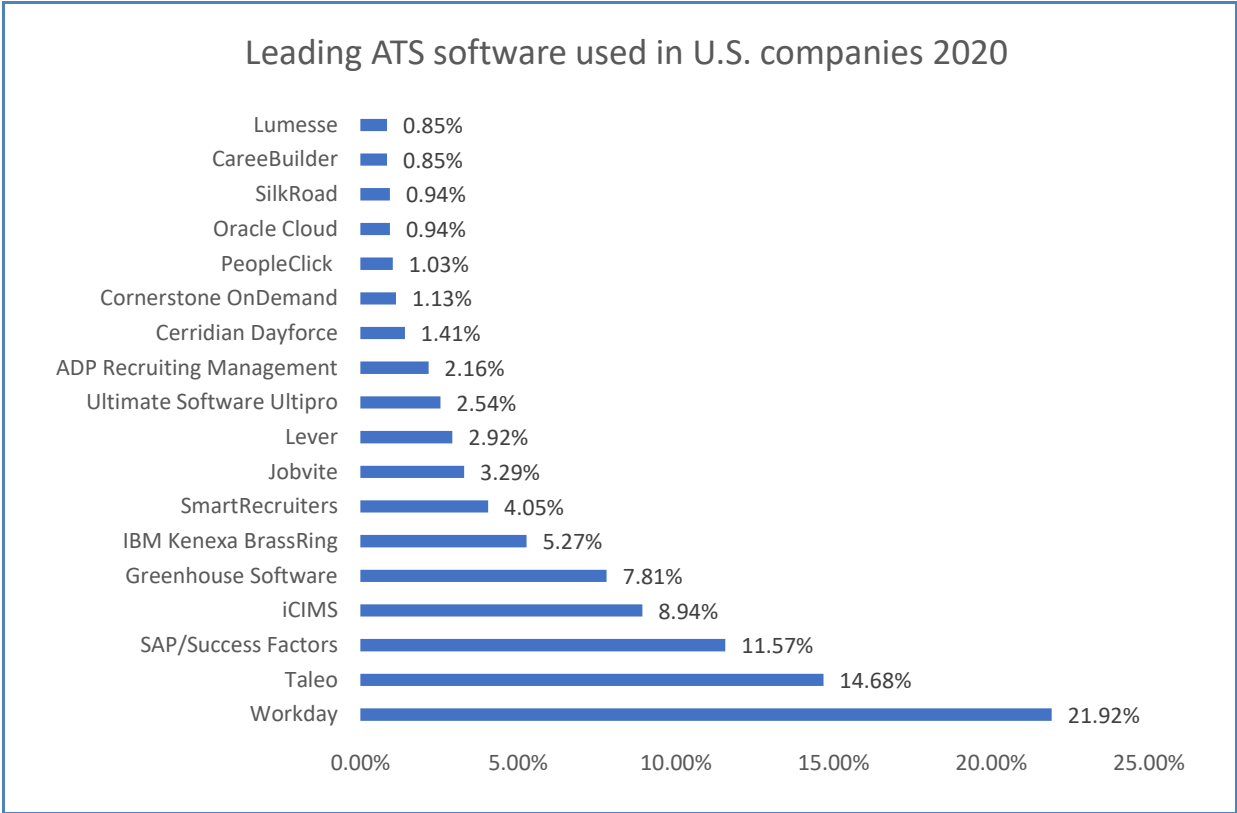
#### 8.1.1      Increasing demand for applicant tracking systems software in the recruitment process

Increasing demand for applicant tracking systems software in the recruitment process is the major factor expected to drive the growth of the market. The applicant Tracking System helps to manage the end-to-end recruitment process from sourcing to hiring and helps automate the organization's recruiting and staffing operations. The applicant tracking system is a software solution that helps source talent assess potential, track interview processes, evaluate performance, make offers, and hire. All of this, with the right set of report insights and analytics.

This system helps HR organize, screen, and categorize applicants who fit the position and discard those who do not fit. It aids with interview scheduling, issues notifications, and alerts, and sends automated emails to candidates and employees, such as recruiters and hiring managers. Additionally, business executives are aware of the benefits of automating the recruitment process. HR and talent acquisition have been embracing automation and AI technology.

Various key companies are providing applicant tracking systems software such as Workday, Taleo, SAP/Success Factors, iCIMS, Greenhouse Software, IBM Kenexa BrassRing, SmartRecruiters, Jobvite, Lever, Ultimate Software Ultipro, ADP Recruiting Management, Cerridian Dayforce, Cornerstone OnDemand, PeopleClick, Oracle Cloud, SilkRoad, CareerBuilder, Lumesse. Workday is a widely used ATS.

FIG. 22 Leading ATS software used in U.S. Companies 2020



Source: Cognitive Market Research

Furthermore, the number of benefits associated with the applicant tracking system, such as reduced time spent with quality of hire, and enhanced candidate administrative tasks, better and faster CV screening, improved experience is likely to boost the growth of the global applicant tracking systems market.



8.1.2 Enhance reporting and compliance

[REDACTED]

## Chapter 11 Global Applicant Tracking Systems Software Market Analysis by End-Use

### 11.1 Global Applicant Tracking Systems Software Revenue and Market Share (%) by End-Use (2018-2030)

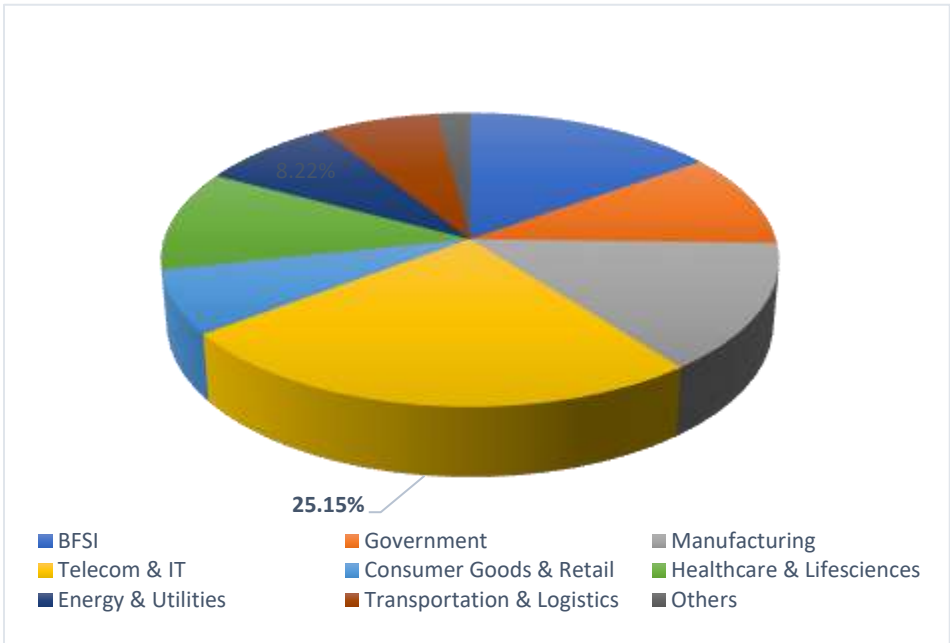
**TABLE 8 Global Applicant Tracking Systems Software Revenue (USD Million) by End-Use (2018-2030)**

	2018A												2030F
BFSI	xx												xx
Government	xx												xx
Manufacturing	xx												xx
Telecom & IT	xx												xx
Consumer Goods & Retail	xx												xx
Healthcare & Lifesciences	xx												xx
Energy & Utilities	xx												xx
Transportation & Logistics	xx												xx
Others	xx												xx
<b>Total</b>	xx												xx

**TABLE 9 Global Applicant Tracking Systems Software Revenue Share (%) by End-Use (2018-2030)**

	2018												2030
BFSI	xx												xx
Government	xx												xx
Manufacturing	xx												xx
Telecom & IT	xx												xx
Consumer Goods & Retail	xx												xx
Healthcare & Lifesciences	xx												xx
Energy & Utilities	xx												xx
Transportation & Logistics	xx												xx
Others	xx												xx
<b>Total</b>	xx												xx

FIG. 25 Global Applicant Tracking Systems Software Revenue Market Share (%) by segment in 2022



Source: Cognitive Market Research

Based on end-use Telecom & IT sector dominates the market share in 2022. The telecom and IT industry are one of the sectors that heavily rely on applicant tracking systems software due to its high volume of job applications and the need for efficient hiring processes. Telecom and IT companies often receive numerous applications for technical positions and require robust systems to streamline their recruitment workflows. ATS software solutions typically offer features such as resume parsing, automated job posting to multiple platforms, candidate tracking and management, interview scheduling, collaboration tools for hiring teams, and analytics and reporting capabilities. These features help telecom and IT companies effectively manage their hiring process, improve efficiency, and ensure a smooth candidate experience.

## Chapter 16 Global Applicant Tracking Systems Software Manufacturers Profiles/Analysis

This segment of the report provides in-depth and pertinent information on every foremost player in the market through both primary and secondary research. The company profiling chapter includes ten or more key players, which are dominating the market. Each company profile includes demystifying professional information in a tabular format, which comprises the company's official website, established year, market position, geographical presence, competitors, and contact information.

Further, company profiling includes an in-detailed business overview, COVID-19 impact on the particular firm, product type specifications, revenue & market share, and recent developments done by the company for its inorganic development, such as mergers, strategic acquisitions, partnerships, and others. Besides, profiling includes the company's investment in research and development activities.

The recent innovative product launches, business expansion, investments done by the company in different markets, and other news are also available in the company profiling section. At last, it provides the company's business strategy and SWOT analysis.

### Questions

- Which are the paramount players in the market?
- What key Developments Company has done in recent years?
- What are the major acquisitions done by the players?
- What are the opportunities for companies to grow in the Keychain Pendant market?
- Which player held the largest market share in 2020 & 2021?

## 16.1 International Business Machines Corporation (IBM)

## 16.1.1 International Business Machines Corporation (IBM) Basic Information, Manufacturing Base, Sales Area and its Competitors

**TABLE 18** International Business Machines Corporation (IBM) Basic Information, Manufacturing Base, Sales Area and Its Competitors

Item	Description
Company Name	IBM Corporation
Website	www.ibm.com
Established Date	1911
Headquartered	United States
Market Position/ History	<p>IBM Corporation was founded in 1911 in Endicott, New York, by Charles Ranlett Flint. It was founded as Computing-Tabulating-Recording Company (CTR) and was renamed International Business Machines in 1924. The company is headquartered in Armonk, New York, United States.</p> <p>In 1964, IBM Corporation launched the first computer system family, the IBM System/360. In 1969, the company's engineer invented the magnetic stripe card for credit/debit/ATM cards, driver's licenses, rapid transit cards, and a multitude of other identity and access control applications.</p> <p>In 2002 IBM Corporation acquired PwC Consulting and in 2005, the company sold its personal computer business to technology company Lenovo. Later in 2009, it acquired the software company SPSS Inc.</p> <p>The company entered into several partnerships including Apple Inc., Twitter, Facebook, Tencent, Cisco, Under Armour, Box, Microsoft, VMware, CSC, Macy's, Sesame Workshop, the parent company of Sesame Street, and Salesforce.com.</p> <p>In 2015, the company announced several major acquisitions such as Cleversafe, and all digital assets from The Weather Company, including Weather.com and the Weather Channel mobile app.</p> <p>In 2022, IBM acquired Databand, a provider of data observability software.</p> <p>IBM operates in more than 175 countries worldwide.</p>

Sales Area	Worldwide
Manufacturing Location	U.S., Turkey, Toronto, Thailand, Singapore, Germany, Fujisawa, Amsterdam, Argentina
Ticker	NYSE: IBM
No. of Employees	288,300
Competitors	Microsoft, Oracle, Amazon, Informatica, Collibra, SAP, Alation, Talend, Adaptive, Google
CEO	Arvind Krishna
Ownership Type	Public
Contact Information	1 New Orchard Road, Armonk, New York 10504-1722, United States Tel: 1-800-426-4968

#### 16.1.2 Business Segment/ Overview:

IBM Corporation is a US-based technology company. The company offers computer hardware, middleware, and software, and provides hosting and consulting services in areas ranging from mainframe computers to nanotechnology.

The company operates through four business segments including software, consulting, infrastructure, and financing. The software segment comprises two business areas as Hybrid Platform & Solutions and Transaction Processing

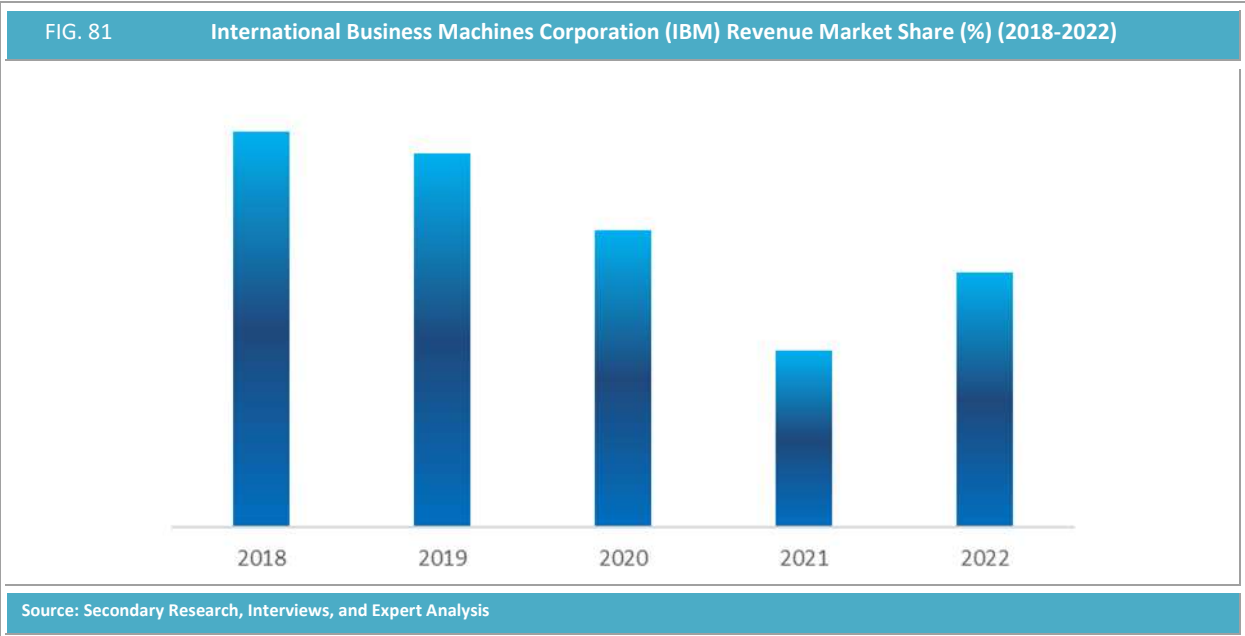
Its consulting segment provides industry expertise and capabilities in business transformation and technology implementation. Consulting designs and builds open, hybrid cloud architectures and optimizes key workflows and business processes with IBM and ecosystem partner technologies. Consulting comprises three business areas such as business transformation, technology consulting, and application operations.

The infrastructure segment provides solutions for the hybrid cloud and is the foundation of the hybrid cloud stack. Infrastructure comprises two business areas including Hybrid Infrastructure and Infrastructure Support. Financing facilitates IBM clients' acquisition of information technology systems, software, and services through its financing solutions. The financing comprises the following two business areas such as client financing and commercial financing.

16.1.3 Financials

TABLE 19 International Business Machines Corporation (IBM) Revenue (USD Million), Gross Margin (%) and Market Share (%) (2018-2022)

Value	2018	2019	2020	2021	2022
Revenue	XX	XX	XX	XX	XX
Gross Margin	XX	XX	XX	XX	XX





16.1.4 Investment in Research and Development

Research and development costs incurred and charged to income for the fiscal years ended December 31, 2021, and 2020 were USD 6,216 million and USD 5,968 million respectively.

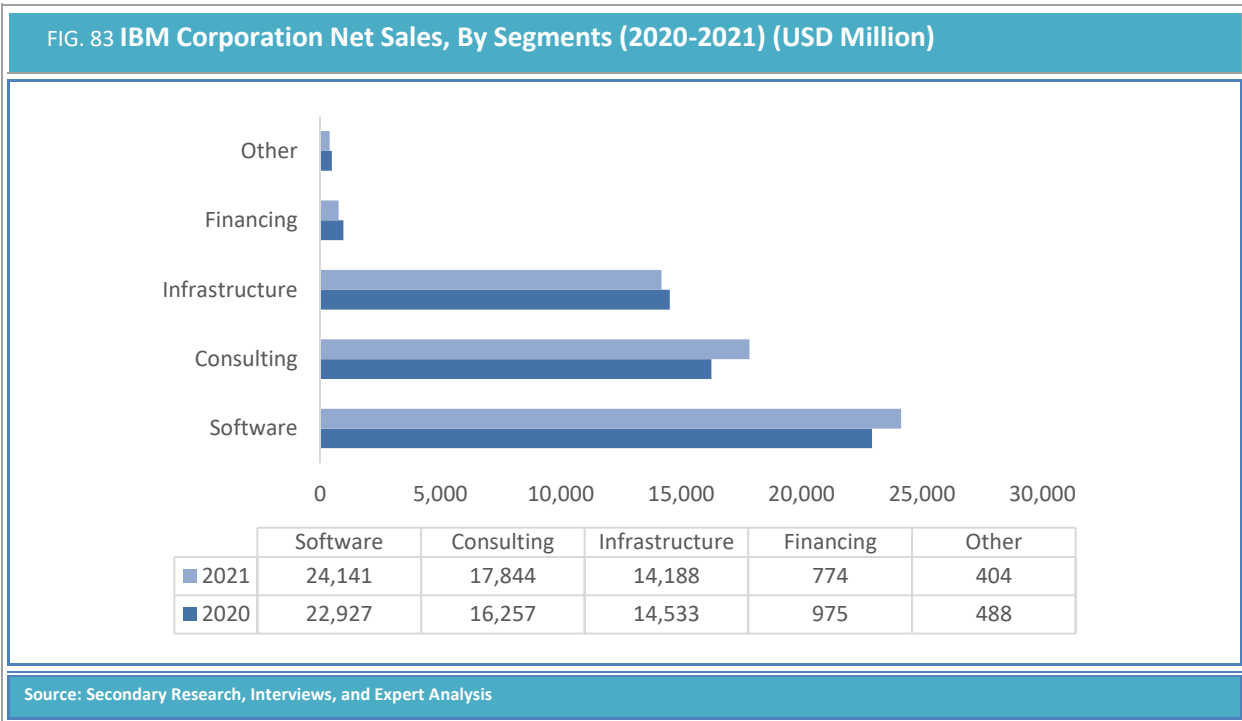
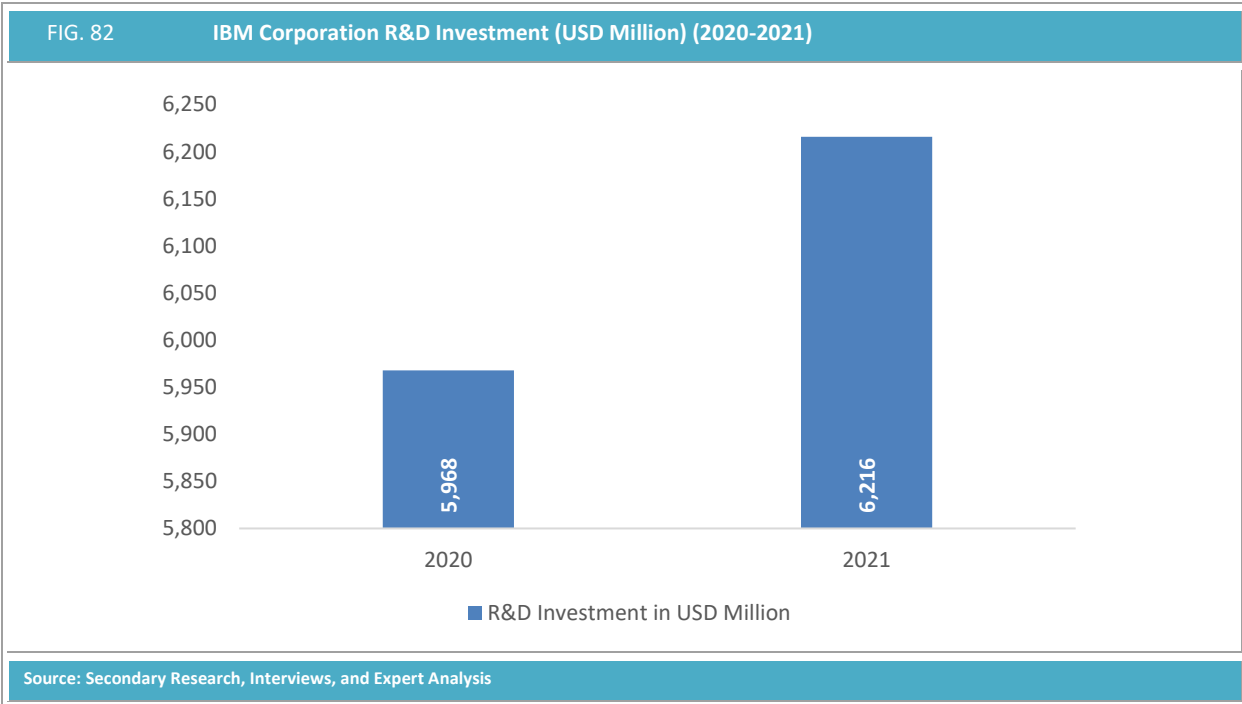
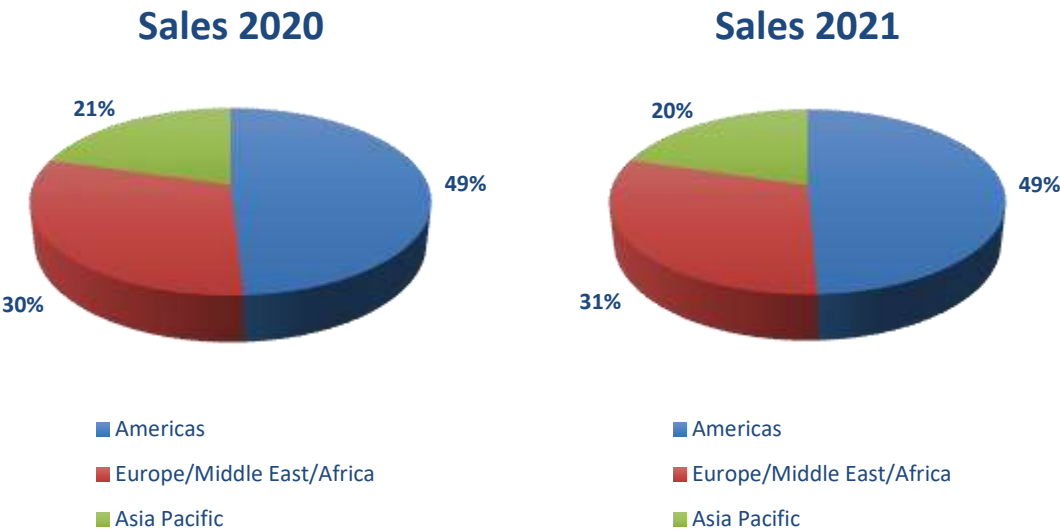


FIG. 84 IBM Corporation Net Sales, By Region (2020-2021)



Source: Secondary Research, Interviews, and Expert Analysis

16.1.5 Applicant Tracking Systems Software Product Types Specification

Product	Product Description
Sourcing and nurturing candidates	The company serves as eyes and ears in the job market, searching based on keywords and scouring job boards such as LinkedIn and others to alert potential candidates. Additionally, the software searches for profiles and resumes of people matching the criteria and lists qualified candidates in a spreadsheet.

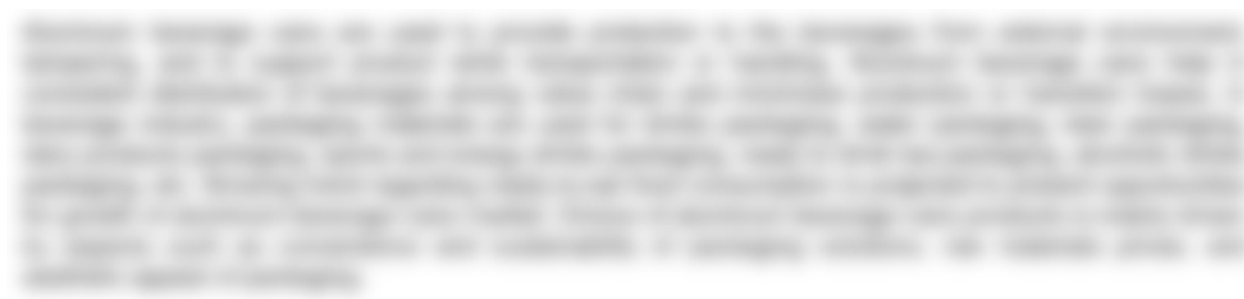
16.1.6 **Recent Developments:**

Year	Latest News
XX	XX
XX	XX

16.1.7 **Business Strategy**

IBM Corporation focuses on innovation and develops new innovative products and solutions. For instance, the company launched new AI-enabled solutions such as the IBM Environmental Intelligent Suite, to make its clients more sustainable over time. Additionally, it has launched a new IBM Z and cloud modernization center for the acceleration of the hybrid cloud. The company is involved in collaboration with various companies for the development of various solutions. Also, the company is investing a huge amount in research & development activity to develop new technologies and improve its existing ones, ensuring that the company stays in the vanguard of technological innovation that helps enterprises achieve their digital transformations.

Moreover, the company is providing customer service management in the form of renewal, maintenance, installation & updating. Furthermore, it is engaged in inorganic investments in critical hybrid cloud and sustainability software assets, such as Instana, Turbonomic, and Envizi. In Consulting, the company has also been aggressively acquiring the expertise its clients demand to support their digital innovation including 7Summits, Taos, BoxBoat Technologies, and BlueTab Solutions. IBM Corporation completed 15 acquisitions in 2021. IBM has also acquired Databand.ai to strengthen its software portfolio across data, AI, and automation to address the full spectrum of observability.

16.1.8 **Management Change**

**16.1.9 International Business Machines Corporation (IBM) S.W.O.T Analysis****Strength**

- ❖ Robust geographic presence
- ❖ Diversified product portfolio
- ❖ Significant investment in R&D

**Weakness**

- ❖ Intense competition from other leading global IT companies means limited market share growth for the company

**Opportunity**

- ❖ Expansions and Acquisitions
- ❖ Interpreting market trends
- ❖ Focus on emerging markets
- ❖ Growing healthcare expenditure worldwide
- ❖ Increasing government initiatives to accelerate AI innovation

**Threats**

- ❖ Currency fluctuation

**16.1.10 COVID-19 Impact Analysis**

The sudden outbreak of the COVID-19 pandemic has affected the IBM Corporation's operations and reported a decrease in total consolidated revenue of 4.6 percent. Its Cloud & Cognitive Software segment revenue increased by 2.1 percent, while Cognitive Applications decreased by 3.0 percent as reported (3 percent adjusted for currency), and Transaction Processing Platforms declined by 16.8 percent as reported (17 percent adjusted for currency) reflecting the impacts of COVID-19 pandemic and macroeconomic uncertainty.

*Note: Following company's data will be provided in the same format, for example 1<sup>st</sup> company profile shown above. In case you need any data Customization please feel free to contact us!*

16.2 **iCIMS**

16.3 **Oracle**

16.4 **PeopleFluent**

16.5 **Cornerstone**

16.6 **Workday**

16.7 **Bullhorn, Inc.**

16.8 **UKG Inc.**

16.9 **ADP Inc**

16.10 **SAP**

*Note: Company Revenue Information Will Be Provided Subject to Data Availability!*

Chapter 17    Global Applicant Tracking Systems Software    Market: Regional Analysis

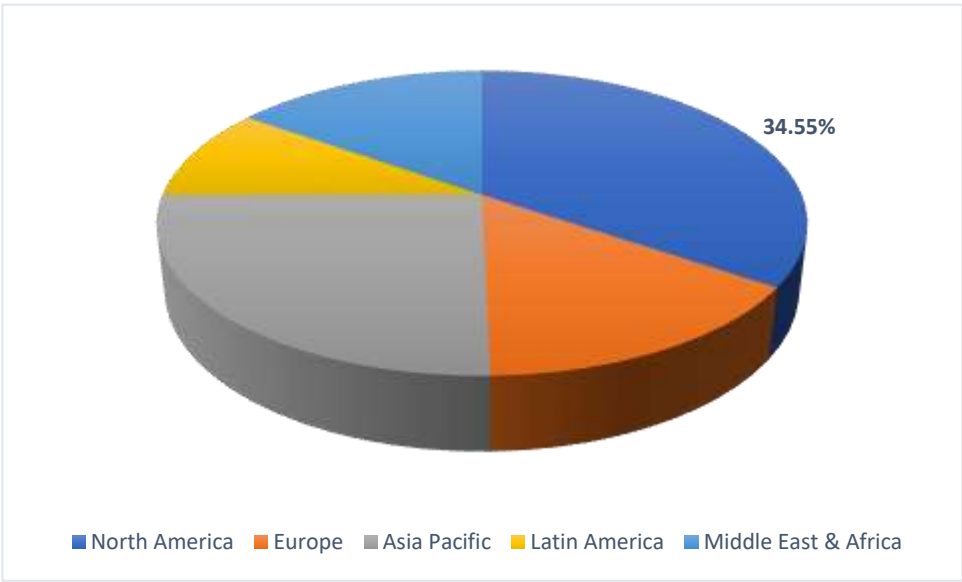
17.1    Global Applicant Tracking Systems Software Revenue and Market Share (%) by Region (2018 - 2030)

TABLE 20    Global Applicant Tracking Systems Software Revenue (USD Billion) by Region (2018-2030)

	2018				2022								2030
North America	xx				xx								xx
Europe	xx				xx								xx
Asia-Pacific	xx				xx								xx
South America	xx				xx								xx
Middle East and Africa	xx				xx								xx
Total	xx				2.84								xx

Global Applicant Tracking Systems Software market was valued at USD 2,84 Billion in 2022 and is expected to grow at a CAGR of 6.8% over the forecast period, from 2023 to 2030.

FIG. 85 Global Applicant Tracking Systems Software Revenue Market Share (%) by regions in 2022



Source: Cognitive Market Research

North America dominated the applicant tracking system market and generated the biggest revenue share. The market's expansion is driven by industrialized nations like the U.S. and Canada. North America is going towards updated and new technology as a result of the rising usage of digital methods. In order to improve operations and obtain a competitive advantage, it also makes greater investments in cutting-edge technology. For instance, iCIMS, a U.S.-based provider of recruiting software, bought Candidate.ID in March 2022. Candidate.ID offers an application tracking system that enables companies to more accurately evaluate and understand their talent through lead scoring. Additionally, with the help of ATS solutions, this acquisition would enable iCIMS to grow its customer base and operations in the United



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