



## ATS Market Basics XI

February 19, 2004 – To quickly wrap up the Enterprise segment, we’ve prepared the following table. It lists all of the companies that offer ATS services at the Enterprise account level. The table includes a reference to Customer Types (see the article from February 18th), the niche that appears to be the company’s target and a quick look at major strengths.

It’s clear that the magic of the market is helping sort the players into obvious categories. There is an alignment between vendor cultures and the customers they serve. There is an obvious cluster around Type II and Type III companies simply because they constitute the bulk (60%) of the Enterprise market.

Company	Customer Type*	Major Niche	Strengths
Alexus	II	--*	Customer Support
Brass Ring	II, III	Recruitment Outsourcing	Financial Backing
Deploy	II, III	--!	Marketing, Customer Relations
HodesIQ	II, III	--*	Sourcing, Cross Platform Integration
Hire.com	I, II	Transformational	Strategic Alignment
HireDesk	II	Staffing	Recruiting as Sales
HRSmart	II, III	Medium Sized Firms	Open Source, Customer Relations
Kenexa	III	Healthcare, Retail	Recruiting Roots, Liability
Oracle	IV	Firms w/ Strong IT	Liability Deferral
Peopleclick	III	Tech	Liability Management
Peoplesoft	IV	Firms w/ Strong IT	Liability Deferral
Recruitmax	III, IV	Price	Liability Deferral
Recruitsoft	II, III	--!	Marketing, Depth
Resumix	III	Government	Planned Systems
SAP	IV	Firms w/ Strong IT	Liability Deferral
WebHire	III	--!	Continuity
Workstream	II, III	--*	Biz Model, Reliability, Breadth
Virtual Edge	II, III	--*	Breadth

\* For a Discussion of Customer Types see ATS Market Basics X

--\* No observable Niche Focus, usually serves broad range of customer sizes

--! No observable Niche Focus, Enterprise sized accounts exclusively