

Talent Acquisition and Strategy

IDC's *Talent Acquisition and Strategy* takes a deep dive into the fast-changing world of talent acquisition technologies and services. Focused on solutions and strategies that organizations utilize to attract, engage, assess, hire, and onboard both permanent and contingent staff in the face of labor shortages in key skills areas, this program is the only one of its kind in the world. The service assists vendors that offer recruiting, staffing, and broader talent management product and services as well as CIOs that are looking to gain insight on trends and strategies in this area.

MARKETS AND SUBJECTS ANALYZED

Target trends in recruiting:

- Edge apps and disruptors
- Modern sourcing strategies and talent mobility
- CRM, recruiter, hiring manager, and candidate experience
- Talent analytics and modern measures of success
- Recruitment marketing and employer branding

Explore staffing models:

- Disruptors and differentiators
- New models and services
- Contingent, freelance, and the gig economy
- Role of digital transformation
- Talent marketplaces

CORE RESEARCH

- **Market Forecast:** Worldwide and U.S. Acquisition and Staffing, 2021-2025
- **IDC Perspective:** Leveraging Globalized Talent Acquisition in Remote Work Models
- **IDC Market Glance:** Talent Acquisition 3Q21
- **IDC Innovators Series:** Talent Intelligence and Attraction
- **IDC Market Analysis Perspective:** Worldwide Talent Acquisition 2021
- **IDC MarketScope:** Modern Talent Acquisition Suites for Small, Midsize, and Large Enterprises
- **Survey:** State of Talent Acquisition, 2021

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Talent Acquisition and Strategy](#).

KEY QUESTIONS ANSWERED

1. What new technologies are emerging to help companies more effectively attract and acquire new talent?
2. How are companies leveraging talent analytics to improve the effectiveness and ROI of talent acquisition strategies?
3. How are job advertising, marketing, and distribution changing in a social-powered, mobile-enabled, and data-driven environment?
4. What are the most important functional capabilities for buyers investing in new talent acquisition technologies?
5. How is digital transformation affecting the hiring and onboarding processes for recruiters, hiring managers, and candidates?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the recruiting and staffing markets, including:

ADP, Avature, Beamery, CareerBuilder, CEIPAL, Cornerstone TalentLink, Eightfold, Emsi, Entelo, Enterprise Alumni, Glassdoor, Greenhouse, HackerRank, IBM, iCIMS, Indeed, Jobvite, Lever, LinkedIn, Microsoft, Monster, Oracle, PageUp, PeopleFluent, Phenom, SAP, Seekout, SmartRecruiters, SmashFly, SumTotal, Symphony Talent, Talroo, UKG, and Workday.