



## **Startups Redefining Talent Acquisition (TA) – Trailblazers**

Recruitment Process Outsourcing (RPO) & Managed Service Provider (MSP)  
Market Report – October 2018: Complimentary Abstract / Table of Contents

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## Membership information

- This report is included in the following research program(s)
  - **Recruitment Process Outsourcing (RPO)**
  - **Managed Service Provider (MSP)**
- **If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at [info@everestgrp.com](mailto:info@everestgrp.com), [unitedkingdom@everestgrp.com](mailto:unitedkingdom@everestgrp.com), or [india@everestgrp.com](mailto:india@everestgrp.com)**

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# Background of the research

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“**Startups redefining Talent Acquisition – Trailblazers**” is the third of a three-part series of reports outlining Everest Group’s take on the impact of emerging digital technologies in the Talent Acquisition (TA) space. Each part touches upon specific dimensions of the technology landscape in TA and presents a holistic view of the potential impact of various technology levers on specific TA processes, or on TA as a whole.

The following points provide a brief overview of the contents of each of the **three papers**:

- 1** Digital Technologies: The Next Frontier in Talent Acquisition (published)  
This paper introduces and provides an overview of the key digital levers (particularly next-generation technologies) disrupting the TA space. The paper reflects on the organizational readiness, relative maturity of different next-generation technologies, current & future applications of these technologies, and any associated drivers, trends & challenges ([Link](#))
- 2** Reimagining Talent Acquisition in a Digital-First Era (published)  
This paper is a deep dive into the digitalization potential of various TA processes under the influence of next-generation technology levers. It also highlights the applications and benefits of various technologies for each TA process ([Link](#))
- 3** Startups redefining Talent Acquisition – Trailblazers (current paper)  
This paper evaluates the technology startup ecosystem in the TA space. It identifies some of the most interesting startups, and provides a qualitative and quantitative commentary on their growth, Market growth, etc.

# Introduction to the current paper

## Overview of the current paper

- The TA market is going through a paradigm shift, primarily driven by the next-generation digital technologies such as analytics, cognitive learning & Artificial Intelligence (AI), and automation. Organizations globally have to evaluate and invest in these technologies to remain competitive and relevant in the increasingly disrupted world
- Recently, factors such as talent deficit, problems of skilling & retaining niche talent, and the emergence of the millennial population demanding flexibility & better experience, have been posing several challenges to TA professionals and the HR. To improve the experience and efficiency of TA processes, firms have started focusing on employee-centric digital-first approaches
- Given the deficiency of skills and the knowledge associated with new-age digital tools and levers, startups have emerged as one of the key drivers that have given an impetus to innovation through the use of pioneering digital technologies
- Improving agility/flexibility, cost reduction, gaining better insights, and process improvements have emerged as the key factors influencing the buyers' decision to go for RPO and MSP engagements. As a result, service providers are also looking to create a partnership-driven startup ecosystem to offer the most advanced tools and technologies available in the market to their clients
- The two papers that were published earlier (parts I and II) talked about the prominence of digital technologies in the TA space, their use cases and adoption drivers, and challenges. The focus of this third part of the series is on understanding the TA startup ecosystem in detail, to identify the trailblazers that are transforming the TA processes as we know them, and to offer the maximum benefits to end users
- More than 450 startups were evaluated to arrive at a list of 25 top startups (also called “trailblazers”) in the TA space though an assessment using various parameters around investor confidence, market success and technological expertise. The corresponding profiles of the trailblazers are listed at the end of this report
- The assessment is based on Everest Group’s proprietary contractual database of ~4,000 RPO & MSP deals signed up to 2017, interactions with TA service providers & buyers of TA outsourcing services, and executive-level relationships with technology providers & industry associations

## Scope of this report



### PROCESS EVALUATED

Talent Acquisition – covering both permanent and contingent workforce acquisition



### COMPANIES

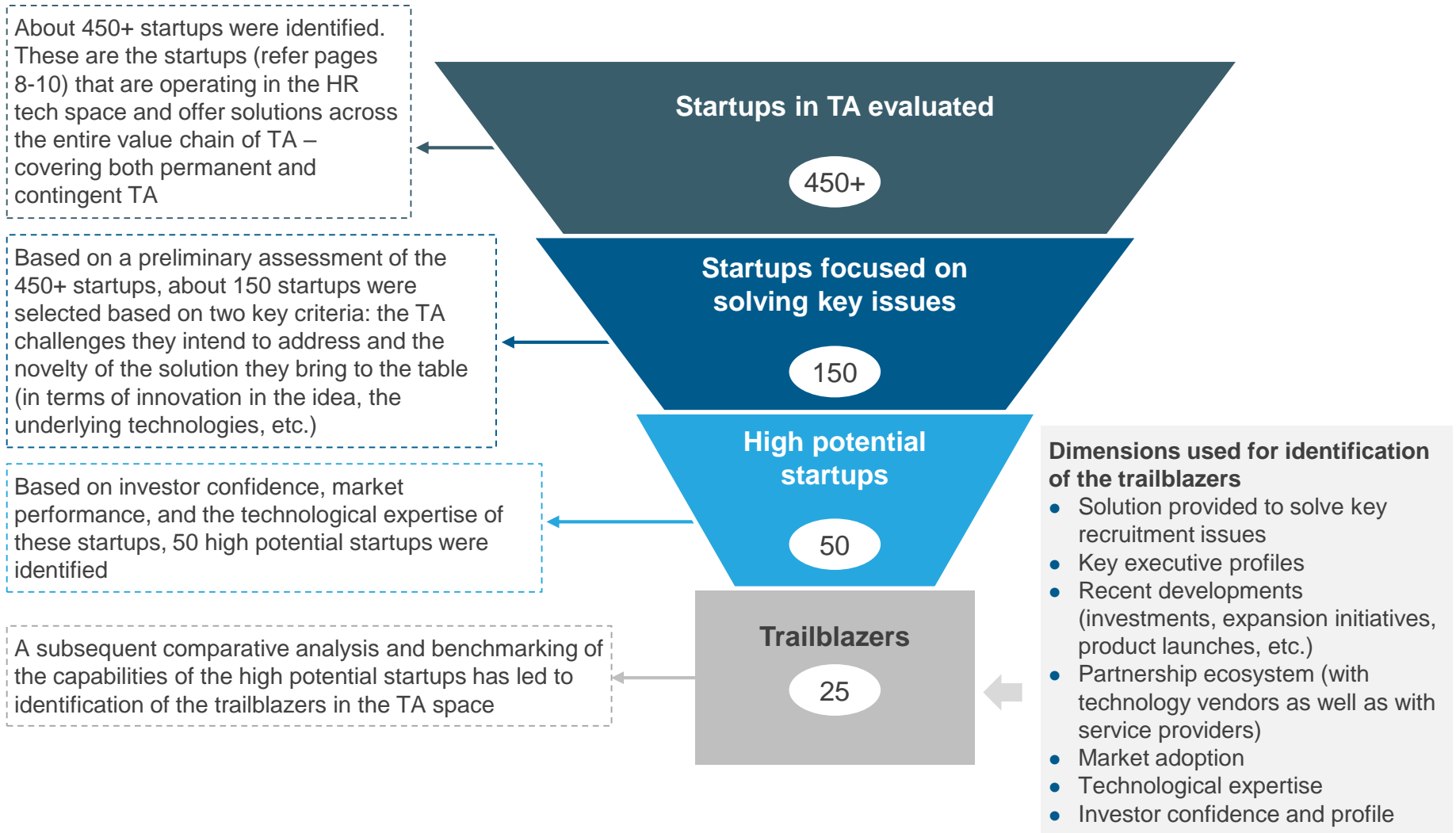
All major startups in the TA Space



### GEOGRAPHY

Global

# Research methodology





# Startups evaluated (page 1 of 3)





# Startups evaluated (page 2 of 3)



# Startups evaluated (page 3 of 3)



# From the initial shortlist of 150 startups, 50 startups were identified as high potential startups, based on technological expertise, market performance, and investor confidence

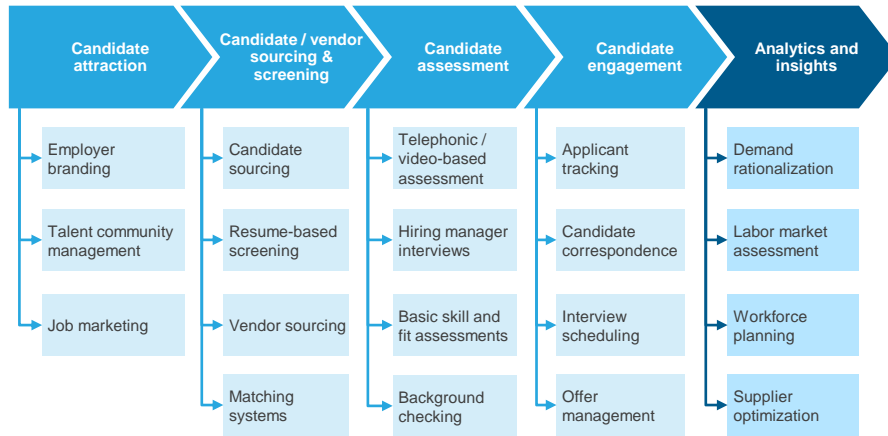
Candidate attraction	Candidate / vendor sourcing & screening	Candidate assessment	Candidate engagement	Analytics & insights
 Appcast™	 BOUNTYJOBS	 conveyiq	 mya	 arena
 COMPARABLY	 CATALANT	 FAMA	 MYALLY	 belong.co
 jibe	 doximity	 HackerRank	 PARADOX OLIVIA	 Brightfield Better Workforce Science. Better Workforce.
 pandologic	 entelo	 HireVue	 phenom people.	 burningglass <sup>®</sup> TECHNOLOGIES
 PathMotion	 figure eight	 KORU Predictive Hiring for Fit.	 SMASHFLY	 Clustree
 recruitics	 HiringSolved	 Montage	 Talemetry	 crunchr
 textio	 jobandtalent	 onfido	 talla	 ENGAGE
 themuse	 RESTLESS BANDIT Talent Rediscovery	 OUTMATCH.	 Wade & Wendy	 Joberate
 WORK4™	 shiftgig™	 pymetrics	 X.	 People Ticker.
 ZipRecruiter®	 Upwork™	 SKILLSURVEY	 yello	 VISIER

# After a detailed assessment, the following 20 startups emerged as talent acquisition trailblazers

Segments	Trailblazers
Candidate attraction	 ZipRecruiter®  Appcast™  COMPARABLY  WORK4™  textio
Candidate / vendor sourcing & screening	 CATALANT  Upwork™  entelo  doximity  HiringSolved
Candidate assessment	 HireVue  onfido  HackerRank  pymetrics  Montage®
Candidate engagement	 mya  SMASHFLY  X  talla  PARADOX OLIVIA
Analytics & insights	 VISIER  Brightfield <small>Better Workforce Science. Better Workforce.</small>  ENGAGE  PeopleTicker.  crunchr

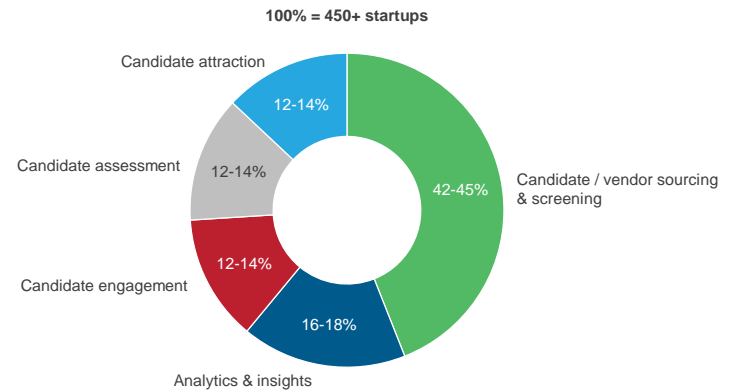
# This study offers three distinct chapters providing a deep dive into key aspects of TA market; below are four charts to illustrate the depth of the report

## Key focus areas for TA startups



## Talent acquisition startups by process

Talent acquisition startups by process  
Percentage of total startups assessed



## Shortlisted recruitment startups by area

TA digital startups | Evaluation of shortlisted startups

Trailblazers Low High

Shortlisted startups	Technology expertise	Market growth	Investor confidence
Startup 1	★★★★★	★★★★★	★★★★★
Startup 2	★★★★★	★★★★□	★★★★□
Startup 3	★★★★★	★★★★□	★★★★□
Startup 4	★★★★□	★★★★□	★★★★□
Startup 5	★★★★□	★★★★□	★★★★□
Startup 6	★★★★□	★★★★□	★★★★□
Startup 7	★★★★□	★★★□□	★★★★□
Startup 8	★★★★□	★★★★□	★★★★□
Startup 9	★★★★□	★★★★□	★★★★□
Startup 10	★★★★□	★★★★□	★★★★□

## Trailblazer profile

### Company overview

XX helps job-seekers and employers by providing a platform for recruiting firms, employers, and staffing agencies. The platform compiles applications from job postings and provides a tool to track, screen, and rank potential candidates. It also provides job seekers with complimentary access to job boards and gives them updates on the application process.

### Fact sheet

Year of Incorporation	2010
Key executives	<ul style="list-style-type: none"> <li>XX, Co-founder and CEO</li> <li>XX, Co-founder and COO</li> </ul>
Headquarters	California, the United States
Number of employees	200-500
Key investors	<ul style="list-style-type: none"> <li>Investor 1</li> <li>Investor 2</li> <li>Investor 3</li> </ul>

### Investor confidence – Estimated total funding of US\$XX million



### Assessment

Technology expertise	★★★★★
Market growth	★★★★★
Investor confidence	★★★★★

### Technological expertise

- Uses Machine Learning (ML) algorithms. With the help of an application it enhances the user's experience and provides features such as XX
- Launched XX to streamline the onboarding process. It allow employers to take the next step in the hiring process with electronic offer letters, employment agreements, and all other new hire-related paper work, while guiding new employees through the digital signing process
- Its job search platform has multiple features that makes the whole process easier for the user. The user can select from over XX million jobs, can apply for them with one click, and track the next steps after applying

### Market growth

- Announced XX Program, a mobile-friendly process that eliminates the barriers between candidates and employers
- Partnered with XX to enhance search features and help job-seekers to discover the available opportunities
- Partnered with XX to boost the number of job advertisements available on the platform with a target to reach out to two billion active monthly users
- Won the "XX" award at the 2016 XX Awards

# Research calendar – Recruitment Process Outsourcing (RPO)

Published
  Planned
  Current release

## Flagship RPO reports

Release date

Recruitment Process Outsourcing (RPO) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018 .....	April 2018
Recruitment Process Outsourcing (RPO) – Service Provider Profile Compendium 2018 .....	June 2018
Recruitment Process Outsourcing (RPO) – Annual Report 2018 .....	July 2018
Multi-Country Recruitment Process Outsourcing (MCRPO) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2018 .....	September 2018
Recruitment Process Outsourcing: Service Provider Landscape with PEAK Matrix™ Assessment 2018 – Europe .....	Q3 2018
Recruitment Process Outsourcing (RPO) – Buyer Report 2018 .....	Q4 2018
Recruitment Process Outsourcing (RPO) – Service Provider Landscape with Services PEAK Matrix™ Assessment 2019 .....	Q1 2019
Recruitment Process Outsourcing (RPO) – Annual Report 2019 .....	Q2 2019

## Thematic RPO reports

RPO 3.0 .....	March 2017
Patient Care to Talent Care: Optimizing Talent Acquisition in Healthcare through Holistic Talent Management .....	March 2017
Enterprise Total Talent Acquisition (ETTA) – The Future-Ready Talent Approach .....	May 2017
Digital Technologies: The Next Frontier in Talent Acquisition .....	December 2017
Reimagining Talent Acquisition in a Digital-First Era .....	March 2018
<b>Startups Redefining Talent Acquisition (TA) – Trailblazers .....</b>	<b>October 2018</b>
Mega RPO Deals .....	Q4 2018

Note: For a list of all of our published RPO reports, please refer to our [website page](#)



# Research calendar – Managed Service Provider (MSP)

Published
  Planned
  Current release

## Flagship MSP reports

Release date

Managed Service Provider (MSP) – Service Provider Landscape with PEAK Matrix™ Assessment 2017 .....	September 2017
Managed Service Provider (MSP) Service Provider Profile Compendium 2017 .....	October 2017
Managed Service Provider (MSP) Annual Report 2018 – Towards the Next Frontier – Boldly Going Where Few Have Gone Before .....	December 2017
Managed Service Provider (MSP) - Service Provider Landscape with PEAK Matrix™ Assessment 2018 – Asia Pacific .....	December 2017
Managed Service Provider (MSP) - Buyer Report 2018 .....	August 2018
Managed Service Provider (MSP) - Service Provider Landscape with PEAK Matrix™ Assessment 2018 .....	September 2018
Managed Service Provider (MSP) Annual Report 2019 .....	Q4 2018
Services Procurement (SOW) PEAK Matrix .....	Q4 2018

## Thematic MSP reports

Digital Technologies: The Next Frontier in Talent Acquisition .....	December 2017
Managed Service Provider (MSP): A Peek into the Buyer’s Mind – Continuous Innovation is the Key to Buyer Delight .....	February 2017
Reimagining Talent Acquisition in a Digital-First Era .....	March 2018
<b>Startups Redefining Talent Acquisition (TA) – Trailblazers .....</b>	<b>October 2018</b>
The Clash of MSP and PO .....	Q4 2018

Note: For a list of all of our published MSP reports, please refer to our [website page](#)



# Additional RPO research recommendations

The following documents are recommended for additional insight into the topic covered in this research. The recommended documents either provide additional details or complementary content that may be of interest.

1. **Digital Technologies: The Next Frontier in Talent Acquisition** ([EGR-2017-3-V-2457](#)); 2017. The global services industry is undergoing a tremendous change from a receding arbitrage-first to a fast-growing digital-first model. The impact of such a transformation is being felt by every business function; HR and Talent Acquisition (TA) is no exception. The paper reviews evolution and relative maturity of different next-generation technologies – their current and future applications, factors fueling the growth of digital in TA, including the key outcomes of next-generation digital technologies, among others
2. **Reimagining Talent Acquisition in a Digital-First Era** ([EGR-2018-26-R-2564](#)); 2018. The global Talent Acquisition (TA) industry is undergoing a tremendous change, driven by an influx of tools and technologies built on the emerging digital technology landscape. “Reimagining Talent Acquisition in a Digital-First Era” is the second of a three-part series of reports outlining Everest Group’s take on the impact of emerging digital technologies in the TA space. This paper is essentially a deep dive into the digitalization potential of various TA processes leveraging the next-generation technology levers
3. **Recruitment Process Outsourcing – Service Provider Landscape with PEAK Matrix™ Assessment 2018** ([EGR-2018-26-R-2610](#)); The global RPO market witnessed good traction in 2017 with over 250 new contracts signed. The market in North America slowed down as compared to last year and the market in Asia Pacific continued to exhibit strong growth. The RPO market in Europe, Middle-East & Africa also continued to grow at a fast clip. As the market is becoming more competitive, service providers are taking the inorganic route to strengthen their capabilities in different geographies, industries, or recruitment technology

For more information on this and other research published by Everest Group, please contact us:

<b>Arkadev Basak</b> , Vice President:	<a href="mailto:arkadev.basak@everestgrp.com">arkadev.basak@everestgrp.com</a>
<b>Vishal Gupta</b> , Practice Director:	<a href="mailto:vishal.gupta@everestgrp.com">vishal.gupta@everestgrp.com</a>
<b>Ankaj Mohindroo</b> , Senior Analyst	<a href="mailto:ankaj.mohindroo@everestgrp.com">ankaj.mohindroo@everestgrp.com</a>
<b>Krishna Charan</b> , Senior Analyst:	<a href="mailto:krishna.charan@everestgrp.com">krishna.charan@everestgrp.com</a>
<b>Ranjith Reddy</b> , Senior Analyst:	<a href="mailto:ranjith.reddy@everestgrp.com">ranjith.reddy@everestgrp.com</a>

Website: [www.everestgrp.com](http://www.everestgrp.com) | Phone: +1-214-451-3000 | Email: [info@everestgrp.com](mailto:info@everestgrp.com)

# Additional MSP research recommendations

The following documents are recommended for additional insight into the topic covered in this research. The recommended documents either provide additional details or complementary content that may be of interest

- 1. Managed Service Provider (MSP) – Service Provider Landscape with PEAK Matrix™ Assessment 2018** ([EGR-2018-25-R-2775](#)); 2018. This report examines the dynamics of the MSP service provider landscape and its impact on the MSP market. Based on the comprehensive Everest Group PEAK Matrix, each of the MSP service providers are segmented into Leaders, Major Contenders, and Aspirants. The report also provides key insights into the capabilities of various service providers. It will assist key stakeholders (service providers, buyers, and technology providers) understand the current state of the regional MSP service provider landscape
- 2. Managed Service Provider (MSP): A Peek into the Buyer’s Mind – Digital and Futuristic Outlook is the Key to Buyer Delight** ([EGR-2018-25-R-2753](#)); 2018. This report aims to provide an insight into the key factors driving MSP adoption among buyers, in addition to providing an overview of the buyers’ perception of aggregate service provider performance. The analysis in this report is presented at three levels: key factors driving MSP adoption among buyers, MSP provider performance, and evolving buyer requirements
- 3. Reimagining Talent Acquisition in a Digital-First Era** ([EGR-2018-26-R-2564](#)); 2018. The global Talent Acquisition (TA) industry is undergoing a tremendous change, driven by an influx of tools and technologies built on the emerging digital technology landscape. “Reimagining Talent Acquisition in a Digital-First Era” is the second of a three-part series of reports outlining Everest Group’s take on the impact of emerging digital technologies in the TA space. This paper is essentially a deep dive into the digitalization potential of various TA processes leveraging the next-generation technology levers

For more information on this and other research published by Everest Group, please contact us:

<b>Arkadev Basak</b> , Vice President:	<a href="mailto:arkadev.basak@everestgrp.com">arkadev.basak@everestgrp.com</a>
<b>Vishal Gupta</b> , Practice Director:	<a href="mailto:vishal.gupta@everestgrp.com">vishal.gupta@everestgrp.com</a>
<b>Ankaj Mohindroo</b> , Senior Analyst:	<a href="mailto:ankaj.mohindroo@everestgrp.com">ankaj.mohindroo@everestgrp.com</a>
<b>Krishna Charan</b> , Senior Analyst:	<a href="mailto:krishna.charan@everestgrp.com">krishna.charan@everestgrp.com</a>
<b>Ranjith Reddy</b> , Senior Analyst:	<a href="mailto:ranjith.reddy@everestgrp.com">ranjith.reddy@everestgrp.com</a>

Website: [www.everestgrp.com](http://www.everestgrp.com) | Phone: +1-214-451-3000 | Email: [info@everestgrp.com](mailto:info@everestgrp.com)



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### Dallas (Headquarters)

info@everestgrp.com  
+1-214-451-3000

### Bangalore

india@everestgrp.com  
+91 806-781-9999

### Delhi

india@everestgrp.com  
+91-124-496-1000

### London

unitedkingdom@everestgrp.com  
+44-207-129-1318

### New York

info@everestgrp.com  
+1-646-805-4000

### Toronto

canada@everestgrp.com  
+1-416-388-6765

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