

The Goldilocks ATS STORY



WHICH ATS IS JUST RIGHT?

Buying an applicant tracking system is one of the most important decisions in all of hiring and it's no easy task. With over 200 vendors currently (and new ones popping up every day) it's hard to know which one will fit your needs.

HOW DO WE MAKE SENSE OF IT ALL?

We keep it simple. We turn to fairy tales. Goldilocks and the Three Bears is the perfect metaphor for the applicant tracking system market. You don't want something too big to manage. You don't want something too small that you outgrow as your team expands. You need an ATS that fits you just right.



THIS BED IS TOO BIG



As the story goes, the first bed Goldi climbs into is far too big. She feels lost in the covers and she can't imagine trying to change the sheets by herself. This is how you might feel dealing with a larger ATS that caters more to the enterprise market (2500+ full time employees). Sure, they are feature rich and ultra-customizable, but that creates excessive complexity, long activation cycles, low engagement rates, and a hefty price tag.

What to expect from a Bed is Too Big ATS

- Long term contracts
- 5 figure price tags
- Months-long activations
- Low Hiring Manager adoption and engagement
- Often lacking full compliance and out of the box reporting
- Support is expensive and difficult
- Extensive training is required

Goldi then moves on to a smaller bed. However, after climbing in, she quickly realizes that her feet hang off the end. Dealing with a smaller ATS might feel comfy at first. They have that one feature that's really cool and the price is right. However, in the end, employers are forced to switch from these solutions because they need more control, better automation, fewer workarounds, more attentive support, and faster feature release cycles.

What to expect from a Bed is Too Small ATS

- Only solves simple recruiting problems like posting jobs
- Lacks job and offer approval processes
- Lacks flexible online job applications
- No features for hiring manager collaboration
- Limited user rights and policy management
- No interview scheduling tools

THIS BED IS TOO SMALL



THIS BED IS JUST RIGHT



Goldilocks moves on and in the end finds the bed that's just right. The pillows are soft (but not too soft), she has room to move around, she doesn't need help making the bed, and she falls into a deep, comfortable sleep. For small and-medium-sized employers, the "just right" solution offers the right mix of features, functionality, and customer support. The technology is robust, yet user-friendly, meaning that everyone can get up and running with little training and no complaining. Support is US-based, available via phone and email, and most important, always responsive.

What to expect from a Bed is Just Right ATS

- Easy to purchase and easy to set up
- Requires little training to get started
- Comes with recruiting DNA (workflows, email templates, etc) built in
- Happy hiring managers who use the tool
- Out of the box reporting and compliance

FEATURE COMPARISON

	Small Bed (1 - 25 Employees)	newton (25 - 2,500 Employees)	Big Bed (2,500 - 15,000 Employees)
Multiple Job Apps	✗	✓	✓
Responsive Careers Pages	✓	✓	✗
Job and Offer Approvals	✗	✓	✓
Automated Thank You Emails	✓	✓	✓
Employee Referral Apps	✗	✓	✗
Advanced User Rights	✗	✓	✓
Hiring Manager Features	✗	✓	✓
Outlook Calendar Integration	✗	✓	✓
EEO / OFCCP Compliance	✗	✓	✓

WHICH BED IS RIGHT FOR YOU?

That is for you to decide. However, here at Newton, we think we have a pretty awesome applicant tracking system. Currently, over 2,000 companies use Newton to streamline their recruiting and hiring. Interested in learning more?

[FIND MY JUST RIGHT](#)

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