Big Trends in HR Technology 2014 and Beyond

Human Resource Executive Webinar – Aug 2014

Presenters

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LRP Publications

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Brandon Hall Group

About Human Resource Executive

About the HR Technology Conference

- Largest event on HR and Technology
- 3 keynotes, 50+ sessions, 100+ speakers
- Awesome New Tech and Startups for HR
- 300+ Exhibiting HR technology providers

Founded in 1992

200,000 Subscribers

10,000 Global Clients

#1 Leading independent HCM research & analyst firm

Publishing **1.5** pieces of research each day

RESEARCH PRACTICES

Learning & Development

Talent Management

Leadership Development

Talent Acquisition

HR/Workforce Management

Data*Now*™

Membership
Content. Collaboration. Community.

Research OnDemand
- Data*Now*™ (Industry Trends and Benchmarks)
- Research Reports, Case Studies, Business Impact Models, Tools & Frameworks
- Product KnowledgeBases (Technology Evaluation & Selection)

Strategic Consulting Services
- Strategy
- Benchmarking
- Custom Research
- Technology Evaluation & Selection

Excellence Awards Program
- Learning and Development
- Talent Management & Human Resources
- Sales Enablement
- Technology

Industry Events
- Webinars
- Research Spotlights
- Conferences

The Academy
- Certification Programs
- Workshops

Today's Agenda

1. Why replace or procure HR technology?

2. Factors that influence HR technology purchases

3. Trends driving HR technology in 2014

4. Making these trends work for your organization

5. Wrap-up and Q& A

Drivers: Replace or purchase HR technology

Organizational

- Insight into organizational talent
- Ability to execute on business strategy

Managerial

- Alignment of resources
- Drive performance from teams

Employee

- Assistance in getting their jobs done
- Career management and development

Do YOU Need a New Technology Solution?

- Workforce Mobilization

- Reduce HR administrative time

- Ability to report on data from disparate systems

- Improved user rate and experience

- Reduced costs
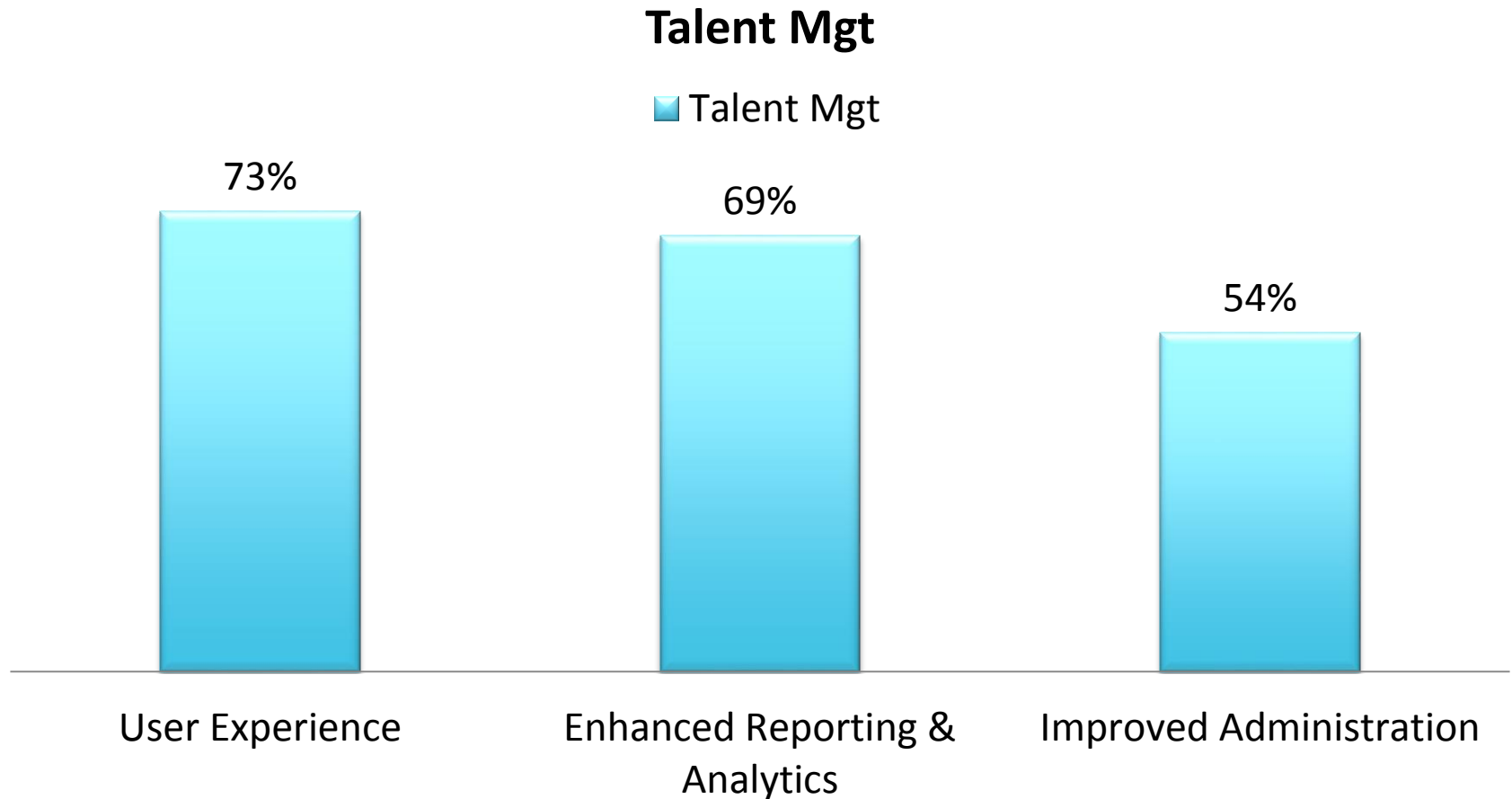
Why Organizations Change HRIS System Providers

HR Systems

■ HR Systems

54% — System Integration
51% — User Experience
35% — Enhanced Reporting
35% — Consistent Content
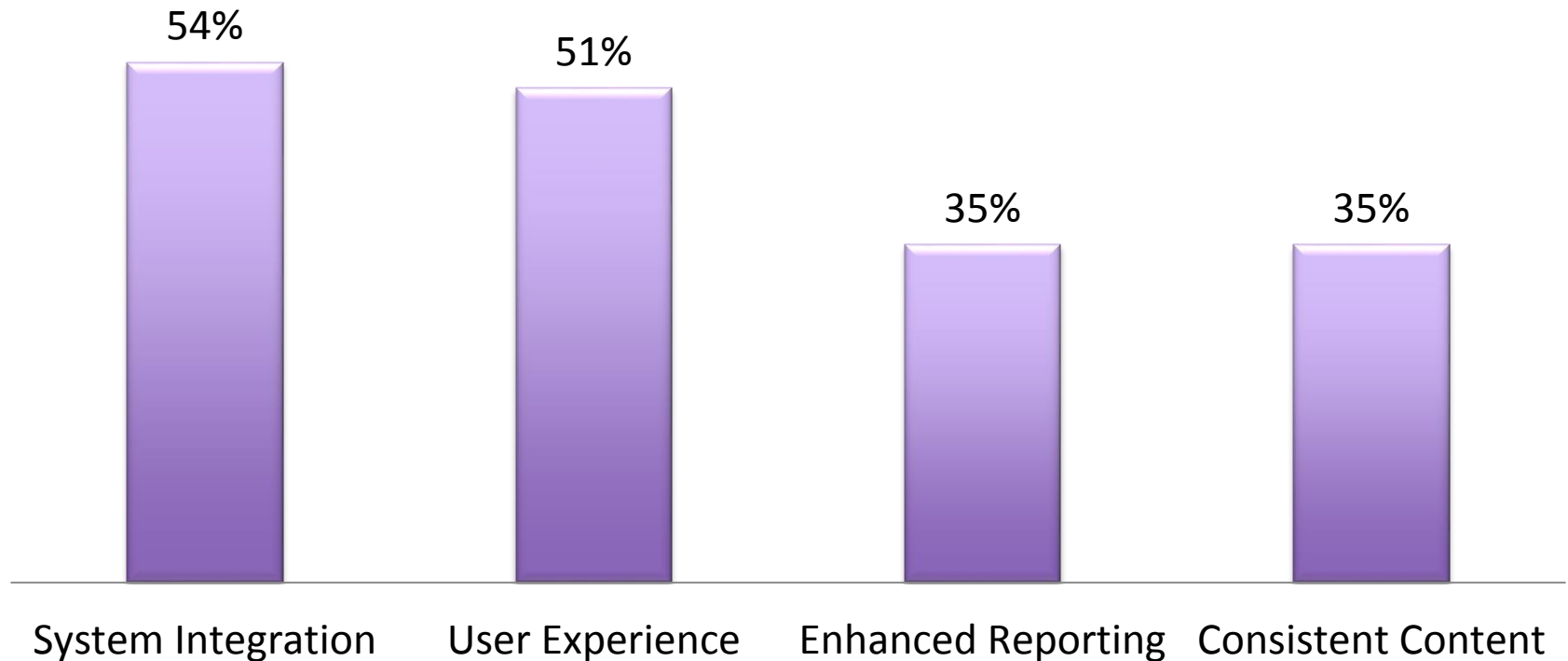
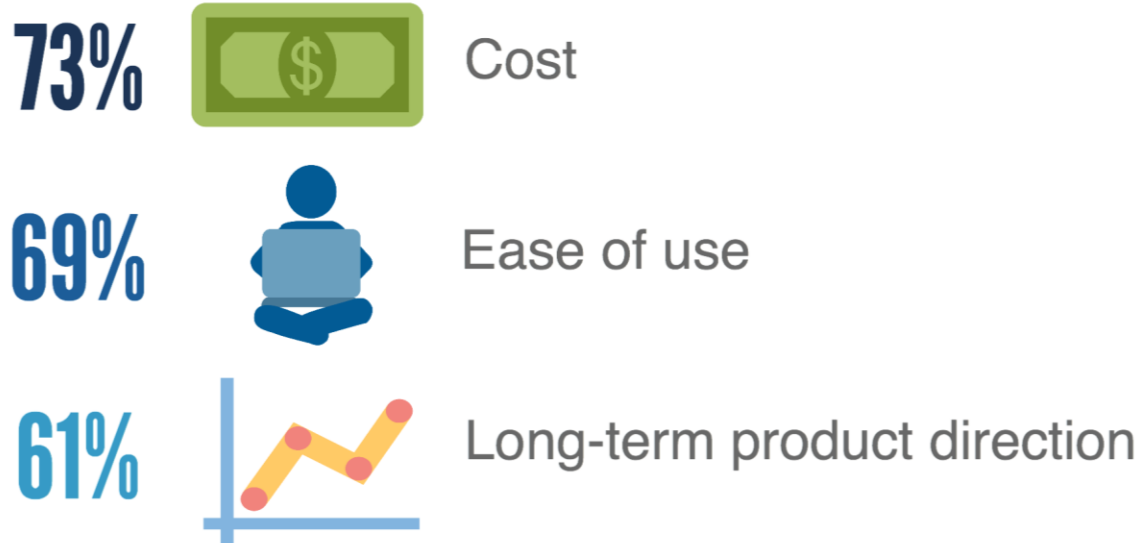Source: Brandon Hall Group, 2014

Why Organizations Change Talent Management System Providers

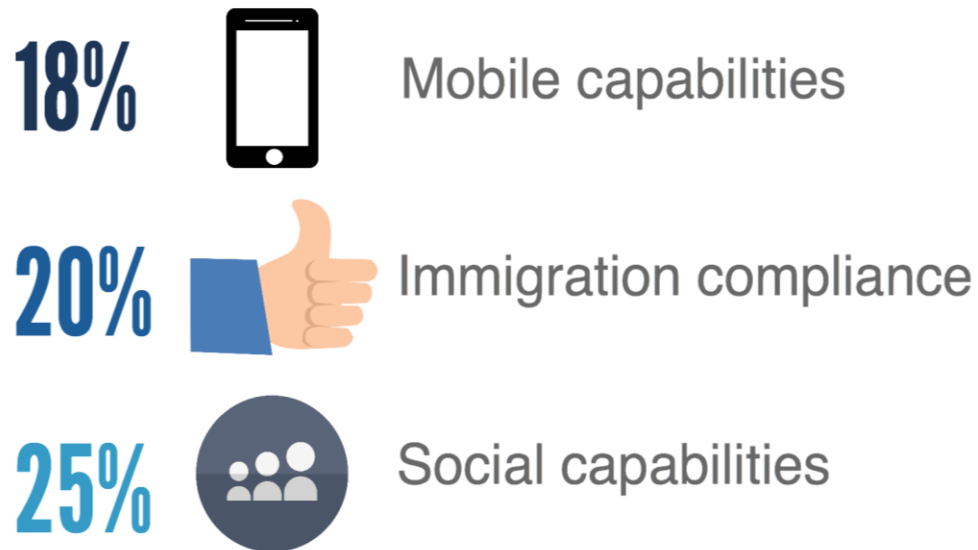Source: Brandon Hall Group, 2014

What the Research Shows

Most Important Factors in Choosing a Current System

73% 💵 Cost

69% 🧘 Ease of use

61% 📈 Long-term product direction

Source: Brandon Hall Group, 2014

What the Research Shows

Least Important Factors in Choosing a Current System

18% Mobile capabilities

20% Immigration compliance

25% Social capabilities

Source: Brandon Hall Group, 2014

Selecting the 'right' HR technology solution

Cultural fit – Will you be able to partner with the vendor?

Capability – today, tomorrow, in 3-5 years

Technological fit – No HR system is an island unto itself

Complexity – if no one uses the system, none of this matters

Price/ROI – Make sure to factor in ALL costs and benefits
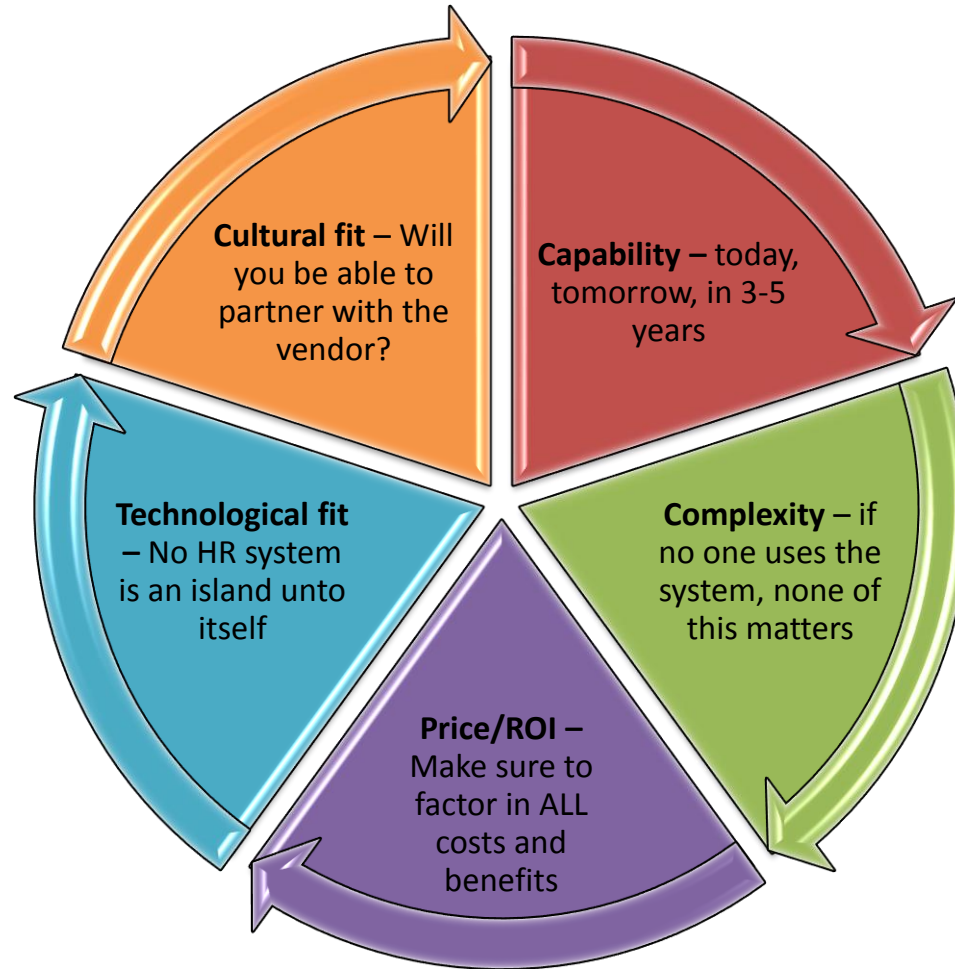
Trends driving HR Technology in 2014 and Beyond

Core HR

Talent Management

Recruiting

Analytics

Workforce Management

Core HR Systems – Trends and Opportunities

A slow change– move to cloud for Core HR/Payroll continues

Integration – Global system consolidation creates opportunity

Benefits – Compliance, but also an expansion of value

Technological – Incorporating analytics into Talent decision processes

Cultural fit – Delivering value not more 'Self Service'

Talent Management Systems: Reflecting Changes in Work

Feedback is Performance Management

Integration – Suite vs. Point Solutions – still an issue

Total Rewards – Takes compensation and expands its value

Technological – Incorporating analytics into Talent decision processes

Cultural fit – Modern adoption strategies are emerging
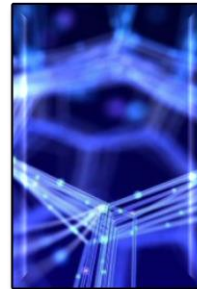
Recruiting Tech – Mobile, Social, and Big Data

Mobile – becoming a 'must-have' in 2014

Social recruiting evolves – beyond sharing to analtyical

Big Data – Make sure to factor in ALL costs and benefits

Digital, cross-platform – Modern recruiting is like modern marketing

Cultural fit – How technology helps communicate and reinforce culture

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Analytics – Not just a pretty chart or a dashboard

More than tech – HR is becoming a Data-driven discipline

Tied directly to operations – planning, deployment, and key successors

Big Data – Now working to predict attrition, candidate success, and more

Cross-function – Modern HR analytics working with operational data for advanced insight

Workforce Management – Driving operational excellence

Better alignment of people/skills with business needs

Mobile as the means of access – particularly for front-line employees

Increased attention to regulatory concerns – ACA, employee work rules, fatigue levels, etc.

Automation of highly manual and distracting processes from front-line management, freeing them to do their more value-added work

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The Trends in Action Today

Core HR
- DXL, Whole Foods
- Bloomin' Brands, Unilever

Talent Management
- Siemens, CVS
- Marriott, HP

Recruiting
- Under Armour, New Belgium
- Lockheed Martin, Comcast

Analytics
- ConAgra, SendGrid
- LinkedIn, RedHat

Workforce Management
- Kimberly-Clark, Goldman Sachs

Additional Resources

Conference Website – www.hrtechconference.com

LinkedIn Group – HR Technology Conference

Human Resource Executive – www.hreonline.com

Brandon Hall Group – www.brandonhall.com

HR Happy Hour Show – www.hrhappyhour.net

Questions?

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