



# So what is an ATS?



Recruiter database software has been around for decades. In the beginning, it mainly consisted of software that was neither networkable nor integrateable. It wasn't until the development of the Internet in the early 1990's that the current burst of recruiter database options began to surface. Today, there is software that allows for full integration between hiring managers and candidates on a massive scale, all with the ease and comfort of a simple mouse click. And while the industry becomes more competitive, there are ATS solutions for all types of business, small and large.

The industry today consists of qualified individuals and non-qualified individuals. The job of an applicant tracking system is to find the most qualified individual in the vast market of candidates who will expand your company to its fullest potential. According to Wikipedia.org, "an applicant tracking system is a software application that enables the electronic handling of corporate recruitment needs...The largest organizational benefit of an [ATS] is improved productivity of the recruiting team. Electronic handling of requisition and candidate data allows significant opportunities to reduce inefficiencies through automated processes..." And with the advancement and power of these software systems, the recruiting industry has risen dramatically. Your job is to increase productivity and assemble a company team of "top guns" – and the right applicant tracking system will help you do just that.

An ATS is a necessity today for those recruiters and hiring managers who wish to maximize their company's potential. The proper system will save you time so you *can* maximize that potential. It allows you to bypass certain manual activities to focus on other, more critical, ones. No, it cannot call up your customers, but it can afford you more time to make those calls. It keeps you organized with simple, even complex, keyword searches using efficient, easy-to-use formats. These efficiencies allow for software that you can use anywhere – giving you the flexibility you need. Furthermore, most applicant tracking systems grow with your business – no more buying file cabinet space!

If you're in business, ask yourself these questions:

- Are you using out-of-date recruiting software that isn't networked with your hiring managers?
- Are you frustrated with the thought of taking the time to research new software?
- Do you "put up" with your current software even though your vendor no longer supports that software?
- Does your existing vendor want to increase your support license costs, so you are using this time to see what else is out there?
- Are you still using systems such as ACT or Goldmine?
- Are you losing track of all the resumes or applications your company receives each year?
- Are you not using any software at all?

If you answered yes to any of these questions, then think about a new ATS solution. The key to success is increasing productivity and profit. Visit [www.StarSearcherATS.com](http://www.StarSearcherATS.com) for more details about a Microsoft-based, affordable and robust applicant tracking system targeting organizations with 50-2,500 employees.

\*Information in this article was obtained from:

Berger, Mark E. Applicant Tracking Systems: Identification, Evaluation, and Selection. Recruiter Computer Report. St. Louis, MO: Swat Recruiting, 2006. 1-9.