The Power of Agile Integrations

How to Achieve Intelligent Recruitment without IT Burden

Businesses are under pressure to mature operations in an age of digital transformation. Many feel unprepared due to the caliber of current systems and talent pipeline required to keep pace.

---

Gartner

Top risks facing organizations globally: ¹

1. Pace of Change
2. Lagging Digitalization
3. Talent Shortage
4. Digitalization Misconceptions
5. Data Localization

¹ Gartner, Emerging Risk Monitor Report, 2019
“On the other hand, talent acquisition (and human resources [HR] as a whole) has suffered from years of fatalistic “good enough” performance expectations — and is limited by long-standing operational, technological, and aptitudinal limitations. But as labor markets continue to tighten, recruiting gets more and more difficult — and the business case for upgraded capabilities is stronger than ever.”

IDC Marketscape: Worldwide and U.S. Modern Talent Acquisition Suites for Large Enterprise 2019
Vendor Assessment, Doc #US45036419, April 2019

Digital Maturity Requires Workforce Efficiency

The current economy offers more opportunities for mergers and acquisitions, cloud computing adoption, digitally-adapt processes and global expansion. As businesses rapidly iterate, information technology (IT) faces an overflowing list of strategic projects and requirements to scale organizations’ operations.

To mitigate the risk of costly project delays that deter digital maturity, a strong workforce of efficient and confident individuals who perform in high-change environments is now IT’s biggest asset.

As turnover concerns plague employers across all sectors, this requires not only retention of key players, but the acquisition of new employees with differentiated and emerging skillsets. Therefore, achievement of digital maturity starts with the right talent acquisition (TA) technology to bring in the right, highly-skilled talent.

“Success in today’s business environment requires agility, defined as the ability to move and change course quickly and easily. HR will follow other business functions, such as IT, which have accumulated experience in agile transformation.”
- Gartner, 2019-2021 Strategic Roadmap for HCM Technology Investments, 2018

Intelligent Recruitment Starts with a Strong Infrastructure

The current state of recruitment technology looks similar across most enterprises. Information Technology (IT) provides their TA function with a simple module associated to an existing human resource (HR) platform. After all, the idea of an all-in-one system has long attracted both IT and HR professionals. However, there are countless – and thriving – niche applications in the market (e.g. screening, sourcing, engagement, preboarding) still needed by their TA team.

For IT, that leaves a long list of vendors to implement and few options to do so effectively, since the all-in-one HR system they chose at the beginning lacks the functionality to support these point solutions. Costly custom integrations can be outsourced every time a new business requirement is identified, in-house developer hours can be allocated to build new solutions, or the decision can be made to have recruiters operate all applications separately. Quickly, a seemingly simple approach leads to ongoing strains on IT budgets, time and resources.

The risks of disparate TA operations:

- Manual tasks prone to human error
- Data silos and compliance risk
- Inability to realize full potential of investments
- Extended vacancy of business-critical roles
- Productivity strains on already low headcount teams

89% of IT professionals feel integration challenges slow their digital transformation and currently spend 22% of their budget on integrations each year.³

³Robert Half, Technology's State of U.S. Tech Hiring, 2019
“By 2020, 30% of global enterprises will have invested in a cloud-deployed human capital management (HCM) suite for administrative HR and talent management, but will still need to source 20-30% of their requirements via point solutions.”

- Gartner’s 2019 Hype Cycle for HCM Technology

Successful enterprises realize the opportunity to provide TA with a versatile tech stack that’s tailor-made to their unique hiring objectives. They do this with flexibility to integrate specialized tools, services and innovations without disruption to larger HR operations or IT priorities.

AmTrust Financial, a Fortune 500 multinational firm with more than 40 acquisitions selected a best-in-class recruitment solution over its embedded HRIS solution, Workday’s less expensive recruitment module, to achieve:

- **$13M** in recruitment spend savings
- **7x** growth in talent pipeline
- **50%** decrease in time-to-fill
The Foundation: A Dedicated Developer Platform

To better allocate tech support to other business areas, TA teams require scalable solutions to enhance their operations that are built on mature technology, capable of handling the complexities and challenges of tomorrow.

Best-in-class technology platforms bring together applications into one, succinct experience. Your recruiters have industry-leading tools to source, engage and hire top talent – along with a technology stack that helps you deliver increased value to the business throughout. Capability-rich platforms offer IT the requisite capabilities to build new, expand existing and create strong connectivity between proprietary or talent systems (e.g., point solutions, HRIS, HCM) or enterprise-specific (e.g., ERPs, CRMs, data warehouse) systems.

“...In increasingly competitive talent markets, where organizations are seeking many of the same advanced skill sets, utilization of advanced engagement and marketing solutions throughout the recruitment process is becoming a strategic requirement. Using PaaS can provide a lower-cost alternative to purchasing a third-party packaged application to close a functional gap in your HCM provider’s application set.”

- Gartner’s 2019 Hype Cycle for HCM Technology
The Power of Agility in Recruitment

Pre-built integrations provide your organization:

1. **Flexibility in a complex, evolving market**

It’s difficult to keep up with the TA market’s rapid iteration of offerings with concepts like artificial intelligence, machine learning and bot technology. Rapidly deployed integrations accelerate the innovation, productivity and decision making of your teams by giving you latitude to adopt new tech with ease.

When consumer demands and workforce goals pivot, TA leaders can easily search for and vet specific tools through a vast marketplace of partner recruitment solutions. While they have regular access to a single, trusted source to shop for vendors at any time, you maintain confidence that any tools selected are validated to perform to predefined integration standards. That means quick implementation without workflow interruption and the flexibility to interchange vendors on a dime.

---

**Source**

A vacant position costs $680 per day. 4

**Screen**

In the past decade, employers paid $174 million to resolve class-action lawsuits over alleged background check violations. 5

**Employ**

To record a single new hire’s I-9 information into an HRIS and manually correct employee error takes an average of 35 minutes. The average rate for roles that encompass this task is $24 per hour. 6

---

4 Insource, A Vacant Position is More Costly Than You Think, 2017
5 EY, Estimating Labor and Non-Labor Costs Associated with Common HR Functions Report, 2018
6 Deloitte, Human Capital Trends Report, 2019
Esurance competes for Silicon Valley talent by regularly swapping TA tools for those of modern caliber. As recently as 2018, the firm revamped its tech stack to achieve:

- 41% year-over-year decrease in cost per hire
- 36-point increase in candidate experience net promoter score
- 32 days average time-to-fill

2. Access to turnkey, scalable integrations

Integration processes have a stigma of not delivering to expectations for time, budget and internal resource allocation, which makes IT rightfully skeptical of an investment. Nearly half of organizations want to modernize to more effectively compete – 57% reported losing up to $500,000 of annual revenue due to poor integrations – but also admit that modernization is their greatest challenge.²

Pre-built integrations offer a pre-defined framework to reduce friction and surprise technical complexities by bringing activation down to days instead of months. Applications can be put to work sooner, and IT can focus on other business priorities. Once implemented, you can trust that each integration is scalable, closely monitored and updated frequently to support everything from small, intermittent data updates to bidirectional real-time data synchronization.

² Cleo, The Stat of Ecosystem and Application Integration Report, 2019
Integration variety tailors connections to work for everything from niche point solutions to enterprise grade HR platforms:

<table>
<thead>
<tr>
<th>Integration Maturity</th>
<th>Details</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rapidly deployed integrations</td>
<td>• First of its kind&lt;br&gt;• REST API&lt;br&gt;• Pre-defined framework&lt;br&gt;• Enhanced UI/UX&lt;br&gt;• Quick activation&lt;br&gt;• No IT resource requirement&lt;br&gt;• Developer efficiency</td>
<td>Maximize user productivity and data integrity by remaining in existing recruitment workflows to order, run and review data from integrated technologies without toggling between multiple logins or leaning on IT support.</td>
</tr>
<tr>
<td>Purpose-built, standardized integrations</td>
<td>• Built to pre-defined best practices&lt;br&gt;• Templated to your specifications&lt;br&gt;• REST APIs and JSON methodology&lt;br&gt;• Secure HTTPS connection&lt;br&gt;• Repeatable and scalable process&lt;br&gt;• Reduced professional service</td>
<td>Boost time-to-value horizon with optimal workflows and data integrity without having to start from scratch every time a new integration is needed.</td>
</tr>
<tr>
<td>Data transfer services</td>
<td>• Securely transfer data:&lt;br&gt;• Continuous, real-time data transfers&lt;br&gt;• Frequency-based data transfers&lt;br&gt;• Data warehousing and analytics&lt;br&gt;• Automatic synchronization to HCM, external systems and data repositories of your choice</td>
<td>Seamlessly transfer information between systems to enhance decision making with secure accessibility, quick transfer and management of data in large volumes.</td>
</tr>
<tr>
<td>Flat file and API-based integrations</td>
<td>• Unique and flexible&lt;br&gt;• File exchange over SFTP server with PGP encryption&lt;br&gt;• Built to your specifications using REST API, flat-files and legacy tech</td>
<td>Gain highly tailored integrations that you can validate to complement your unique hiring needs.</td>
</tr>
</tbody>
</table>
Hackensack Meridian completed a successful merger with 33,000 employees across 13 hospitals by centralizing all TA software into a best-in-class platform.

“This was the first I’d ever seen anything this intricate pulled off without a glitch. The way the platform was able to be configured to allow those integrations to run smoothly and at the same time to deliver a consistent experience for our end-users, that to me was a huge win and a special story.”

– Former VP of talent selection, solutions and services

3. Real-time data governance of cross-system recruiting analytics

Data exchange between HR technologies must remain clean, consistent and secure to protect your business. At the same time, having to connect disparate data sources into a single warehouse or Business Intelligence (BI) tool to analyze insights presents additional risks and time burden on IT resources. Advanced APIs scale with large volumes of data consumption to eliminate unnecessary process times or threshold limits and help your TA teams better analyze, measure and track real-time ROI of every solution.

As solutions gain strong connectivity through robust integrations, APIs present a more comprehensive collection of data and products for both TA and HR teams, which ensures consistent and trustworthy data across all of your important employee and candidate systems and better data governance, analyzation compliance and security.

API data privacy and infrastructure checklist:

- Secured with BASIC or HMAC authentication
- ISO 27001 certification with no direct database access and data encryption both in rest and in transit
- Fully cloud-based hosted environment in which customer data storage is segregated from the application. iCIMS’ cloud hosting provider is compliant and maintains numerous certifications including SOC 1 (SSAE 16), SOC 2, SOC 3, ISO 27001, ISO 27017, ISO 27018 and PCI DSS 3.2.
- Secure HTTPS connection using TLS 1.2, 4096-bit encryption for all communication and data transfer
- Compliant with the European Union General Data Protection Regulation (GDPR) and CCPA
Achieve Talent Acquisition Maturity with a Best-in-Class Integration Ecosystem

iCIMS established the industry’s leading and most well-adopted marketplace to provide clients with more than 980 third-party recruiting integrations to manage their entire recruiting process, from sourcing to preboarding, in one seamlessly integrated system. This cohesive approach attracts one in every six Global 1000 companies in the US to implement the iCIMS talent platform.

Employers are best served through an open ecosystem that enables them to flex to their business needs and the changing recruitment industry. Through our marketplace, employers use a wide variety of technology solutions, with few implementation barriers, to deliver a differentiated candidate and recruiter experience backed by excellent service.

“iCIMS is a very flexible system with easily configured interfaces. It enabled us to have an automated data feed from iCIMS into our HRIS suite, significantly reducing the manpower needed to manually enter the substantial amount of employee data that is received.”

- Peggy Fehrenbach, IT business analyst
for Seminole Hard Rock Support Services

Shop and learn more about iCIMS’ integration capabilities into the latest and most innovative recruiting technologies that help you source, screen and hire candidates in our UNIFi Marketplace. Ease your mind with the knowledge that each vendor is vetted and trained by iCIMS to ensure a seamless integration experience.

iCIMS
4,000+ clients | 2M hires/year | ~300M candidates
Learn more at www.icims.com/view-demo