VENTANA RESEARCH
HUMAN CAPITAL MANAGEMENT
COVERAGE 2024

2024 Market Agenda for Human Capital Management

Providing insights on software industry and providers

VENTANA RESEARCH NOW PART OF ISG

Matthew Brown
Research Director
HCM

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Our Commitment

Providing independent and objective research without bias.

Ventana Research: Providing market research and insights for two decades.

- Authoritative research and insights on business and IT aspects of the $800b software industry.
- We provide a portfolio of consulting, advisory, research and education (CARE) services for enterprises, software and service providers, and investment firms.

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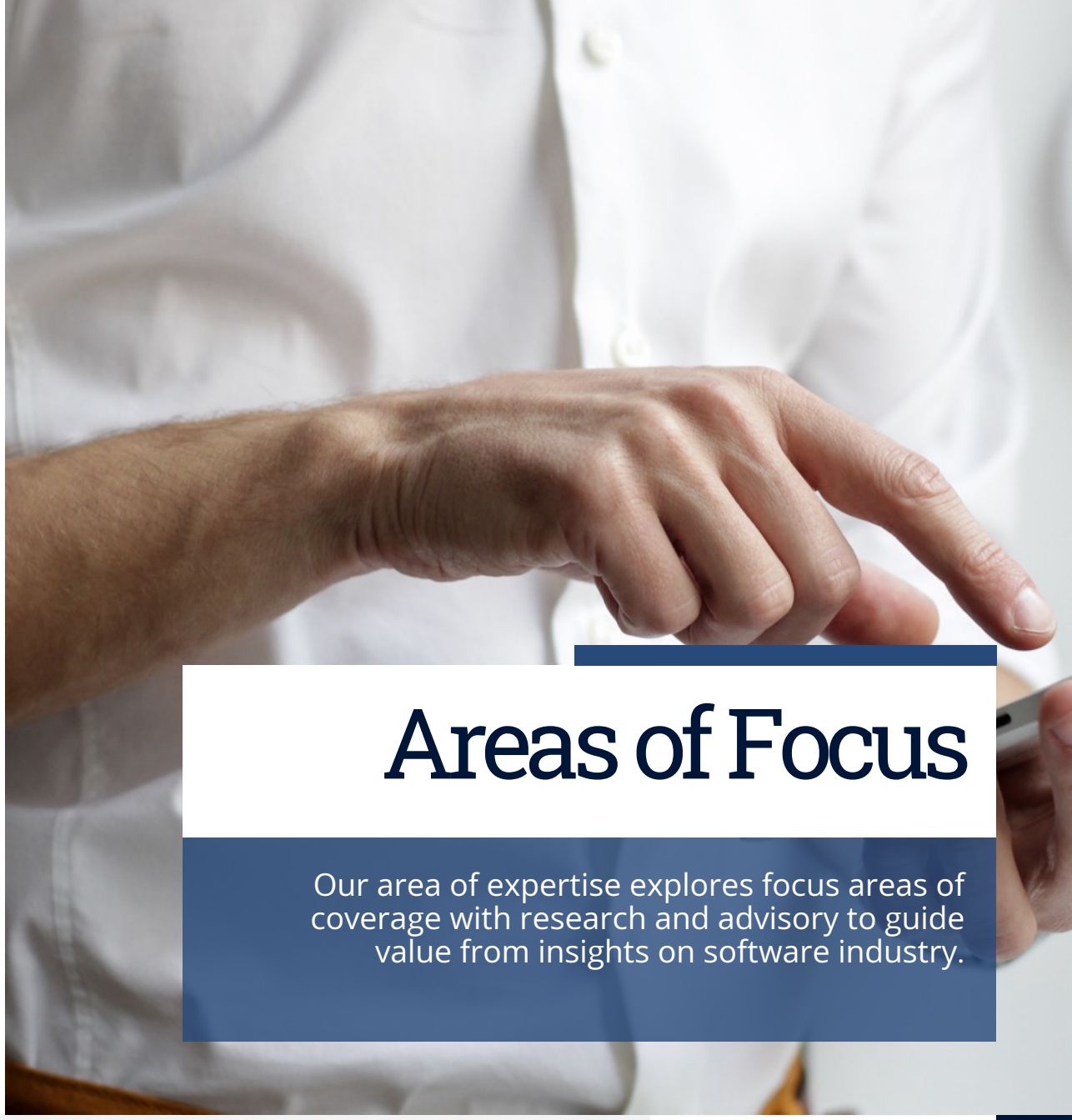
Human Capital Management.

The ability to engage the workforce with the applications, processes and programs required to optimize the employee experience and value of workers through HR and relationships with business units.

Compensation Management	**Employee Experience**
Learning Management	**Payroll Management**
Talent Management	**Workforce Management**



Areas of Focus

Our area of expertise explores focus areas of coverage with research and advisory to guide value from insights on software industry.

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Opportunities for Business and HR Leaders

1. Organizational resilience to meet evolving workforce expectations.
2. Work dynamics after pandemic have changed employee experiences.
3. Diverse workforce and opportunities are not well managed.
4. HR operations teams lack automation and insights.
5. Pressure to predict employee performance.

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Human Capital Management

Market Assertion

By 2026, one-half of enterprises will expect their HCM software to be utilizing AI for personalization in the interactions between employees and HR.

Matthew Brown
Director of Research, HCM

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Business Trends in HCM

1 **Remote and Hybrid Work Transcends Workplaces**

Enterprise are struggling to manage people operations and employee engagement in remote and hybrid work.

2. **Salary Transparency & Pay Equity with ESG**

Regulatory, equity and ESG are forcing business and HR to rethink policies regarding salary transparency issues.

3 **Employee Experience & Engagement Priorities**

HR and business leaders are elevating the employee experience to keep workers engaged and increase effectiveness.

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Human Capital Management

Market Assertion

By 2027, HCM software providers will realize the limitations of their application suites and will transition to focus on GenAI and worker twins to engage HR and managers for requests and notifications.

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Technology Trends in HCM

1. Advanced People Analytics for Insights

HCM is becoming much more data-oriented as a function, using analytics with actionable insights into HR processes.

2. Personalization Enabled from AI streamlines Work and Effectiveness

Unified HCM platforms and processes are allowing AI to enable personalization across the employee lifecycle.

3 Standardization of HCM Software Providers

Need for HR and Business leaders to simplify and standardize HCM software providers to gain process efficiencies.

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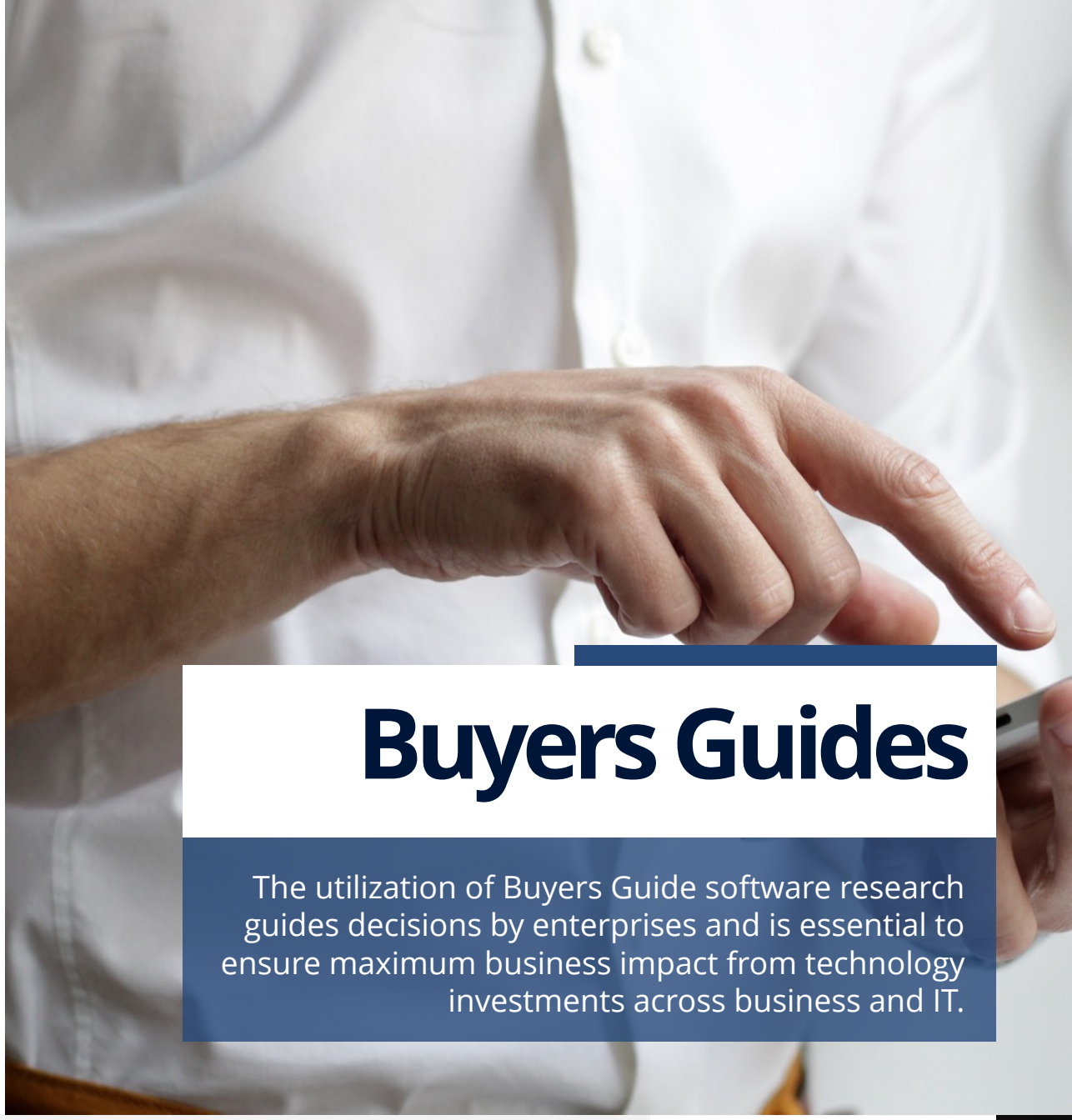
Buyers Guides provide enterprises ability to assess, evaluate, select and source service and software providers and products using advisory services and market research.

- Research simulates RFI evaluation of software providers using Value Index methodology.
- Rating and classification of software providers using proprietary Value Index methodology.
- Provides objective analysis of the product experience across five evaluation categories.
- Examines the customer experience that is available to enterprise buyers.
- Software providers have opportunity to earn prestigious Exemplary and Leader badges.



Buyers Guides

The utilization of Buyers Guide software research guides decisions by enterprises and is essential to ensure maximum business impact from technology investments across business and IT.

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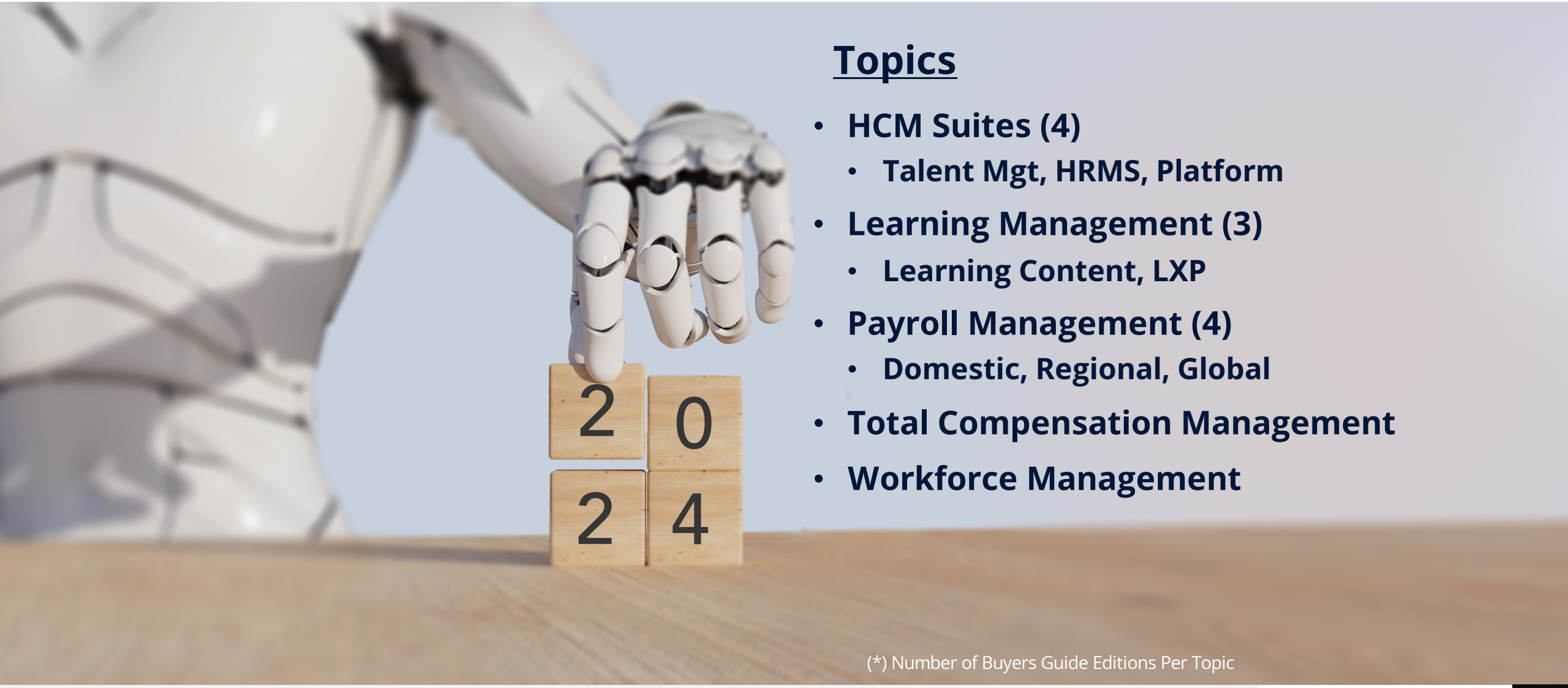
Buyers Guide Research Plan for 2024



Topics

- HCM Suites (4)
  - Talent Mgt, HRMS, Platform
- Learning Management (3)
  - Learning Content, LXP
- Payroll Management (4)
  - Domestic, Regional, Global
- Total Compensation Management
- Workforce Management

(*) Number of Buyers Guide Editions Per Topic

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About ISG and ISG Research

Global research and advisory services firm with annual influence on over $200b of technology spend.

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