

Mining the CedarCrestone HR Systems Gold Starts with These Two!



Life Before the CedarCrestone Survey

Before managing the survey what was your previous background and experience?



Lexy Martin

Outgoing, Vice President, Research and Analytics



Passions: Husband, kids, grandkids, and friends. Golfer, gardener, quilter, hiker, traveler, foodie. Always searching for the next great IPA and a good game of WWF.

CedarCrestone: Responsible for annual HR Systems Survey (1st 17 years). I do benchmarking, strategy, and analytics services to organizations worldwide. My future plans are not a classic retirement and will include some continuing work in our industry, coupled with more time with family and friends, and my other passions, and supporting my kid in his startup!

Prior: Practitioner in Financial Services, Manufacturing, Healthcare, Higher Ed. Futurist, management consultant, Patricia Seybold Group, startup vendor exec.

Connect:

Lexy.martin@sbcglobal.net

and

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Tech's Top 10

The world's "Most Powerful HR Technology Experts," as selected by the editors of Human Resource Executive® 2012



IHRIM Summit Award

The **IHRIM Summit Award** recognizes members who have made significant, long-term contributions to the HRIM industry and advancement of IHRIM's mission and goals – 2013



The **IHRIM Excellence Award** includes members who have made significant contributions to the advancement of IHRIM's mission and goals. The Excellence Award recognizes members for their exemplary volunteer service and/or chairing or overseeing a project that had a positive impact to IHRIM. Managing Editor of the IHRIM **Workforce Solutions Review** and editor for over eight years – 2008

Stacey Harris

Incoming, Vice President Research and Analytics

Passions:



Background:

- HR and OE Practitioner for over 10 years in **finance, retail, and franchised businesses.**
- Direct of Research Bersin & Associates, Launched the HR research practice
- VP of Research for Brandon Hall Group
- **Major Research and Papers:** *The High Impact HR Organization, The HR Framework, Employee Engagement: A Changing Marketplace, and Relationship Centered Learning*
- Feel free to connect at: www.linkedin.com/in/staceyharris/

Looking Back on the Past 16 Years...

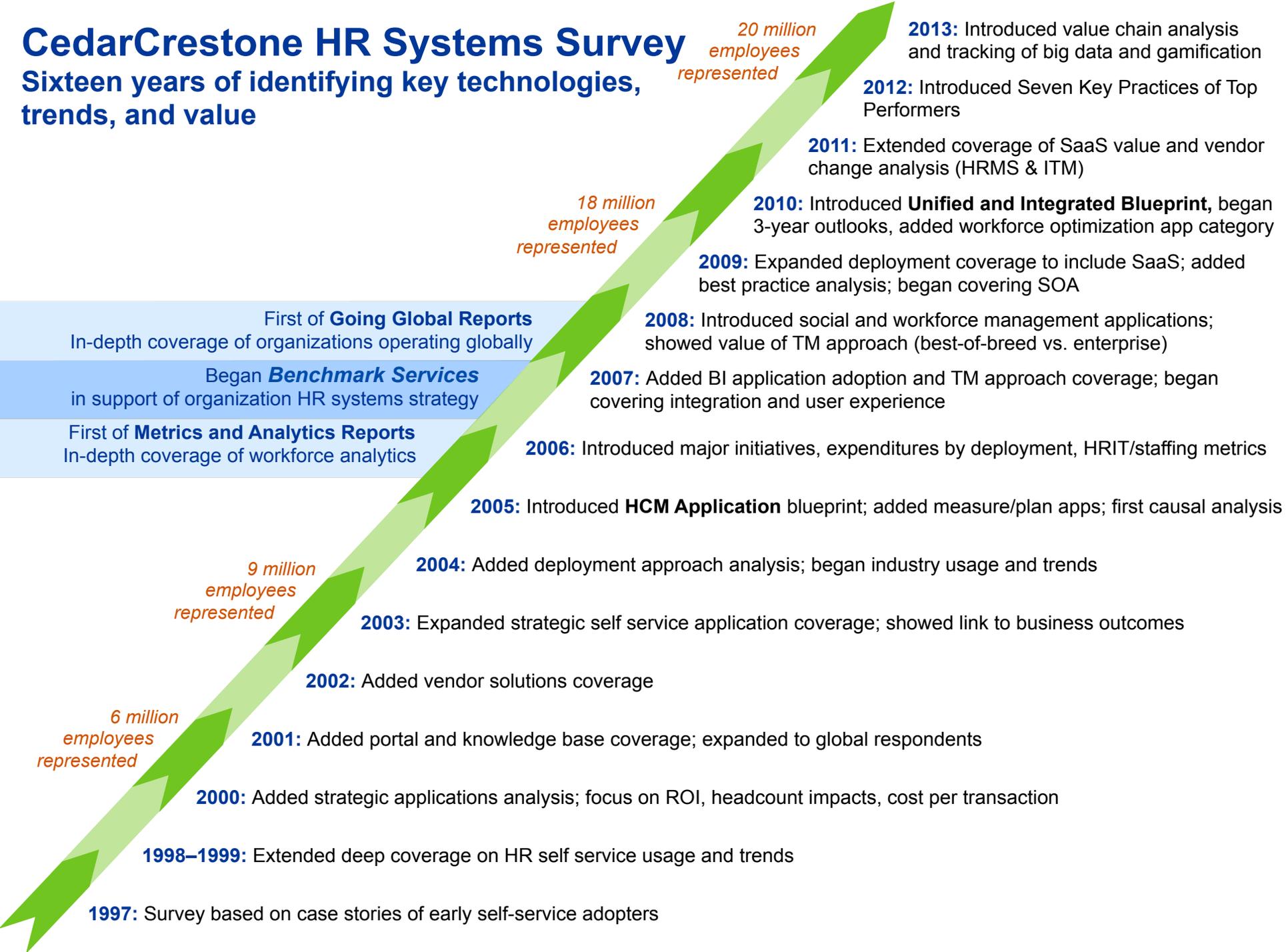
Please share some of the highlights of the history of the survey:

- Purpose
- Improvements
- Influences
- Out-Takes



CedarCrestone HR Systems Survey

Sixteen years of identifying key technologies, trends, and value



2013: Introduced value chain analysis and tracking of big data and gamification

2012: Introduced Seven Key Practices of Top Performers

2011: Extended coverage of SaaS value and vendor change analysis (HRMS & ITM)

2010: Introduced **Unified and Integrated Blueprint**, began 3-year outlooks, added workforce optimization app category

2009: Expanded deployment coverage to include SaaS; added best practice analysis; began covering SOA

2008: Introduced social and workforce management applications; showed value of TM approach (best-of-breed vs. enterprise)

2007: Added BI application adoption and TM approach coverage; began covering integration and user experience

2006: Introduced major initiatives, expenditures by deployment, HRIT/staffing metrics

2005: Introduced **HCM Application** blueprint; added measure/plan apps; first causal analysis

2004: Added deployment approach analysis; began industry usage and trends

2003: Expanded strategic self service application coverage; showed link to business outcomes

2002: Added vendor solutions coverage

2001: Added portal and knowledge base coverage; expanded to global respondents

2000: Added strategic applications analysis; focus on ROI, headcount impacts, cost per transaction

1998–1999: Extended deep coverage on HR self service usage and trends

1997: Survey based on case stories of early self-service adopters

20 million employees represented

18 million employees represented

9 million employees represented

6 million employees represented

First of **Going Global Reports**
In-depth coverage of organizations operating globally

Began **Benchmark Services**
in support of organization HR systems strategy

First of **Metrics and Analytics Reports**
In-depth coverage of workforce analytics

Future of the Survey

Building on the past 16 years, but also making the survey your own what changes are in store?

- Staying fresh
- Changes
- Out-takes



Taking the Survey Forward

- *CedarCrestone HR Self-Service Employee Experience Survey*
- Assessing **multiple paths** organizations are traversing to reach HR systems maturity
- Analyzing the **connection** between talent management and workforce management
- **Digging deeper** into business intelligence and analytics
- Following **emerging and innovative** technologies—how will they impact our world?



How has the Value Proposition Changed?

How has the value proposition changed over the years?

- Survey Changes
- Impact on Results
- Surprises



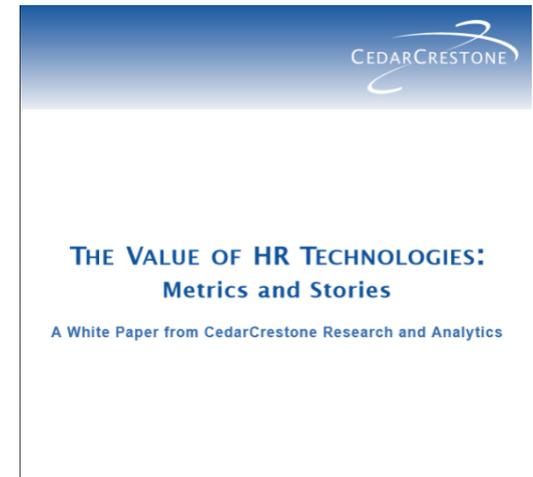
Value of HR Technologies

Approaches to Identifying and Proving Value

- Calculate process savings
- Assess headcount changes
- Compare metrics (benchmark)
- Identify best practice outcomes
- Use causal links and models

Latest **Workforce Solutions Review**

<http://www.ihrimpublications.com/index.php>



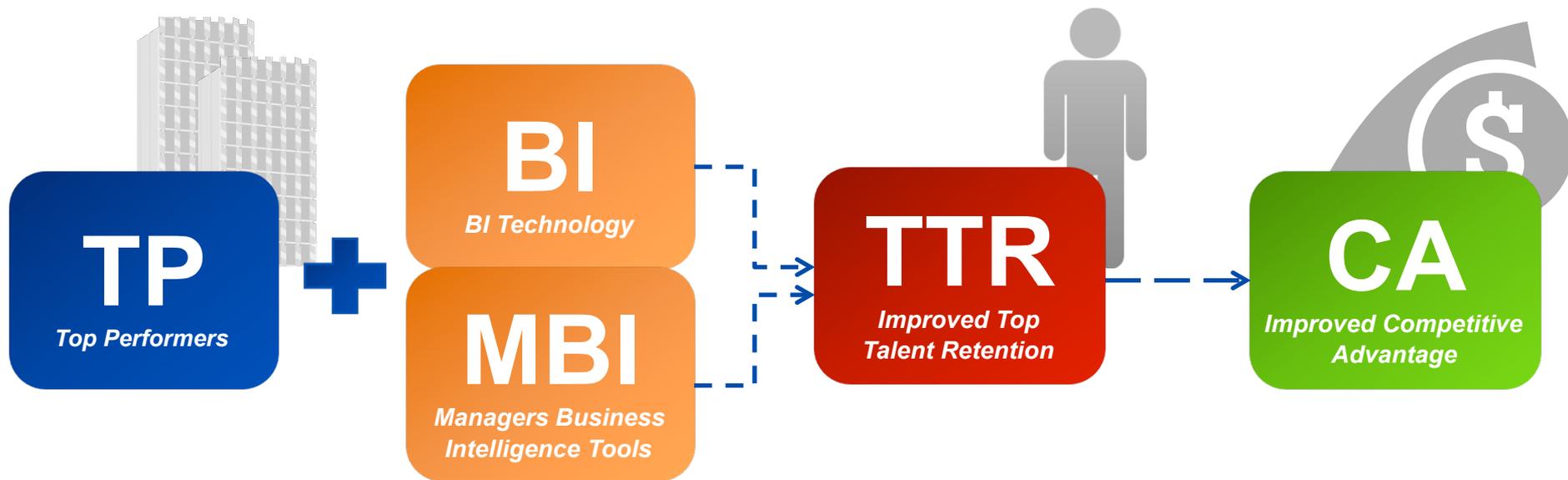
Proving the Value of HR Technologies

2013: Value of HR Technologies from Statistical Analysis More BI Technologies Linked to Top Talent Retention and to Improved Competitive Advantage

BI

WFA

How are Top Performers leveraging technology to retain top talent?
Where should you spend money?



They use HR business intelligence and get that data into the hands of managers for best practice workforce decision making.

Changing the Guard

How'd it go, building the last survey together?

- Agreements/disagreements
- What else should we know?
- Lexy, are you ready to hand it over?



Learning to work together....

 **Lexy Martin**
@lexymartin Following

Argghhhh. End of long day working thru #CedarCrestone #HR systems survey with @StaceyHarrisHR.
pic.twitter.com/SqJdbp1f9f

from Washington, DC

Reply Retweet Favored Pocket More HootSuite



 **Lexy Martin**
@lexymartin Following

@staceyharrishr At least you have a candle handy if you need to start burning it on both ends! :)” or beat each other

from Washington, DC

Reply Retweet Favorite More HootSuite

7:28 PM - 20 Feb 2014

...leads to great collaborative outcomes





CEDARCRESTONE 2014-2015 HR SYSTEMS SURVEY: HR Technologies, Deployment Approaches, Integration, Analytics, and Value 17TH ANNUAL EDITION



Access last year's research report:

http://www.cedarcrestone.com/serv_annual_survey.php

Take this year's survey:

<http://www.cedarcrestone.com/hrssv69>

The screenshot shows the CedarCrestone website with a navigation menu including ABOUT, SOLUTIONS, SERVICES, INDUSTRIES, eRESOURCES, and CEDARCRESTONE INDIA. Below the navigation is a banner for the "ANNUAL SURVEY 2014-2015 HR SYSTEMS SURVEY: HR Technologies, Deployment Approaches, Integration, Analytics, and Value 17TH ANNUAL EDITION" with a "PARTICIPATE NOW!" button. Below the banner is a section titled "Press & Articles" with a list of links to press releases and articles.

Press & Articles

- **PRESS RELEASE:** Call for Participation in the CedarCrestone 2014-2015 HR Systems Survey, 17th Annual Edition May 19, 2014
- **PRESS RELEASE:** Going Global with HR Technologies – Learn from the Best Global Organizations February 4, 2014
- **CedarCrestone Article:** 2014 HR Technology Predictions, Prognostications, and Possibilities January 8, 2014
- **HR Executive Online Video Interview:** Reading Between the Lines of the CedarCrestone Survey December 27, 2013
- **Cornerstone OnDemand Blog:** Why Integrating HR Tech Delivers the Greatest Value, Q&A with Lexy Martin October 30, 2013
- **CedarCrestone VP spearheads HR survey by the people, for the people** October 25, 2013
- **Around the HR world in 40 days Blog:** If you are a HR Exec or in HRIS – you better read this! October 21, 2013
- **Cornerstone OnDemand Blog:** CedarCrestone Survey: Top Tech Tools for HR Means New Strategy and More Data October 23, 2013
- **PRESS RELEASE:** The CedarCrestone 2013-2014 HR Systems Survey White Paper, 16th Annual Edition Now Available October 7, 2013

Feel free to contact us with questions or comments directly or at HRSystems.Survey@CedarCrestone.com

Future PEHRS Programs

- E-HRM Conference – SUNY Global Center, NYC, July 30th – 31st
 - Keynote speaker: Lexy Martin
 - Symposium: Big Data – After the Hype
 - www.ehrm2014.com
- Webinar series continues this fall:
 - Workday Demystified
 - Forrester’s Paul Hamerman