



The Greenhouse ATS buyer's guide

2026 Edition



Introduction

Buying an ATS has never been more consequential – or more complicated.

The vendor landscape is noisier than ever, and AI is reshaping every product category. The gap between what a platform promises in a demo and what it actually delivers in production is much wider, given how buzzy AI is across all software.

Our ATS buyer's guide is designed to help you make a better decision. It's a clear, practical framework for evaluating what you actually need from an ATS, pressure-testing what vendors claim to offer, understanding how to consider AI in an ATS and avoiding the traps that you can fall into, such as tech bloat, marketing that overpromises and flashy features that end up creating more work.

Use this guide as a roadmap, a reference and a reality check so you can start with a better buying process to make better hiring decisions.



Section 1

The ATS in 2026

What changed and why it matters

If you're still evaluating platforms the way you did five years ago, you're asking the wrong questions. First, it's important to understand how the environment has changed.



What matters in hiring today

Hiring conditions in 2026 look almost nothing like they did in 2020. Several driving forces are reshaping what an ATS needs to do and how it needs to do it based on updated recruiter needs.

Application volume and signal dilution

AI-powered job applications have driven application volumes to historic highs across virtually every role and industry. This has a two-sided impact: recruiters now need more time to manage a much larger top-of-funnel pipeline while, at the same time, their ability to properly identify promising candidates has been reduced. When candidates can generate polished, tailored applications in minutes, the traditional screening tools built around surface-level fit become far less reliable. Your ATS needs to help you find strong candidate signals, not flood you with noise.

Rising candidate expectations

The candidate experience matters, and having a strong employer branding and reputation can improve your candidate pipeline. Slow response times, opaque processes and clunky application flows can harm your brand and reputation. The platform you choose directly affects the quality of your candidate experience, for better or worse.

Candidate fraud and identity risk

AI-generated CVs, fabricated credentials and stolen identities are entering the funnel at a rate that many TA teams are only beginning to take seriously. The ATS you operate needs to support identity- and credential-verification workflows and integrate with the tools that handle them without creating unnecessary friction for legitimate candidates.

Compliance and auditability

Regulatory requirements around hiring continue to expand in scope and specificity. Pay transparency laws, structured-interview mandates, EEOC requirements, GDPR and CCPA data-handling, and increasing scrutiny of AI-driven hiring decisions are all important considerations. If your ATS can't produce an auditable record of how decisions were made, it can easily become a liability.



The ATS as the centre of the hiring ecosystem

The ATS was once primarily a system of record. It served as a database of candidates and requisitions with some workflow automation layered on top. That framing is obsolete.

In 2026, the ATS is the operating layer for modern hiring. It serves as:

- A workflow engine that orchestrates candidate movement
- A data hub that aggregates signals from multiple sources
- An integration layer that connects to dozens of upstream and downstream tools
- A decision-support system that helps hiring teams evaluate candidates consistently and defensibly

That shift has major implications for evaluation. A platform that excels as a record-keeping system but fails as a workflow engine is the wrong solution entirely. When you're evaluating ATS platforms, you're choosing the operational centre of your entire hiring function.



The changing vendor landscape

The ATS market is more crowded and more confusing than it's been in years. Three categories of platform have emerged, each with meaningful trade-offs.

Embedded ATS

Major HRIS vendors have embedded ATS functionality into broader HR platform suites. The appeal is consolidation: fewer vendors, fewer contracts, a single data model across HR functions. The risk is capability depth. Bundled ATS modules are frequently built to satisfy buyers who prioritise consolidation over hiring effectiveness. When evaluating a bundled ATS, the relevant question is whether it can handle the volume, complexity and configurability your team actually requires.

All-in-one platforms

A wave of “all-in-one” hiring platforms has entered the market with competitive pricing and a broad feature surface. Many have grown quickly by bundling sourcing, screening, scheduling, CRM and ATS functionality into a single subscription. Convenience is real, as is the risk of depth-for-breadth trade-offs. A platform that does seven things adequately may not do any of them well enough to support a high-volume or complex hiring operation.

AI-first point solutions

A new category of AI-native platforms has emerged, built from the ground up around machine learning, and impacting or offering candidate matching, screening automation and predictive analytics. Some of these tools are genuinely powerful, while others are early-stage products or features with impressive demos and immature governance. The key question for any AI-enabled vendor: does the AI reinforce structured, accountable decision-making, or does it create opacity and shortcut the rigor your team needs?

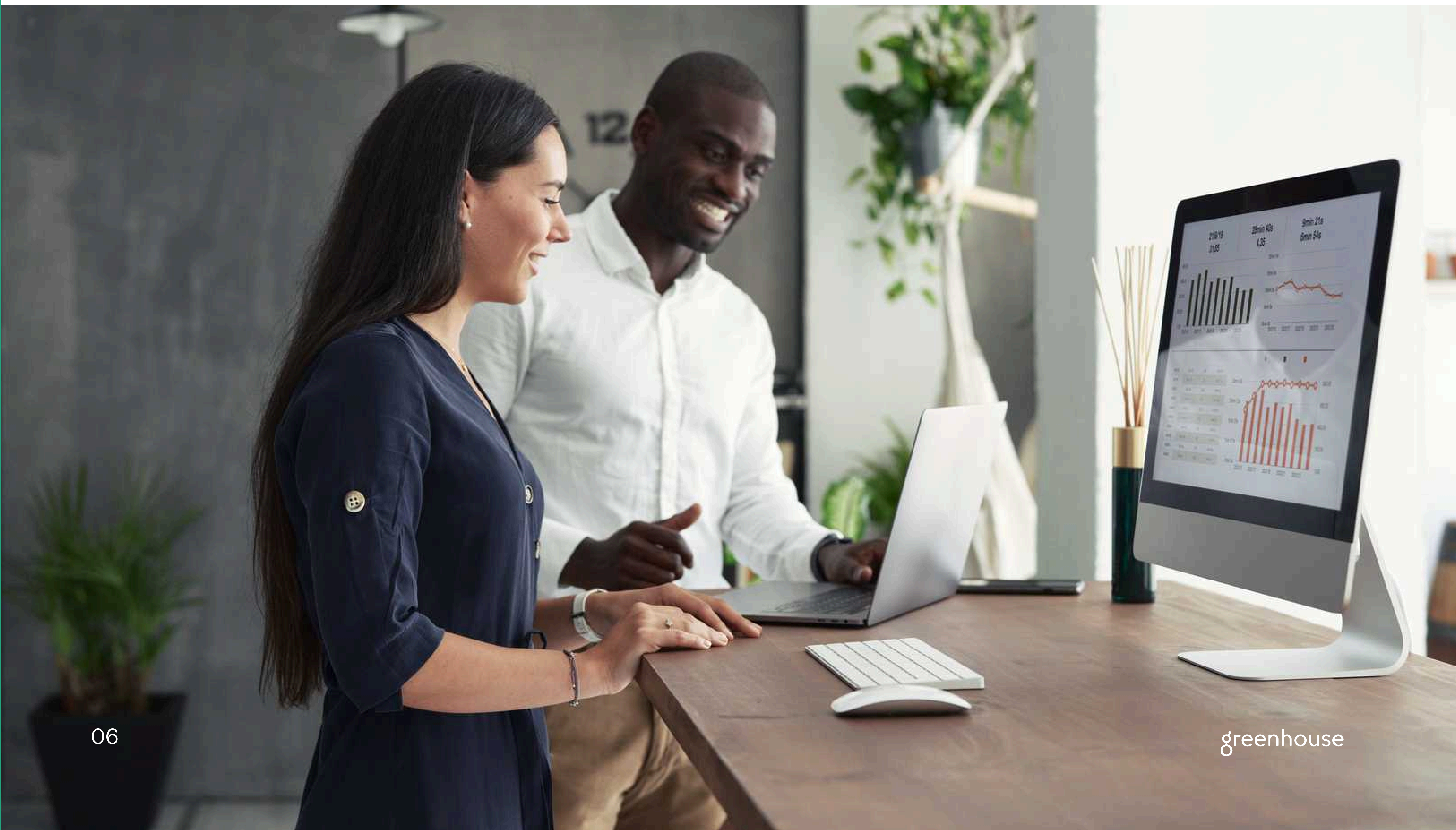


Why structured hiring still matters in an AI era

Structured hiring is arguably more important in these modern times. It's the operational foundation that makes every other part of hiring, including AI, work better.

Structure in hiring defines the standard: what a role requires, how candidates are evaluated, who makes decisions and on what basis. When that foundation is solid, AI tools amplify it. For example, automated summaries are useful when they summarise against a defined scorecard. Predictive analytics are meaningful when the data feeding them reflects consistent evaluation criteria. Pattern recognition is valuable when the patterns are rooted in legitimate, structured signals. Otherwise, more busywork is created, fewer insights are generated, and the work doesn't get easier (or more effective).

There's also a candidate dimension that's easy to overlook: structured processes create trust. When candidates know how they'll be evaluated, what the stages are and what criteria matter, the process feels – and is – fair. That transparency improves candidate experience scores while reducing legal risk, strengthening your employer brand and producing better decisions for everyone involved.



Section 2

What an ATS switch can look like

Before you evaluate any platform, you need to be honest about what problem you're actually trying to solve.



Common triggers for change

ATS evaluations typically get triggered by one of a handful of valid and not-so-valid situations.

Valid reasons to evaluate:

- **Workflow breakdowns:** your current system can't support the hiring volume or complexity your team is facing
- **Lack of structure or consistency:** different teams, regions or roles are running fundamentally different hiring processes with no shared standard
- **Integration gaps:** critical tools in your stack can't connect to your ATS, creating manual workarounds and data silos
- **Reporting limitations:** you can't produce the hiring data your leadership needs to make decisions
- **Compliance risk:** your current system can't support auditability, data governance or regulatory requirements
- **Genuine AI readiness:** you're prepared to invest in structured hiring as a foundation and want a platform that can layer AI capabilities on top of it responsibly

Reasons that might not be worth it:

- **Outdated UI:** interface design is not a reason to switch ATS platforms. If your team is struggling to properly use the system, it's important to develop in training and change management before changing a platform.
- **Vendor discounts or buyout offers:** an attractive contract offer from a competitor is often not worth the effort and resources required to make a change.
- **Pressure to "modernise":** buzzword-driven technology decisions are expensive. If leadership is pushing for an "AI-first" or "next-gen" ATS without a clear problem to solve, push back and consider how to modernise your team without needing a new platform.

Is the problem you're trying to solve a technology problem or a process problem? Switching ATS platforms is expensive and disruptive. If your team isn't following your current system's structured workflows, a new system won't address that.



Considering the total cost of ownership (TCO)

TCO conversations are necessary because they surface costs that aren't visible in a vendor's pricing deck. Licence cost is the number that appears in the budget, but it's rarely the number that matters most. Here's what a true TCO looks like:

| Cost category | What gets underestimated |
|---------------------|---|
| Licence fees | Usage-based pricing that scales with headcount or posting volume |
| Implementation fees | Solution engineering, data migration, configuration services |
| Integration fees | Third-party connector costs (e.g., middleware), custom API development |
| Maintenance costs | Ongoing IT time, version upgrades, workflow reconfiguration after org changes |
| Enablement | Training, change management, internal documentation |
| Add-on SKUs | Features listed as "available" that require separate purchase to unlock |
| Hidden limitations | Functionality described in the demo that requires services engagement to configure |
| Management | Bulky or complex vendors may need additional headcount or take up too much time to manage |

Even ATS modules that are "free" or that are embedded in broader suite agreements can be prone to hidden costs. They frequently require paid services to configure, limit the flexibility teams need to operate effectively and create downstream costs when the organisation eventually needs to add integrations or customisations the base module doesn't support.



Section 3

Mapping your hiring tech stack, data and integrations

Your ATS doesn't operate in isolation. How it fits into your broader hiring ecosystem determines how much value it can actually deliver.

The modern hiring ecosystem

A modern TA tech stack typically includes some combination of sourcing tools and job boards, a candidate relationship management (CRM) system, interview scheduling software, assessment platforms, background check and verification services, an HRIS or HCM system, AI screening or matching tools, video interview platforms, and analytics or business intelligence tools.

Not every organisation uses all of these, but most use the majority of them. The ATS sits at the centre of this ecosystem to orchestrate the movement of candidate data, workflow triggers and decision records across these systems. When it does that well, the stack multiplies the effectiveness of every tool in it. When it doesn't, each tool becomes an island.

The ATS as workflow and data hub

The most common failure mode in hiring tech stacks is duplication: candidates being managed in multiple systems, evaluations recorded in both an ATS and a spreadsheet, communications tracked in email and in a CRM with no connection between them. These inefficiencies can lead to data integrity problems, inconsistent candidate experiences and reporting that no one trusts.

Effective ATS orchestration means the ATS is the authoritative source of record for candidate status, evaluation data and decision history. Scheduling tools update the ATS when interviews are confirmed, while assessment platforms push results back into candidate profiles. Offer systems pull data from the ATS and push accepted offers to the HRIS. It's a seamless system, when it works well.



Integration strategy and trade-offs

Open ecosystem vs closed platforms

Open platforms expose APIs that allow your organisation (or third-party developers) to build custom integrations, while closed platforms restrict integration options to a defined partner network. There are pros and cons to each. Open ecosystems offer flexibility, while closed platforms offer simplicity and vendor-managed reliability. The right choice depends on your teams' internal technical capability and the complexity of your stack.

Native vs third-party integrations

Native integrations are built and maintained by the ATS vendor, while third-party integrations (often managed through middleware such as Zapier) are built and maintained externally. Native integrations are generally more reliable and deeply embedded in workflows. Third-party connections, on the other hand, introduce an additional vendor dependency, an additional cost and an additional point of failure. However, third-party connections are sometimes necessary to help the ATS provide the full breadth of capabilities teams need.

When considering an ATS, understanding the vendor's integration strategy is important to ensure you know exactly what you're getting from your ATS and what's dependent on integrations. That may also dictate how much more management that requires from you.

Questions for your ATS to expose integration risk:

- How many of your current integrations require external consultants or vendor professional services to maintain?
- If your organisation needs to change a workflow, how much of that change can your team make without vendor support?
- What happens to integrations when the ATS releases a major version update?
- Are integration costs included in the base licence, or are they billed separately?
- What is the support model when an integration breaks in production?

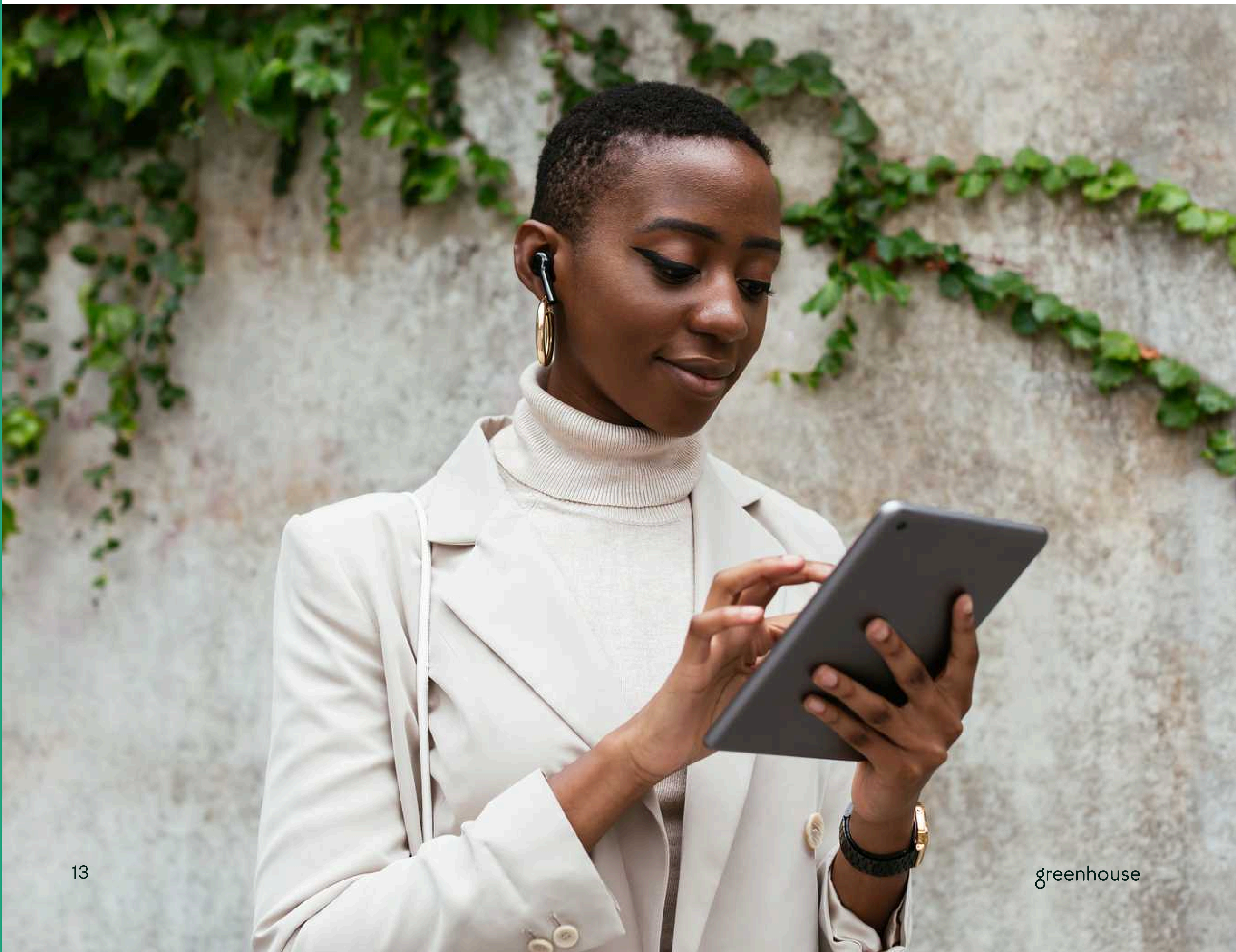


Prioritising integrations

Not all integrations are equally important. Before you evaluate vendor integration ecosystems, identify and map your own requirements.

Workflow-critical integrations are the ones your recruiting process cannot function without. These include: HRIS sync for headcount planning and offer management, scheduling tools, improved workflow efficiency, and background-check providers to manage risk embedded in your hiring stages. These need to be native, deeply tested and vendor-supported.

Reporting and analytics integrations support data extraction and dashboarding but don't directly affect day-to-day workflow. These have more flexibility, so API access or scheduled data exports may be sufficient.



Section 4

What to look for in a modern ATS

Feature lists are easy to produce. The harder question is which capabilities actually drive better hiring outcomes.



Structured hiring as the foundation

Everything else in ATS evaluation is secondary to this: does the platform make it easy to hire with structure and consistency?

To ensure an ATS is facilitating structured hiring, look for:

- Role-level job-kickoff workflows that capture requirements, team alignment and success criteria before a req goes live
- Scorecard templates that are built into interview stages, not bolted on after the fact
- Interview plan functionality that assigns specific topics and questions to each interviewer
- Evaluation consistency: every interviewer sees the same scorecard, and every candidate gets the same structured feedback process
- Hiring manager visibility into pipeline status, scorecards and structured feedback, without requiring them to learn the full ATS

Bias mitigation and fairness

Structured hiring is the most effective bias mitigation tool available. It replaces subjective, ad hoc evaluation with consistent, criteria-based assessment.

To further mitigate risk and bias, the platform should also support:

- Anonymised or blind review capabilities for applications and CVs where appropriate
- Consistent candidate experience across roles, teams and geographies
- Audit trails that document who evaluated what candidates, on what criteria and at what stage
- Fair and transparent communication with candidates about process, timeline and status

Table stakes in 2026

These are baseline requirements. If a platform doesn't support them, stop the evaluation.

- Core ATS functionality: requisition and offer management, candidate pipeline, stage-based workflow
- Configurable pipeline stages that match your actual hiring process, not a vendor-defined template
- Reporting and analytics covering pipeline health, time-to-fill, source effectiveness and EEOC/diversity metrics
- Baseline candidate experience: branded career site, automated status communication, mobile-optimised application
- Compliance support: data retention policies, GDPR/CCPA controls, EEOC data collection, audit logging
- Role-based permissions and access controls
- API access for integration development



Differentiators that matter

Beyond the baseline, these are the capabilities separating platforms that support high-performance hiring from those that merely support compliant hiring.

Workflow flexibility and configurability

Your hiring process varies by role type, team, region and seniority level. A platform that requires you to adapt your process to its template will only add friction. True workflow flexibility means your team can configure hiring stages, approval workflows, scorecards and automation rules without requiring vendor professional services for every change.

Integration ecosystem depth

The best ATS for your organisation connects reliably to the tools your team already uses and can grow as your stack evolves. Evaluate the number of integrations listed as well as the depth. Are they two-way? Real-time? Maintained natively by the vendor?

Usability for recruiters and hiring managers

Adoption is the real measure of usability. A platform that recruiters or hiring managers try to avoid using because it's too complex fails regardless of its technical capability. Look for platforms that have separate, purpose-built experiences for their user types. A recruiter operating inside the ATS all day has different needs from a hiring manager who checks in once or twice a week.

Scalability across teams and regions

An ATS that works well at 200 hires per year should work equally well at 2,000. Evaluate for scale: multi-entity support, multi-language capability, region-specific workflow configuration and the ability to maintain consistent process standards across a distributed hiring organisation should be priorities.

Structured and transparent decision-making via audit trails

When every hiring decision is documented with explicit criteria and interviewer rationale, the organisation can learn from its hiring decisions over time while also adhering to compliance and regulations. Platforms that support transparent, documented decisions make every future hire better.

In-house expertise and hiring integrity

Some vendors bring genuine talent acquisition expertise to their product development and customer relationships. Others build features in response to market pressure without a deep understanding of how hiring actually works. The difference shows in product decisions, in implementation support and in how vendors respond when your team's process doesn't fit neatly into their platform's assumptions.



Red flags to be aware of

These are signals to take seriously. Any one of them may not be disqualifying on its own, but patterns across multiple areas should raise concern.

- **Heavy reliance on professional services for basic workflow configuration:** if your team can't set up a new hiring stage or update a scorecard without opening a support ticket, the platform isn't built for operator independence
- **Limited configurability without vendor involvement:** "We can customise that for you" will only add friction
- **Opaque AI outputs:** it can be a liability if the vendor can't explain clearly how an AI recommendation is generated, what data it uses and how it can be challenged
- **Unpredictable pricing models:** usage-based fees, per-integration charges and seat-based scaling shifts a competitive contract into a significantly more expensive one as your organisation grows
- **Weak auditability:** if the platform can't produce a clear record of how a hiring decision was made, you cannot defend that decision, legally or operationally



Section 5

Evaluating AI in your ATS

AI is now a standard feature claim across the ATS market. That doesn't mean all AI is created equal.

Types of AI in hiring technology

The kind of AI an ATS uses is important to understand as the term covers a wide range of capabilities with meaningfully different implications.

Assistive AI

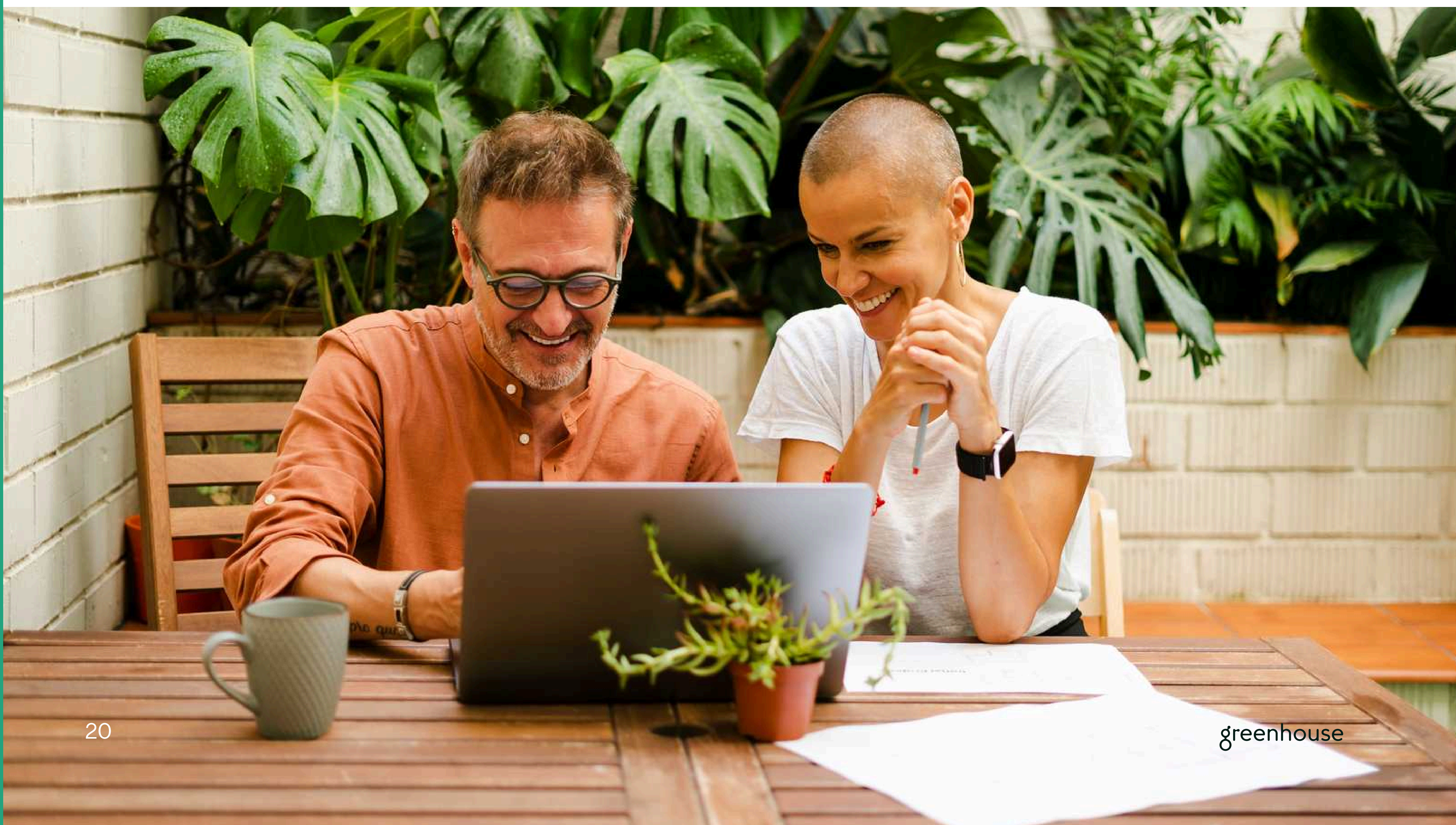
These are summarisation, drafting and content generation tools that help recruiters work faster. They can generate job descriptions, candidate summary drafts and communication templates to reduce administrative time and can improve quality and consistency.

Workflow AI

These include automation and coordination tools that reduce manual process overhead. Think interview scheduling coordination, stage-progression triggers and automated candidate communications. These tools improve speed and consistency without replacing human judgement.

Decision-support AI

This includes tools that surface signals within the hiring workflow. They can be candidate match scores, predictive assessments or interview quality indicators. This is potentially the most impactful category and the one that requires the most scrutiny.



What strong AI should do

In an ATS, AI should do the following well:

- **Reinforce structure:** AI outputs should be grounded in your job requirements, scorecards and evaluation criteria, not generic signals that don't reflect your specific definition of success for a given role.
- **Preserve human judgement:** AI surfaces information and recommendations, but humans ultimately make decisions. Any AI that positions itself as replacing recruiter or hiring manager judgement is creating a liability.
- **Improve signal clarity:** the goal of AI in hiring is to help evaluators focus on signals that matter and reduce the noise that doesn't
- **Expand recruiter capabilities:** simple AI applications like assistive AI can still make a big impact on a team if they allow recruiters to work much more efficiently.



What weak AI looks like

Weak, surface-level AI is easy to spot if you know what to look for:

- Features that generate outputs without explaining the data or logic behind them.
- AI “scores” or rankings without auditable criteria. This creates discriminatory risk you can't identify or correct.
- No bias audit methodology or third-party validation of AI outputs.
- Inconsistent application of AI across the process: different summaries for the same candidate may be generated for the recruiter and hiring manager, creating evaluation inconsistency without either party being aware of it.
- AI described only in terms of future roadmap, without demonstrable current capability.

Key evaluation questions

This is a starting point for evaluating AI in an ATS. For the full evaluation, download our checklist [here](#).

Explainability

- What data does this AI feature use to generate its output?
- Can a candidate or hiring manager challenge or override an AI output?

Governance

- Is there an audit log for AI-generated recommendations and decisions?
- How is personally identifiable information (PII) handled within AI workflows?
- Has the AI been audited for bias? By whom, and how often?

Workflow integration

- Is this AI native to the platform, or bolted on from a third-party provider?
- How does AI interact with structured data (scorecards, job requirements) vs unstructured data (free-text notes, CVs)?

Proof vs roadmap

- Which AI features are in production today, and which are on the roadmap?
- Can you show this feature working in a real hiring workflow, not just in a demo environment?

The organisations that get the most value from AI in hiring are the ones that have strong structured hiring foundations and deploy AI within governance frameworks that preserve accountability and explainability. AI without structure doesn't produce better outcomes; it produces faster ones that may be harder to defend.



Section 6

Running a modern evaluation process

A rigorous evaluation process is itself a signal – to your stakeholders, to your vendors and to your team. Don't skip the structure.





To RFP or not to RFP

The formal request-for-proposal (RFP) process has its place, but it's not always the right tool for ATS evaluation. RFPs are valuable when you need to evaluate multiple vendors against a standardised set of requirements, when procurement or legal requires a documented process or when you're in a public sector or highly regulated environment. They add friction when the evaluation team is small, when speed matters or when your requirements are workflow-specific enough that a checkbox exercise won't capture them.

Whether you use a formal RFP or not, the underlying discipline matters: define your success criteria before vendor conversations begin, align stakeholders on requirements before anyone sits in a demo, and evaluate all vendors against the same set of questions.

While you can design your own RFP, it's easier to work off a pre-existing template.

Making demos meaningful

Standard vendor demos are optimised for the vendor, not for you. The recruiter in the demo is an expert. The requisition is pre-configured. The candidate pipeline is pristine. None of that reflects what your team will experience within weeks of using the system.

Structure demos around your reality:

- Bring real job descriptions, real scoring criteria and real interview stages instead of using the vendor's samples.
- Ask the vendor to do a walk-through of a workflow that broke and required adjustment.
- Have a recruiter on your team drive part of the demo.
- Ask what happens when a structured workflow needs to accommodate an exception, such as a late interview or a changed requirement.
- Evaluate the hiring manager experience separately from the recruiter experience. They are different users with different needs.

Trials, pilots and proofs of concept

For high-stakes ATS decisions, a live pilot is the most reliable evaluation tool available. It removes the demo variable entirely and gives you real operational data.

When running a pilot:

- Define success criteria before the pilot begins.
- Run the pilot on a real role with real candidates, avoiding a synthetic test environment.
- Include both recruiters and hiring managers in the pilot user group.
- Track adoption behaviour and capability. Are users actually using the structured workflows the platform supports, or are they finding workarounds?
- Debrief honestly. Operational friction during a pilot often reflects what daily life in the system will look like.

Section 7

Internal alignment and stakeholder buy-in

The best platform selection process in the world fails if you can't get your organisation behind the decision.



Building the business case

Different stakeholders evaluate an ATS investment through different lenses. Build your business case accordingly.

TA leaders:

Focus on hiring quality, process consistency and risk reduction. TA leaders need to see that the platform improves the organisation's ability to make good, defensible hiring decisions at scale while reducing the operational risk associated with inconsistency, bias and compliance gaps.

Recruiters:

Focus on workflow efficiency and elimination of manual workarounds. Recruiters will tell you immediately whether a platform makes their job easier or harder. Include them in the evaluation and take their feedback seriously.

Hiring managers:

Focus on simplicity and pipeline visibility. Hiring managers want to know where candidates are, what the evaluation says and what they need to do next. A platform that serves hiring managers well reduces recruiter time spent on status updates and escalations.

IT and security:

Focus on data governance, integration architecture, and managing candidate fraud risk and compliance. IT needs to understand the security model, the data residency requirements, the API architecture and the vendor's approach to enterprise data protection. Identify requirements early. Calling out a security concern late in the procurement cycle can derail an otherwise completed evaluation.

Finance:

Focus on total cost of ownership and ROI. Finance needs the full cost picture and a clear articulation of what the investment returns are in terms of outcomes. Reduced time-to-fill, lower cost per hire and reduced risk of compliance failures.



Addressing internal bias

Every ATS evaluation carries organisational biases that can distort the outcome.

- **Preference for familiar vendors:** Teams that have used a platform before tend to overweight familiarity relative to fit. Familiarity reduces change management friction, but it shouldn't be weighed above actual capabilities.
- **Overweighting price vs long-term value:** The cheapest option at contract signing is rarely the cheapest option over a three-year period when TCO is accounted for.
- **Demo recency bias:** The last demo a team sees tends to score highest. Counter this by scoring demos immediately after they occur, not at the end of the evaluation process.
- **HiPPO effect:** The highest-paid person's opinion shouldn't override everyone else's. Structure your evaluation to weigh input from the people who will use the system daily alongside managers and execs.



Common objections and how to handle them

“We already have something that works”

Clarify what “works” means. If the team is meeting hiring targets but relying on spreadsheets and workarounds to do it, then what’s “working” is ineffective and less productive.

“This other option is cheaper”

Licence cost is a single variable, while getting the TCO is a function of cost and capability over time. Let that guide your decision.

“This other option is more innovative”

Ask what innovation means in practice. If the answer is “AI features”, go back to Chapter 5 and apply the AI evaluation framework. Innovation still needs to meet your overall needs.

“I don’t want to get sued for AI bias”

Opaque AI is a legal risk, but the answer isn’t to avoid AI. Demand explainability, audit capability and bias testing from any vendor whose AI touches candidate evaluation to assess risk and liability.



Section 8

Making the decision – Risk, migration and long-term success

The selection decision is not the end of the evaluation.
How you make it determines how well it holds up.



Using references effectively to evaluate vendors as long-term partners

An ATS is a three- to five-year commitment, at minimum. While vendor-provided references are screened, it gives you the opportunity to evaluate the vendor as a long-term partner as long as you're asking the right questions.

- **Product roadmap and trajectory:** has the platform gotten better since you implemented it? Is the roadmap based on real customer problems and operational insight, or is it feature marketing? Ask how specific roadmap items were prioritised and which customers influenced them.
- **Implementation and adaptability:** what took longer than expected? What would you do differently? Can the platform adapt to new geographies, hiring volumes and regulatory requirements without requiring a new implementation?
- **Support:** what does standard support cover, and what escalates to paid services? What are the SLAs, and who do you call at 4pm on a Thursday when your offer workflow breaks? Is support purely transactional, or is there a dedicated team?
- **The gap between demo and reality:** were there capabilities that looked better in the demo than in practice?
- **Adoption:** what percentage of your recruiters and hiring managers actually use the system actively?

If possible, seek out references beyond the vendor's list – particularly from organisations of similar size, sector and hiring complexity to yours. G2, Gartner Peer Insights and TA community forums are useful starting points.



Migration and change management

If you're switching ATS platforms, migration is where well-intentioned decisions most often go wrong. Underestimating the complexity of migration is the single most common mistake teams make after choosing the right platform.

Data migration is almost never clean. Historical records have inconsistent formatting, duplicate entries and field mappings that don't translate neatly between systems. An effective migration strategy requires you to dedicate time and resources for data audit, mapping, cleanup and validation.

The migration also offers an opportunity for process redesign. You can revisit which workflows actually serve your hiring process and which have accumulated as legacy workarounds. Don't migrate your old process into your new system without examining it first.

Be mindful of training and adoption. A technically successful implementation with low user adoption is a failed implementation. Build a change management plan that covers not just how to use the system, but also why the workflows are structured the way they are. This way users understand the intent, not just the mechanics.

Why cheaper isn't always better

The cost comparison that matters is not year-one licence cost vs year-one licence cost. Its total operational cost over the life of the contract vs the value the system generates.

A platform that saves \$50,000 per year on licensing but adds \$80,000 in services costs, integration workarounds and recruiter time lost to manual processes ends up being much more expensive to a company over time.

Remember that outcomes are part of the ROI discussion. A weak ATS can contribute to inconsistent evaluation, poor signal quality or lack of structure – and, ultimately, to a mis-hire. The downstream cost will exceed any licensing savings by orders of magnitude.

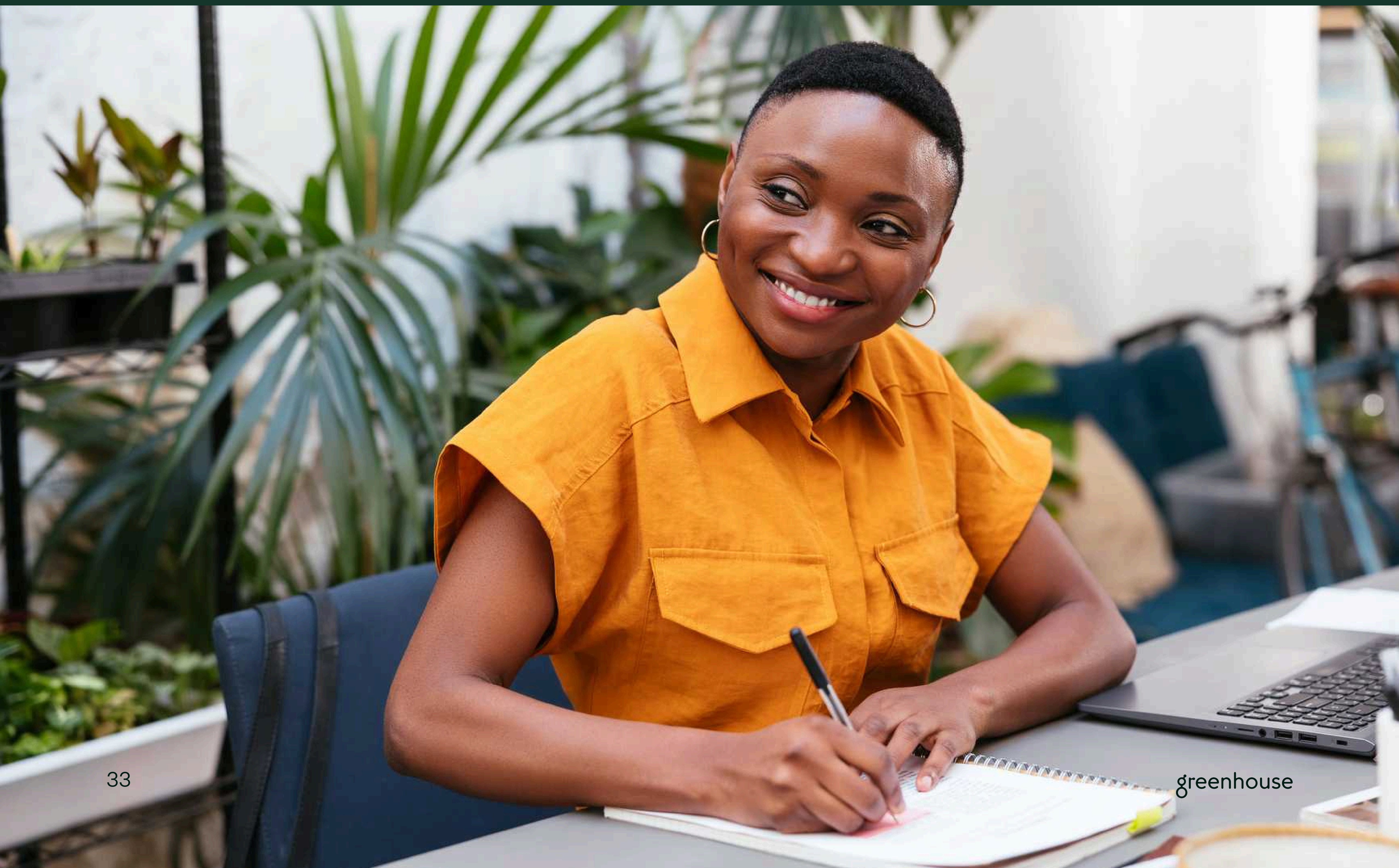


ATS evaluation requires a comprehensive strategy

Buying an ATS stopped being a tech decision some time ago. It's an operational decision that dictates how consistently, efficiently and fairly your organisation will hire and with what level of accountability. The platform you choose shapes those outcomes. That's why the evaluation deserves more rigor than a feature comparison and more honesty than a demo can provide.

The most durable ATS decisions share a common pattern: they start with a clear diagnosis of what they're looking to solve, and they define success criteria before vendor conversations begin. The foundational work offered in this guide will ensure the decision made is the right one for the long term, especially as the market continues to evolve with AI, aggressive pricing and flashy marketing.

Remember that you're opting for the ATS that knows what good hiring looks like and makes it operationally possible, consistently and at scale.



About Greenhouse

Greenhouse is the leading hiring platform to help companies get measurably better at hiring. Our AI-powered software supports every stage of the hiring process, from sourcing to onboarding, giving businesses everything they need to hire top talent quickly, consistently and fairly – today and as their business grows.

greenhouse

To understand more about how Greenhouse stacks up as an ATS, [book a demo here](#)