



HRIZONS' Solution Guide

Building the Business Case for SmartRecruiters: Why SAP SuccessFactors Recruiting Customers Should Act Before the Pending Migration Deadline

A comprehensive executive summary on how organizations can proactively prepare for the future of recruiting and implement a better overall experience

A Smart Workforce Recruiting Strategy that Keeps Up with the Pace of Business

Executive Summary

SAP's acquisition of SmartRecruiters represents one of the most significant changes to the Talent Acquisition technology landscape in the past decade.

For SAP SuccessFactors Recruiting customers, the acquisition creates both opportunity and uncertainty. While SAP has confirmed its commitment to delivering an enhanced Talent Acquisition solution powered by SmartRecruiters, many organizations are now evaluating how this evolution will impact their recruiting strategy, technology investments, operational processes, and long-term roadmap.

The question is no longer whether SmartRecruiters will play a role in SAP's recruiting future.

The question is whether your organization will proactively prepare for that future—or wait until timelines, resources, and options become constrained.

Organizations that begin planning now will be positioned to reduce risk, maximize business value, and accelerate adoption of future innovations, including AI-powered recruiting capabilities.

Why Acting Early Matters

Many organizations assume they can wait until SAP publishes final timelines before taking action.

History suggests otherwise.

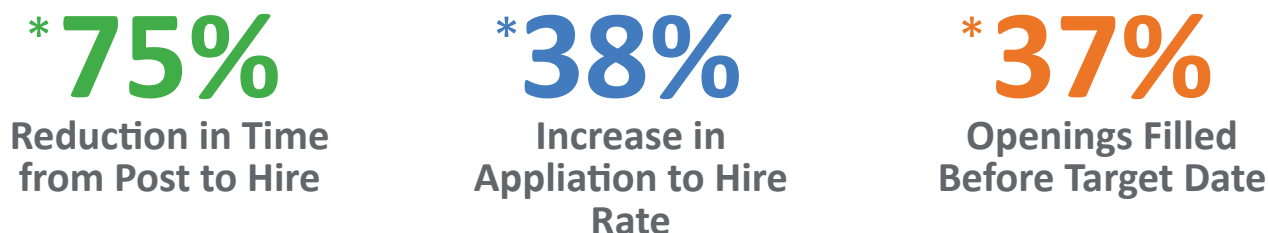
Major technology transitions often place significant demands on internal HR, Talent Acquisition, IT, and change management resources. Organizations that delay preparation frequently encounter:

- Resource shortages
- Compressed project timelines
- Increased implementation costs
- User adoption challenges
- Limited ability to redesign recruiting processes
- Delayed realization of business value

Organizations that start early maintain control of the timeline, budget, and implementation approach. Rather than reacting to change, they can strategically plan for it.

Embracing Change: The Key to Unlocking Business Value

Implementing SmartRecruiters is about much more than deploying a new recruiting platform—it is about transforming the way your organization attracts, engages, and hires talent. While technology provides the capabilities, it is people who determine whether those capabilities translate into measurable business value.



* Source: 2025 SmartRecruiters case study

Too often, organizations focus their implementation efforts on system configuration and technical integration while underestimating the importance of change management. The result is a platform that works as designed but fails to achieve widespread adoption. Recruiters develop workarounds, hiring managers revert to emails and spreadsheets, candidates experience inconsistent communication, and the organization misses many of the productivity gains the new solution was intended to deliver.

The most successful SmartRecruiters implementations recognize that change management is not a phase of the project—it is a strategic discipline that begins long before implementation and continues well after go-live. These organizations understand that success depends on designing an experience that serves three distinct user communities, each with different expectations, responsibilities, and measures of success.

1. Candidates: Creating an Exceptional First Impression

For candidates, every interaction with your recruiting platform shapes their perception of your organization. A complicated application process, poor communication, or lack of transparency can quickly discourage top talent from completing an application or accepting an offer.

SmartRecruiters provides the flexibility to create a modern, intuitive candidate experience that simplifies the application process, improves communication throughout the hiring journey, and reflects your employer brand. Organizations should use this opportunity to evaluate every touchpoint—from job discovery and application submission to interview scheduling and offer acceptance—to ensure the experience is engaging, responsive, and easy to navigate.

A positive candidate experience does more than improve application completion rates. It strengthens employer branding, increases candidate satisfaction, and helps organizations compete more effectively for high-demand talent.

2. Recruiters: Empowering the People Who Drive Hiring

Recruiters are the primary users of the platform, but their success depends on much more than access to new features. They need streamlined workflows, intuitive processes, automation that eliminates repetitive administrative tasks, and access to meaningful analytics that support better hiring decisions.

A successful implementation should empower recruiters to spend less time managing the recruiting system and more time building relationships with candidates and hiring managers. This includes thoughtfully configuring workflows, automating routine tasks where appropriate, standardizing recruiting processes across the organization, and ensuring recruiters receive the training and ongoing support needed to maximize the platform's capabilities.

Organizations that invest in recruiter enablement often realize significant improvements in recruiter productivity, hiring consistency, and overall recruiting effectiveness.

3. Hiring Managers: Turning Participants into Partners

Hiring managers are frequently the most overlooked audience during recruiting technology implementations, yet they play a critical role in every successful hire. If the hiring manager experience is cumbersome or time-consuming, adoption suffers, feedback is delayed, and hiring decisions slow dramatically.

SmartRecruiters offers the opportunity to create a simplified, role-based experience that enables hiring managers to review candidates, provide feedback, collaborate with recruiters, and move candidates through the hiring process with minimal effort.

By reducing complexity and making participation easier, organizations can improve collaboration between recruiters and business leaders, accelerate decision-making, and reduce time-to-fill without sacrificing quality.



Designing for Every User Creates Better Business Outcomes

One of the greatest advantages of SmartRecruiters is its flexibility. Rather than forcing every user into the same experience, the platform enables organizations to tailor workflows and interfaces to the unique needs of candidates, recruiters, and hiring managers.

Organizations that intentionally design around all three user groups from the beginning consistently achieve stronger adoption, higher user satisfaction, and greater return on their technology investment. They also establish the governance, process consistency, and user engagement necessary to support future innovations, including embedded analytics, automation, and AI-driven recruiting capabilities.



Four Strategic Reasons to Begin Planning Now

1. This is More than a Technology Change

Many organizations view the move from SAP Recruiting to SmartRecruiters as a software migration. The reality is far more significant.

SmartRecruiters introduces modern recruiting workflows, candidate engagement tools, AI-driven recommendations, and user experiences designed specifically for today's hiring environment.

This creates an opportunity to rethink:

- Recruiting processes
- Hiring manager collaboration
- Candidate experience
- Recruiter productivity
- Workforce planning alignment

Organizations that treat the transition as a business transformation initiative consistently achieve better outcomes than those focused solely on technology replacement.

2. Recruiting Has Become a Strategic Business Function

Competition for talent continues to intensify across nearly every industry. Leading organizations increasingly view recruiting as a strategic capability rather than an administrative process.

SmartRecruiters helps organizations;

- Improve recruiter productivity
- Reduce time-to-fill
- Increase candidate engagement
- Improve hiring manager participation
- Enhance quality of hire
- Gain greater visibility into hiring performance

Organizations that modernize recruiting processes now can create meaningful competitive advantages in talent acquisition.

3. AI Readiness Starts Today

SAP's vision to become the leading Business AI company places Talent Acquisition at the center of future innovation.

The value of AI-driven recruiting depends on:

- Clean recruiting data
- Standardized workflows
- Consistent hiring processes
- Strong governance
- Integrated HR systems

Organizations that begin preparing now will be better positioned to leverage future SmartRecruiters and SAP SuccessFactors AI capabilities as they become available.

4. Integration Planning Requires Time

SmartRecruiters will ultimately become part of a broader SAP SuccessFactors ecosystem that includes:

- Employee Central
- Onboarding
- Workforce Analytics
- SAP Business AI
- Future Talent Intelligence capabilities

Organizations should begin evaluating:

- Current recruiting workflows
- Integration requirements
- Reporting dependencies
- Data governance models
- Security and compliance requirements

Early planning reduces implementation risk and avoids costly redesign efforts later. To make the implementation process seamless, SAP allows recruiting teams to run SAP SuccessFactors Recruiting alongside SmartRecruiters, simplifying migration and reducing system disruption.

Recommended Next Step

The most successful organizations will not wait for a mandate. They will use this period to evaluate their current recruiting maturity, identify opportunities for improvement, and develop a roadmap that aligns recruiting technology with long-term business objectives.

The goal is not simply to prepare for a future platform. The goal is to create a more agile, intelligent, and effective talent acquisition function.

Feature Comparison - *Configurability and Scalability*

FEATURES	SmartRecruiters An SAP company	SAP SuccessFactors Recruiting
Configurable Hiring Workflows	Drag-and-drop hiring processes allow teams to design workflows for different hiring types (e.g., high-volume, campus, professional, executive) within one platform.	Multiple workflow templates supported but typically require deeper configuration and administrative setup.
High-Volume & Professional Hiring in One Platform	Supports both rapid, high-volume hiring (bulk actions, automation, simplified applications) and structured professional hiring workflows within the same environment.	Hiring models are supported but often managed through separate configuration approaches and templates.
Multi-Brand Recruiting	Manage multiple brands, business units, or regions within a single instance, each with dedicated career experiences, workflows, and branding while maintaining shared data and governance.	Multi-brand supported through career site configuration with a more segmented setup model.
Hiring Process Flexibility	Include multiple assessments, background checks and other tools throughout your processes, ensuring you are capturing all necessary candidate requirements.	Limited to including one assessment or background check in a hiring process.
Flexible Job Configuration & Approvals	Dynamic fields, configurable logic, and flexible approval workflows reduce admin effort and allow hiring processes to adapt quickly.	Structured configuration model often requires administrative updates or template changes.
Unified CRM & Talent Pipelines	Built-in CRM enables proactive talent pooling, segmentation, and nurture campaigns directly within recruiting workflows.	CRM capabilities typically extended through partner solutions or integrations.

Feature Comparison - *Automation, Collaboration, and Hiring Execution*

FEATURES	SmartRecruiters An SAP company	SAP SuccessFactors Recruiting
Bulk Actions & Recruitment Automation	Perform bulk candidate actions including communications, interview scheduling, status updates, and workflow automation – ideal for high-volume hiring.	Bulk updates supported but often require navigating multiple workflows or manual coordination.
Automated Interview Scheduling & Rescheduling	Automated scheduling for 1:1, panel, bulk, and event interviews with candidate self-service rescheduling via email, SMS, and WhatsApp.	Interview updates commonly require cancelling and re-issuing invitations; limited native messaging channels.
Multi-Channel Candidate Communication	Native communication across email, SMS, WhatsApp, Microsoft Teams, and Slack with full conversation history in one place.	Communication primarily emailbased; additional channels require integrations.
Unified Candidate Profile & Duplicate Management	Single candidate profile consolidating applications, communications, and CRM activity with automatic duplicate detection and merging.	Duplicate management handled manually; candidate activity may span multiple records.
Hiring Manager Collaboration	Feedback, approvals, and collaboration available directly within familiar tools and mobile experiences, improving adoption across hiring teams.	Hiring manager workflows often rely on structured navigation and additional training.
Flexible Candidate Experiences	Configurable application journeys tailored by hiring type – from quickapply hourly roles to detailed professional applications.	Application experiences configurable but typically more template-driven.