



Vendor Profile

RPO & Total Talent

IBM TAO

Report Abstract

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31 Pages

Contents of Full Report

1. Background
2. Revenue Summary
3. Key Offerings
4. Delivery Capability and Partnerships
5. Target Markets
6. Strategy
7. Strengths & Challenges
 - 7.1. Strengths
 - 7.2. Challenges
8. Outlook

Who is this Vendor Assessment for?

NelsonHall's vendor profile on IBM TAO is a comprehensive assessment of IBM TAO's RPO & Total Talent offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of RPO & Total Talent services and identifying vendor suitability for RPO & Total Talent RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the HR Technology & Services sector.

Key Findings & Highlights

International Business Machines Corporation (IBM) is an American multinational information technology company headquartered in Armonk, New York, operating in over 170 countries.

Founded in 1987, IBM TAO was previously known as Kenexa. IBM acquired the company in 2012 for its expertise in Talent Acquisition (TA), RPO, and assessments.

The company divested a segment of the IBM Technology Services and Cloud Platforms division, Global Technology Services, in 2021. This company is now known as Kyndryl and continues to support select IBM programs. In the fourth quarter of 2021, before the separation of Kyndryl, IBM made several changes to its organizational structure and management system to align with the company's operating model. IBM's operations consist of four primary business segments:

- Software, formerly Cloud and Cognitive Software
- Consulting, previously Global Business Services (GBS)
- Infrastructure, formerly Systems
- Financing, previously Global Financing.

IBM's Consulting segment comprises three primary service areas:

- Business Transformation
- Technology Consulting
- Application Operations.

IBM's RPO services, known as IBM Talent Acquisition Optimization or IBM TAO, are part of TalentTransformation, which is positioned under the Consulting segment and takes a consult-to-operate approach to deliver improved business results.

To further strengthen its digital innovation capabilities, the Consulting segment completed three acquisitions in 2021: TruQua Enterprises, Expertus Technologies, and 7Summits.

Currently, IBM has no immediate plans to change the branding or naming of its Talent Acquisition Optimization (TAO) business unit. The “optimization” element of its TAO solutions speaks to the company’s broader service offerings, which include outsourcing, consulting, and technology solutions that differentiate the company from its competitors.

This profile focuses on the RPO solutions provided by IBM TAO.

Scope of the Report

The report provides a comprehensive and objective analysis of IBM TAO’s RPO & Total Talent offerings, capabilities, and market and financial strengths, including:

- Identification of the company’s strategy, emphasis, and new developments
- Analysis of the company’s strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company’s customer base, including the company’s targeting strategy and examples of current contracts
- Analysis of the company’s offerings and key service components
- Analysis of the company’s delivery organization, including the location of delivery locations.

RPO & Total Talent Vendor Assessments are also available for:

ADP

Advanced RPO

Cielo

Lorien

Manpower Talent Solutions

NXTThingRPO

Orion Talent

Page Outsourcing

PeopleScout

Pontoon Solutions

PSG Global Solutions

Resource Solutions

Sanderson

Sevenstep RPO

WilsonHCG.

About The Author

Jeanine is a Principal Research Analyst at NelsonHall and a member of the HR Technology & Services practice. She has global responsibility for key HR areas, including employer of record (EOR) and learning platforms.

Jeanine is a highly experienced HR practitioner with 28 years of experience in HR across industry sectors, including aerospace, automotive, energy, government, pharmaceuticals, telecommunications, learning, and business consultancy.

Jeanine possesses significant experience in leading and managing business transformation/integration, competitive and industry benchmarking, HR and learning technology, strategic change leadership, managed service provider engagements, organizational and process redesign, and M&A initiatives.

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About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., Continental Europe, and Asia, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts rigorous, primary research and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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