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Social Technology's Impact on the Way We Work

solving the value equation
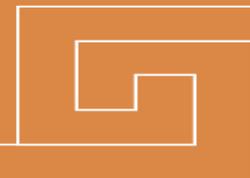
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The next big market opportunities will be driven by the need to connect, collaborate, and manage work given the new social processes and tools.

Executive Summary

- *Situation:* Companies are improving their mastery of social technologies, using them to evolve operations and exploit opportunities.

- *Problem Statement*: **Social Disruption** of the way and how we work is occurring because of the changes in employee and their work requirements. Future work will not be the same. Companies should prepare for more substantial disruptions.

- *Opportunities*:
  - Social technology is helping replace traditional hierarchical processes with community oriented networks to make work more social.
  - Social technologies can support business:
    - Social processes and social workflows
    - Forge stronger links
    - Navigate and interact with external
    - Employee lifecycle

- *Cost of Not Implementing Solution* = Limited to current organic growth.

Social Work

The impact of social disruption on the way we work also impacts the way we hire, grade performance, manage, promote, and retain talent.

With social, HR & staffing is evolving into supporting managers in their operational capacity and not from a pure HR function.

Business failure occurs when innovation does not occur. Failure occurs when technology alone is viewed as the savior as opposed to an integrated solution.

The market for workforce solutions is much bigger than the HR department. Career planning, training, etc. apply to every function and role of an organization.
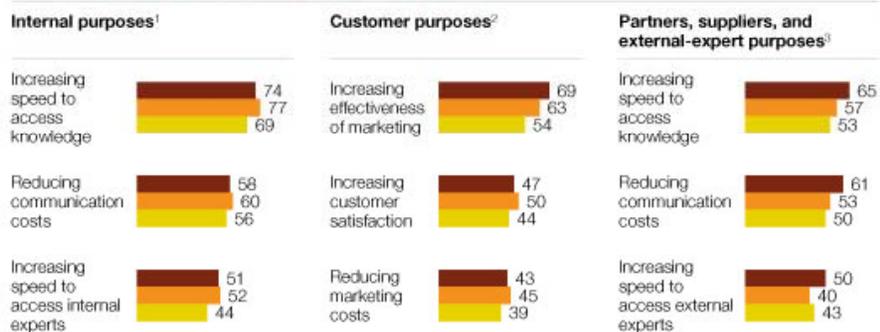
Managing Social Technology Solutions 101:

1. Social Workforce Solutions are Not Just for Millenials.
2. Use Social Tools Empower the Workforce. Technology implementation is easy, getting employees to collaborate is 301.
   - •Social Recruiting 3.0.
   - •Social Performance Management
   - •Social Management Monitoring
   - •Social Sales & Marketing
   - •Social Communities
   - •Social Intelligence & Analytics

% of respondents reporting at least 1 measurable benefit at their companies

- 2011
- 2010
- 2009

Top 3 measurable benefits of technology adoption, by use

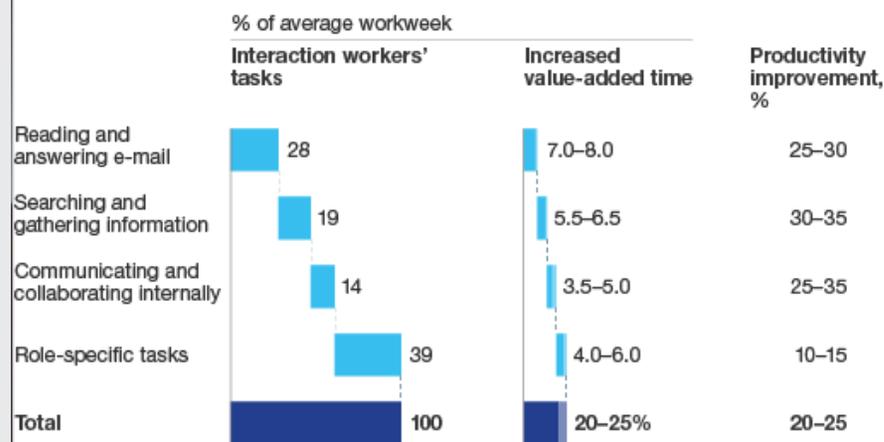| Internal purposes[1]		Customer purposes[2]		Partners, suppliers, and external-expert purposes[3]	
Increasing speed to access knowledge	74 / 77 / 69	Increasing effectiveness of marketing	69 / 63 / 54	Increasing speed to access knowledge	65 / 57 / 53
Reducing communication costs	58 / 60 / 56	Increasing customer satisfaction	47 / 50 / 44	Reducing communication costs	61 / 53 / 50
Increasing speed to access internal experts	51 / 52 / 44	Reducing marketing costs	43 / 45 / 39	Increasing speed to access external experts	50 / 40 / 43

[1]In 2011, n = 1,949; in 2010, n = 1,598; in 2009, n = 1,008.
[2]In 2011, n = 2,227; in 2010, n = 1,708; in 2009, n = 956.
[3]In 2011, n = 1,142; in 2010, n = 1,008; in 2009, n = 686.

Improved communication and collaboration through social technologies could raise the productivity of interaction workers by 20 to 25 percent.

	Interaction workers' tasks	Increased value-added time	Productivity improvement, %
	% of average workweek		
Reading and answering e-mail	28	7.0–8.0	25–30
Searching and gathering information	19	5.5–6.5	30–35
Communicating and collaborating internally	14	3.5–5.0	25–35
Role-specific tasks	39	4.0–6.0	10–15
Total	100	20–25%	20–25

Source: International Data Corporation (IDC); McKinsey Global Institute analysis

Social Workforce Management Investment Thesis

•**Time.** employee productivity, downtime. Businesses wasted millions of dollars every year paying for employee downtime. The more productive employees will make more monies.

•**Output.** Each employees work can be directly tied to the bottom line.

•**Social Currency. o**ur reputation & network is our primary source of information and currency. The value of influencers, networks, & other communications will become part of the key value of a new hire, or promotion.

•**Product development.** Use social technologies to derive customer insights and interactions during development and beyond.

•**Marketing and sales.** Use social technologies to derive customer insights; for marketing communications and interactions; to generate and foster sales leads; social commerce.

•**Customer service.** Use social technologies to provide customer care across multiple mediums (chat, email, telephone, kiosk, video, etc.)

Ask yourself: have we created a talent model that integrates social into our resources properly to provide the best workforce solution for each job?

i.e. do we have the right person for the right job at the right price for the right amount of time?

Continuous coaching

97% of employees aren't engaged when they feel ignored by their managers

Gallup survey of 1,003 U.S. employees (2009)

Focus Your Collection of Company Objectives.
Give Your Team Clarity on Your Mission.

Social Recognition
Everyone loves high-fives.

Social Work Landscape

Social Performance Management Landscape:

Today's business requires an engaged, empowered, and focused team and the ROI business case for Social Performance Management is today's best workforce management solution for perform oriented cultures.

Social Performance Management (SPM) is in its next evolution, call it Employee Performance Management[1] 3.0, and blends employee management with workforce management, social and CPM[2] (corporate performance management).

Using SPM employees solicit "how am I doing?" feedback; or post praise or recognition.

Largely, the software is not longer created for Human Resources only, but for both employees (social) and managers (workforce management & HR tools) and executives (CPM + analytics). The 2012 consolidation in the HR talent management space has disrupted the market and created many opportunities. HR vendors must choose to be an application that interfaces with ERP &/or payroll HRMS systems or be a cloud delivery platform or be a single best-in-class application.

Charles Bedard Bio

Charles Bedard is a Managing Partner for Ephor Group's revenue growth advisory practice for software and BPO.

Charles has spent the last five years, as a Managing Partner with Ephor Group (www.ephorgroup.com), an independent sponsor of technology software and BPO service providers, where he helps companies "*Solve the Value Equation*" through useful capital financing, M&A corporate development, GoToMarket, and through strategic alliances, channel, and revenue growth strategies.

Experienced in developing markets and businesses, Charles has extensive knowledge in growth strategies and channel development. Prior to joining Ephor Group, Mr. Bedard served as a Strategic Advisor (Chief Strategy Officer) for multiple Service and Technology firms where he managed business planning and corporate development, channel management, and strategic initiatives. Charles has worked with multiple fast-growth companies in BPO, IT, HR/Human Capital/HRO, and Technology/Software arenas.

Charles' deep domain knowledge of these arenas, combined with his passion for operational execution, enables him to deliver long-term strategic and near-term tactical results. Over the years, Charles served as the VP of Marketing and Sales for more than two dozen companies providing Go-To-Market, sales strategy and tactics, and channel management.

He has earned his Bachelor of Arts from Southwestern University and his Masters of Business Administration from Texas Christian University.

Client Industries:
- ✓ Software Technology
  - ✓ B2B SaaS HCM, HR, Work Management
  - ✓ Finance & Administration
  - ✓ Analytics
  - ✓ CRM, Marketing, Sales

- ✓ BPO (Business Process Outsourcing)
  - ❖ IT Services
  - ❖ Cloud Managed Services (MSP)
  - ❖ HRO (Human Resources Outsourcing)
  - ❖ Healthcare IT
  - ❖ Healthcare Business Services
  - ❖ MSO (Marketing Services Outsourcing)
  - ❖ FAO (Financial & Administration Outsourcing)

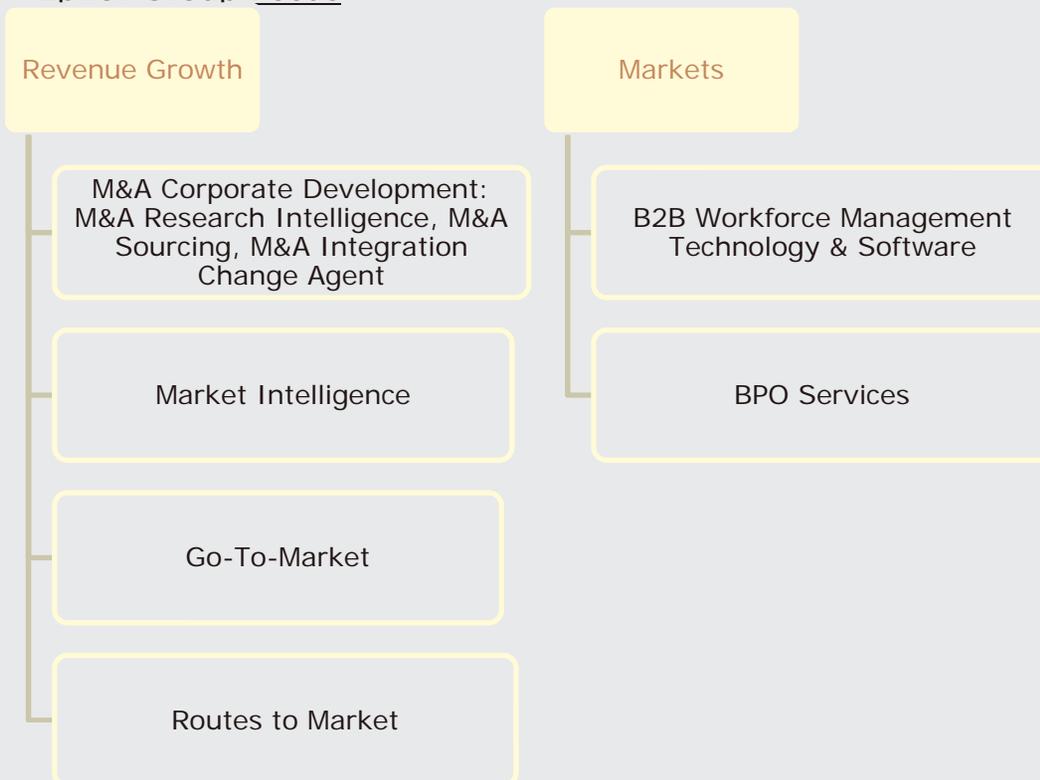A track record of results *Solving the Value Equation*.

Ephor Group Snapshot Introduction

■ Ephor Group provides the resources and capabilities needed to grow, outperform the competition and create wealth.

Solving the Value Equation
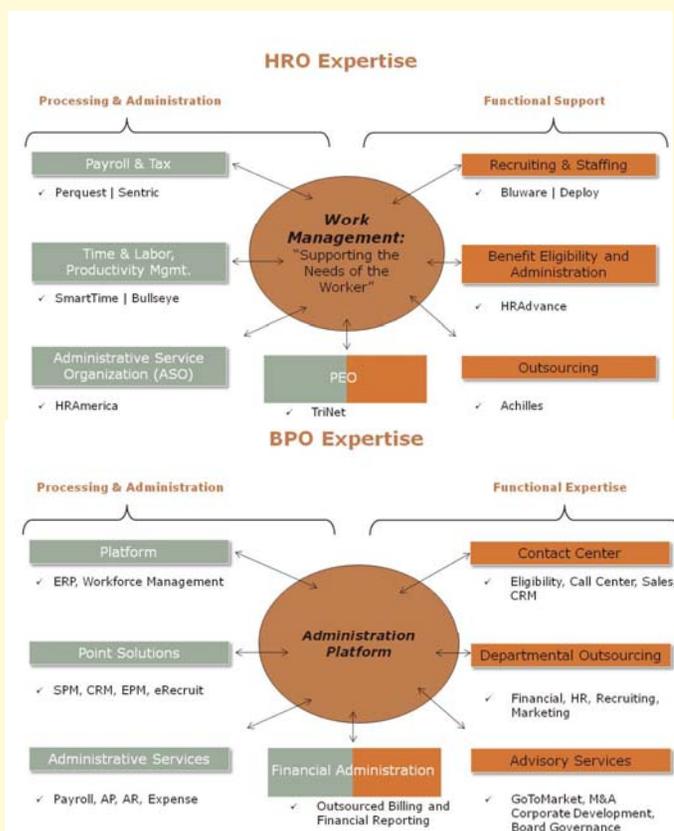
Ephor Group _Focus_:

Revenue Growth

Markets

M&A Corporate Development: M&A Research Intelligence, M&A Sourcing, M&A Integration Change Agent

B2B Workforce Management Technology & Software

Market Intelligence

BPO Services

Go-To-Market

Routes to Market

Email us for case studies for your industry sector @ _Ephor[at]EphorGroup.com_

The 2013 Market
Even in a slow growth economy, new emerging enterprises and market leaders will grow and prosper. And the market will continue to bifurcate into market leaders and laggards with none left in the middle.

Ephor Focus & Expertise:

HRO Expertise

Processing & Administration / Functional Support

Payroll & Tax — ✓ Perquest | Sentric

Recruiting & Staffing — ✓ Bluware | Deploy

Work Management: "Supporting the Needs of the Worker"

Time & Labor, Productivity Mgmt. — ✓ SmartTime | Bullseye

Benefit Eligibility and Administration — ✓ HRAdvance

Administrative Service Organization (ASO) — ✓ HRAmerica

PEO — ✓ TriNet

Outsourcing — ✓ Achilles

BPO Expertise

Processing & Administration / Functional Expertise

Platform — ✓ ERP, Workforce Management

Contact Center — ✓ Eligibility, Call Center, Sales, CRM

Administration Platform

Point Solutions — ✓ SPM, CRM, EPM, eRecruit

Departmental Outsourcing — ✓ Financial, HR, Recruiting, Marketing

Administrative Services — ✓ Payroll, AP, AR, Expense

Financial Administration — ✓ Outsourced Billing and Financial Reporting

Advisory Services — ✓ GoToMarket, M&A Corporate Development, Board Governance

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