The 5 Big HR Tech Trends at HR Demo Show

Trend 1: The 8 Fastest-Growing HR Tech Sectors

Trend 2: Software, Increasingly, Defines HR Service

Trend 3: End Users Rule, Not Pundits

Trend 4: The Downturn Boosted Web 2.0 Markets

Trend 5: Integration Increasing, Including Social Networking
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Trend 1: The 8 Fastest-Growing HR Tech Sectors

1. **Talent Management, Sourcing, RPO & ATS**
2. **Performance Management & Surveys**
3. **Benefits Administration & Compensation**
4. **Managed Service Providers (MSP)**
5. **Screening & Background Checking**
6. **Learning & Testing**
7. **Payroll & Time/Attendance**
8. **Enterprise HRIS/HRMS**

...and don’t forget Implementation Advisors
Trend 2: Software, Increasingly, Defines HR Service

*HR Staff Headcounts Trending Down ~8% 2008-2010*

*Email, Web Employee Communications are Trending Up*

*HR Services in Russell 1000: 70% Software/30% Human*
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Trend 3: End Users Rule, Not Pundits

Because 70%+ of HR Touches = Software,
End User Experience is 70% of HR Service Quality

50%+ of SAAS Apps Bought by Line Managers, Not IT

Line Managers Much Less Likely to Rely on Pundits
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Trend 4: The Downturn Boosted Web 2.0 Markets

*Watson Wyatt Survey: HR Budgets Down 11%*

*SAAS HR Satisfaction is Higher than for Human HR*

*Web 2.0 Apps Easier to Cost-Justify than Headcount*

*Lower Barriers to Entry/Exit for Web 2.0*
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Trend 5: Integration Increasing, Including Social Networking

WW Survey:
- 50% Planning More Talent Mgmt Tech
- 46% Will Integrate Existing Apps

Social Networking Apps Used More than Web 2.0 in HR (e.g., Facebook, LinkedIn, Twitter, etc.), and Often Integrated into HR Apps
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Provider Impacts of the 5 Big HR Tech Trends:

- Need to Sell Broader than Just Into IT
- End Users are King, Demos & Testimonials Rock Hard
- Social Media Impacts —Your Demo Gets Tweeted

- Conclusion: 2010-2011 are The Years of the Demo
Who are the Attendees at HR Demo Show?

Attendee Total (est.): 700

Organization Size
- Russell 1000 Large Cap: 70%
- Other: 30%

Job Functions
- HR Line Management: 65%
- HR IT: 25%
- Other: 10%
How Does Presenting at HR Demo Show Work?

1. Sessions are Dec 8 (Alongside RPO Summit) & Dec 9
2. 48 Sessions=24 Sessions/Day, 6 Time Slots, 4 Sessions/Slot
3. Each HR Demo Show Session = 60 Minutes
4. Presenter Sessions Booked First-Come-First-Served
5. Attendees Pre-Register Online & Onsite for Sessions
6. Dec 9 RPO Summit Attendees Get Free HR Demo Passes
7. Presenters Get Session Registrant Contact Details
## The HR Demo Show Presenter Schedule

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How’s the HR Demo Show Work for Attendees?

-- It’s the Ultimate HR Tech Comparison Shopping Experience
-- Dec 8: HR Demo Attendees Only
-- Dec 9: HRO Demo + RPO Summit Attendees
-- Attendees Pre-Register for Demos
-- 6 Time Slots/Day
-- 4 Demo Sessions/Time
-- RPO Summit & HR Demo Co-located
How Do Presenters Get in the HR Demo Show?

1. All 48 Sessions Booked First-Come, First-Served

2. As of Now, 25% are Filled

3. Which Slots are Open? Only One Way to Find Out. Email: Adam.Bleifeld@SharedXpertise.com

Presenter Sessions are Booking Fast. We expect complete booking by August 28, premium sessions full by June 30.
Presenting at HR Demo Show: What’s the Math?

Assume:  75 active buyers per HR Demo Show session
Assume:  Sales Salary of $100k, Salespeople Get Own Leads
Assume:  Total Travel Cost Per In-Person Sales Call: $899
Assume:  Sales Cycle Time 6 Months
Then Cost of 75 Sales Calls= $255,649 or 9.8% of HR Demo Cost

Or, If Leads are Screened by Pre-Sales Pros,
Then Cost of 75 Sales Calls=$669,411 or 3.7% of HR Demo Cost