

HR Technology Market 2019 Research Study, by Josh Bersin Questions and Answers

1. *What is the goal of this research?*

The goal of this research is to give vendors and buyers alike a comprehensive view of today's market and identify trends that could likely impact development – and buying decisions – over the next two or so years.

It is not a product buyer's guide nor will we rank and rate vendors. Rather we will help you understand the various segments of the market, the growth rates, and the types and nature of various vendors in each segment. The report will include a list of all the vendors who participate, so if you are a vendor you should try to join us.

2. *Who should participate in this survey?*

We are inviting any company that sells products or services to HR-related buyers. This includes buyers with responsibility in areas such as HR, talent acquisition, workforce management, learning and development, analytics, payroll, and rewards and benefits. The information requested in the survey can likely best be provided by marketing managers or product marketing managers.

3. *How long will the survey take to complete?*

The time required will depend on the number of major product offerings you have. In general, we estimate that the survey should take about 15-20 minutes to complete, assuming you have most information easily accessible.

4. *What is the deadline for responding?*

The survey will close on Friday, August 31.

5. *What's the benefit of participating?*

All vendors participating in the survey will get a complimentary copy of the full report, anticipated for publication in Q4, 2018. This report, *HR Technology Market 2019*, will give you insights into what categories of technology are growing and which are shrinking. The report will also discuss what changes are ahead for the rapidly evolving market in the next two or so years.

6. *Who else will have access to the report and its findings?*

Josh Bersin will preview research results in a session on Tuesday, September 11, from 2:30 to 3:30 at HR Tech. Additionally, all HR Tech attendees purchasing a full conference pass will receive a complimentary copy of the report upon its publication in Q4, 2018.

7. *How is this survey different from other technology surveys I've recently seen?*

This research differs from other survey initiatives in three important ways.

- First, thanks to LRP's extensive database, we are inviting more than 7,000 product and service organizations worldwide to participate.
- Second, we will be drilling down to look at companies in 37 subcategories spanning the HR market spectrum – from HR analytics and reporting to rewards and recognition to organizational design and modeling.
- Third, we are going to evaluate new dimensions of the market. We're examining aspects such as company culture, funding, and use of AI and machine learning technologies, and will be able to help you as a buyer, vendor, and investor better understand major trends in the market.

8. *How do I get more information:*

If you have additional questions, please email us to research@bersinpartners.com.