Introduction

The market for workforce technology (*otherwise referred to as HR technology, HRIS, HRMS, HCM, talent management and a host of other clever names and acronyms*) has come a long way over the years with the constant being evolution. Another constant has been that the technology capabilities have outpaced the adoption and use.

The utilization failure is in part due to overhyped promises n the part of providers and poor business processes by the buyers. In fact, the majority of implementations deployed have failed to fully utilize the entire suite of possibilities for HR technology.

The history of HR technology has evolved as the focus of the human resource function has changed. And the scope and strategy and technology will continue to change over time as it always does: from human resources being called "*Personnel" before the 80's* to *"HR" in the 80's and 90s to "HCM"* in the 2000's to something else before we get to 2015 in the opinion of most experts believe.

The market for HR technology: According to multiple analysts and industry sources, the total potential market of large American enterprises seeking is between 25k North American organizations excluding government with greater than 10k employees. The mid-market for HR technology is approximately 100k companies with 1,000 to 10,000 full-time employees.

The current HR technology priorities include "workforce management utility features" and being able to offer a suite of "HCM" for the complete "lifecycle" and other buzzword bingo phrases. The priorities for the providers center around the need for technology to be "Easy of Use Out of the Box" without extensive coding and implementation. This means that the user interfaces have to be straightforward, features have to be pre-configured and support services beyond implementation are available ("Solution not Software").

The future of workforce technology players will consolidate into the following camps: solution providers, system of record providers that include a suite of processes, and app providers.

solving the value equation