

JOSH BERSIN

HR Technology Market 2019

Welcome to HR Technology Market 2019

We are launching one of the largest-ever studies of the HR technology and services marketplace. This research will give buyers, vendors, and investors a comprehensive view of this large and rapidly changing market, including data on market size, growth, and a list of all the players.

As a vendor, we ask you to take 15 minutes of your time to help us with your responses. All information you submit will be keptfully confidential and will only be used for summary and aggregate analysis. And all respondents will get a *free copy of the final report*

The survey will be open until Friday, August 31. But don't wait. Fill out your response today by clicking next (below).

Should you have any questions, please email research@bersinpartners.com

Thank you,



Josh Bersin
Global Industry Analyst
Founder, Bersin™ by Deloitte

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Contact and Vendor Information

* 1. Primary Contact Details:

Name

Job Title

Email Address

Phone Number

2. Vendor Information:

Company

Address

Address 2

City/Town

State/Province

ZIP/Postal Code

Country

Phone Number

3. Company Description (1000 character limit):

4. Number of full-time company employees:

- 0-10
- 11-50
- 51-100
- 101-500
- 501-1000
- 1001-5000
- 5001 +

5. How would you characterize the company **culture that best fits your organization** (*SELECT ONE*)?

NOTE THIS IS CONFIDENTIAL

- Innovation Leader**, setting the agenda for the space
- Enterprise Solution Leader**, provider focused on scale, value and quality
- Category Leader**, #1 in category by market share and growth
- Global Leader**, focusing on enterprise global requirements
- Most Customer Obsessed**, our client satisfaction is our #1 goal
- In Flux**, we are in flux and evolving our strategy

* 6. Type of **HR solution(s)** your company offers customers (*SELECT ALL THAT APPLY*):

- HR Consulting Services
- HR Technology Software
- Not Applicable (Wraps up Survey)

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Products and Services

7. Select the **primary consulting category(s)** your organization offers (*SELECT ALL THAT APPLY*):

- Global human capital consulting
- Regional human capital consulting
- Learning and development consulting
- Engagement and culture consulting
- Benefits and retirement consulting
- HR technology consulting and research
- HR technology consulting and implementations
- HR content and strategy
- Recruiting process outsourcing (RPO) and staffing
- PEO, HR outsourcing, HR administration services
- Learning content and content creation
- Other (please specify)

8. Select the **primary product category(s)** your organization offers (*SELECT ALL THAT APPLY*):

- | | | |
|---|--|--|
| <input type="checkbox"/> Absence and leave management | <input type="checkbox"/> Core HRMS platforms, tools, technology | <input type="checkbox"/> Organizational design tools or services |
| <input type="checkbox"/> AI and machine learning services or analytics | <input type="checkbox"/> Diversity and inclusion training, surveys, tools, education, consulting | <input type="checkbox"/> Organizational network analysis |
| <input type="checkbox"/> Applicant tracking system | <input type="checkbox"/> Employee assessments: pre-hire, leadership, team | <input type="checkbox"/> Payroll platforms and aggregators |
| <input type="checkbox"/> Apprenticeship management | <input type="checkbox"/> Employee communication tools or services | <input type="checkbox"/> Performance management, goal management, succession, feedback |
| <input type="checkbox"/> Background checking tools and services | <input type="checkbox"/> Employee productivity tools | <input type="checkbox"/> Recruitment CRM, marketing, referrals |
| <input type="checkbox"/> Benchmarking, other HR data services | <input type="checkbox"/> Engagement tools, pulse surveys, assessments, engagement services | <input type="checkbox"/> Rewards or rewards network |
| <input type="checkbox"/> Benefits administration, benefits services | <input type="checkbox"/> Help desk, case management, employee experience platform | <input type="checkbox"/> Robotics process automation (RPA) tools |
| <input type="checkbox"/> Benefits platforms, tools, technology | <input type="checkbox"/> HR analytics and reporting | <input type="checkbox"/> Social recognition, employee recognition |
| <input type="checkbox"/> Career management, career assessment, career pathing | <input type="checkbox"/> HR data and benchmarking | <input type="checkbox"/> Sourcing tool, sourcing analytics |
| <input type="checkbox"/> Cash payment cards or rewards cards | <input type="checkbox"/> Job board, company reviews | <input type="checkbox"/> Time and attendance, time tracking |
| <input type="checkbox"/> Coaching and mentoring | <input type="checkbox"/> Leadership development, management training programs | <input type="checkbox"/> University recruiting |
| <input type="checkbox"/> Compensation and rewards platform or system | <input type="checkbox"/> Language or cultural training programs | <input type="checkbox"/> Video interviewing and assessment |
| <input type="checkbox"/> Compensation data and surveys | <input type="checkbox"/> Learning and development platforms | <input type="checkbox"/> Virtual reality or augmented reality training system |
| <input type="checkbox"/> Competency models, job or competency frameworks | <input type="checkbox"/> LMS, learning management system | <input type="checkbox"/> Wellbeing or wellness |
| <input type="checkbox"/> Conferencing, messaging, collaboration tools | <input type="checkbox"/> Learning or training content library, programs | <input type="checkbox"/> Workforce management, scheduling |
| <input type="checkbox"/> Contingent, gig, part-time workforce management (or VMS) | <input type="checkbox"/> Micro learning platform | |
| <input type="checkbox"/> Other (please specify) | | |

9. Total number of customer organizations **currently using** your products or services (*IN WHOLE NUMBERS*):

NOTE THIS IS CONFIDENTIAL

10. Select the **top three industry segments** served by your products or services?

- Agricultural
- Construction
- Communications
- Education (Higher/K-12)
- Financial services
- Healthcare
- High-tech
- Hospitality/entertainment
- Manufacturing
- Non-Profit
- Professional services
- Public administration
- Public utilities
- Retail
- Transportation
- Not applicable
- Other (please specify)

11. What are the major new **product/service** enhancements you plan to introduce in the next two years (1000 CHARACTERS)?

NOTE THIS IS CONFIDENTIAL

12. Current company funding model:

- Publicly traded
- Venture capital (VC) or other investors
- Self-funded

13. Total company funding to date (*US DOLLARS*):

NOTE THIS IS CONFIDENTIAL

14. Current year revenue to date (*US DOLLARS*):

NOTE THIS IS CONFIDENTIAL

15. 2017 revenue (*US DOLLARS*):

NOTE THIS IS CONFIDENTIAL

16. Average revenue growth (*IN PERCENTAGE*) from 2016 to now:

(*USE WHOLE NUMBERS ONLY, DO NOT INCLUDE % SIGN*)

17. Are you currently profitable?

NOTE THIS IS CONFIDENTIAL

- Yes
- No

Sales and Services

18. In what year do you estimate you will be profitable?

NOTE THIS IS CONFIDENTIAL

- 2018
- 2019
- 2020
- 2021
- 2022
- Beyond 2022
- No projection at this time

19. Numbers of **sales representatives** on quota:

20. Breakout of average percentage of direct or channel revenue
(BASED ON LAST TWO YEARS OF REVENUE RESULTS):

NOTE THIS IS CONFIDENTIAL, USE WHOLE NUMBERS ONLY, DO NOT INCLUDE % SIGN

Direct revenue %

Channel revenue %

21. Breakout of average percentage of product or consulting revenue
(BASED ON LAST TWO YEARS OF REVENUE RESULTS):

NOTE THIS IS CONFIDENTIAL, USE WHOLE NUMBERS ONLY, DO NOT INCLUDE % SIGN

Product revenue %

Consulting revenue %

22. What is the status of artificial intelligence (AI) and machine learning in your products and services?

- We are starting but not offering AI/ML-enabled technology
- We have an AI team and are building capabilities
- We are advanced in AI with customer solutions and can demonstrate value
- We are the most advanced AI solution in our category

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Artificial Intelligence/Machine Learning

23. Do you have customers currently using your artificial intelligence/machine learning solutions?

- Yes
- No

24. What % of your overall customer base is using your AI/machine learning solution?

NOTE USE WHOLE NUMBERS ONLY, DO NOT INCLUDE % SIGN

25. Do you have referenceable clients we can interview using your AI/machine learning solution?

- Yes
- No

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Partner Relationships

26. What is your partner strategy for implementation and product-related services (*SELECT ONE*)?

- We do all our own implementation
- We have a few select partners (5 or fewer)
- We have a broad set of partners (6 or more)

27. What is the status of your API(s) (programming interfaces) access to your solution?

- We have APIs available and widely used
- We are developing APIs and some are in use
- We do not have API access today

28. Do you offer access to a partner developer kit and development support for your solutions?

- Yes
- No
- In development

29. Do you have a full platform-as-a-service offering?

- Yes
- No
- In development

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Specific Technology Product Information

30. Number of different, HR, talent, or learning packaged products sold by your company for different audiences (i.e. SMB Solution, Healthcare Solution, Talent Solution)?

Note: If you have a “freemium” product, please list it separately in product name and numbers, so we do not discount your average revenue by accident.

- 1
- 2
- 3
- 4
- 5
- 6 +

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Product One Details

31. Product One:

NOTE THIS IS CONFIDENTIAL, USE WHOLE NUMBERS ONLY

Product Name:

Installed Client Number:

Average Annual Revenue:
(US \$)

32. Select the Primary target market(s) by size for Product One (SELECT ALL THAT APPLY):

- Small companies (0 – 1,000)
- Mid-size companies (1,001 – 5,000)
- Large companies (5,001 – 10,000)
- Very large companies (10,001 – 50,000)
- Extremely large companies (50,001 +)

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Product Two Details

33. Product Two:

NOTE THIS IS CONFIDENTIAL, USE WHOLE NUMBERS ONLY

Product Name:

Installed Client Number:

Average Annual Revenue:
(US \$)

34. Select the Primary target market(s) by size for Product Two *(SELECT ALL THAT APPLY)*:

- Small companies (0 – 1,000)
- Mid-size companies (1,001 – 5,000)
- Large companies (5,001 – 10,000)
- Very large companies (10,001 – 50,000)
- Extremely large companies (50,001 +)

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Product Three Details

35. Product Three:

NOTE THIS IS CONFIDENTIAL, USE WHOLE NUMBERS ONLY

Product Name:

Installed Client Number:

Average Annual Revenue:
(US \$)

36. Select the Primary target market(s) by size for Product Three (SELECT ALL THAT APPLY):

- Small companies (0 – 1,000)
- Mid-size companies (1,001 – 5,000)
- Large companies (5,001 – 10,000)
- Very large companies (10,001 – 50,000)
- Extremely large companies (50,001 +)

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Product Four Details

37. Product Four:

NOTE THIS IS CONFIDENTIAL, USE WHOLE NUMBERS ONLY

Product Name:

Installed Client Number:

Average Annual Revenue:

(US \$)

38. Select the Primary target market(s) by size for Product Four (SELECT ALL THAT APPLY):

- Small companies (0 – 1,000)
- Mid-size companies (1,001 – 5,000)
- Large companies (5,001 – 10,000)
- Very large companies (10,001 – 50,000)
- Extremely large companies (50,001 +)

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Product Five Details

39. Product Five:

NOTE THIS IS CONFIDENTIAL, USE WHOLE NUMBERS ONLY

Product Name:

Installed Client Number:

Average Annual Revenue:
(US \$)

40. Select the Primary target market(s) by size for Product Five (*SELECT ALL THAT APPLY*):

- Small companies (0 – 1,000)
- Mid-size companies (1,001 – 5,000)
- Large companies (5,001 – 10,000)
- Very large companies (10,001 – 50,000)
- Extremely large companies (50,001 +)

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Product Six Details

41. Product Six:

NOTE THIS IS CONFIDENTIAL, USE WHOLE NUMBERS ONLY

Product Name:

Installed Client Number:

Average Annual Revenue:
(US \$)

42. Select the Primary target market(s) by size for Product Six (*SELECT ALL THAT APPLY*):

- Small companies (0 – 1,000)
- Mid-size companies (1,001 – 5,000)
- Large companies (5,001 – 10,000)
- Very large companies (10,001 – 50,000)
- Extremely large companies (50,001 +)

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Creative Clients

43. Do you have any clients who are doing interesting and innovative work with your technology who would be willing to be highlighted in case studies (*PLEASE DESCRIBE*)?

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Thank You!

Thank you for completing this survey. All respondents will receive a complimentary copy of the report, expected to be finished in Q4 of 2018. You can also hear **Josh Bersin** preview findings in a special session at the upcoming [2018 HR Technology Conference](#), scheduled for September 11 from 2:30 to 3:30. If you have any questions, please email research@bersinpartners.com.