

### Marketplace Conditions

The Human Resources (HR) marketplace is a multi-billion dollar industry encompassing tens of thousands of suppliers selling hundreds of different types of products and services. When you consider virtually every business purchases at least one HR product or service, you can appreciate the total size of this unique marketplace. In fact, the HR department, arguably, makes more purchasing decisions for more products and services than any other corporate department.

HR handles the screening, recruiting, management, and administration of its employees and employee-related benefits. This includes hiring, firing, benefits and regulations management. HR is also responsible for maintaining all documentation on employees to meet government requirements.

Documents encountered relating to the on-boarding (Job application, I9, W4), overall management (Performance Review, Disciplinary action), or termination of employees.

On-boarding Documents	On-going Employee Management	Termination Records
<ul style="list-style-type: none"> <li>Job Application</li> <li>Federal I9 Form</li> <li>Federal W4 Form</li> <li>Direct Deposit Form</li> <li>Emergency Notification</li> </ul>	<ul style="list-style-type: none"> <li>Performance Reviews</li> <li>Disciplinary Actions</li> <li>PTO Requests</li> <li>Family Leave Benefits</li> <li>Payroll records</li> </ul>	<ul style="list-style-type: none"> <li>Notice of Termination</li> <li>Exit Interview</li> <li>Unemployment Filings</li> </ul>

### Competitor Analysis

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>Offering a proven solution</li> <li>Current and past success stories</li> <li>Panasonic / S9 Partnership</li> <li>Every HR department uses paper</li> <li>Current customers / cross department implementation (using software for accounting)</li> </ol>	<ol style="list-style-type: none"> <li>HR is hard to reach group compared to other departments</li> <li>Understanding purchase influences, trade shows and publications to target</li> <li>Need better understanding of HR market in general</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>Cloud computing and tech advancements have significantly reduced entry barriers</li> <li>An abundance of new investment capital, has lead to growth in HR departments</li> <li>Attending HR Conferences, advertising in media outlets</li> </ol>	<ol style="list-style-type: none"> <li>With the number of HR solution providers increasing businesses now have more choices and this has resulted in price wars within certain HR product categories</li> <li>The industry overall is crowded and competitive</li> </ol>

### Target Customer Segments and Opportunities

Many HR professionals complain that the paperwork required to justify costs and satisfy government regulations takes up a huge chunk of their time. Employment applications, for instance, have gone from 2 to 7 pages with waivers that need to be signed for background checks. Legal issues can lead to major headaches.

A big topic of conversation is regulation. One of the biggest issues for HR staff is the potential for fines, which can be accumulated for not producing the appropriate documentation. For example, submitting I-9 forms improperly can lead to fines, ranging from \$375 to \$16,000 per violation.

Retention policies can vary company to company, industry to industry. In the case of former employees, retention of I-9 forms are required for a period of at least three years from the date of hire or for one year after the employee is no longer employed. This creates a need for a solution that is agile and can adapt to any scenario.

#### Target Audience

- Human Resources Staff
- HR Department Managers
- Operations Department
- Administrative Team
- Recruiting / Onboarding Team

#### Goals

- Improve productivity and visibility into employee documentation
- Become more knowledgeable of HR software / business technology trends
- Streamline productivity and collaboration
- Save time and money
- Onboard employees fast and efficiently
- Get more done in less time, with less resources
- Avoid costly compliance penalties and risks

#### Challenges

- Too much paperwork to manage / time-consuming, repetitive processes
- Managers may not recognize HR inefficiencies or the need for a solution
- Employees don't have a means for managing employee documentation
- Employees complete the same information repeatedly on multiple forms
- Documents are frequently missed during the on-boarding process
- Records are subject to frequent changes
- Post-hire activities need to be scheduled and documented
- Health insurance information is bound by HIPAA
- Employee records have varying retention schedules

### Product Features & Promotions

Take better care of people and policies without the heavy burden of paper! Hire to Retire, the ECM solution for Human Resources, leverages the power of document automation to eliminate time-consuming, paper-based processes, and free-up time for more value-adding HR activities.

Streamlining HR operations, Hire to Retire delivers a range of benefits from heightened efficiency and cost savings, to enabling smarter decision-making. Through advanced capture technologies, Hire to Retire improves document creation, storage and retrieval, and retention policies, saving valuable time of your HR team. By digitally storing employee documentation, repopulating captured data onto multiple forms, and enabling automatic notification of post-hire activities, Hire to Retire presents a high degree of capture automation at a relatively low cost, to boost your HR document efficiencies!

- Reduce document build-up by eliminating paper-based employee files
- Streamline the onboarding processes with web-based applications and employment forms
- Convenient web access makes records available out of the office
- Streamline contract approval by incorporating digital signatures
- Advanced search capabilities allow for immediate retrieval of documents
- Automatic notification of post-hire activities including benefits enrollment and performance reviews
- Ensure HIPAA compliance with secured document storage
- Repurpose capture data into existing HR business applications

### Customer Segment Value Proposition

Recent trends indicate that the companies who have implemented HRM software have outperformed their competitors. You can improve HR processing with reliable scanning and document management software. By digitally scanning, storing and repopulating employee documentation, along with automatic notification of post-hire activities, automation solutions boost your human resource document efficiencies.

### Golden Questions

1. How many documents are you dealing with from the pre / post hire process?
2. Are you getting all the visibility you want into your operations?
3. Do you have a technology budget?
4. Who is responsible for your technology purchases?
5. What software are you currently using for HR management?
6. What is your timeline for making a purchase?

### Objection Handling

#### We already have an HR solution.

Focus on hitting core items that show a value, not just fancy features. Areas include driving business building revenue, reducing expenses, creating efficiency and mitigating risks. Ask why they original searched for an HR solution. Identify their priorities and business concerns and match up strengths with these priorities.

#### We are looking at (competitor).

Highlight differences. Add some quantitative measures into your pitch by referencing case study metrics provided. Example differentiators include, no page-per-licensing requirements, powerful email processing, easily configured scalability, and business application sharing.

#### Lack of Budget.

The return on investment from HR automation will more than offset the cost of the hardware in time savings. Workforce enhancement has been achieved by several companies adopting document automation software, which increased their overall efficiency and significantly overhead reduced costs.

### Sample Benefits and Success Stories

Customer experiencing employee attribution savings of over \$80K annually / eliminated offsite storage expense of \$3K annually.

[Case Study: Emergency Medical Services](#)

Digital storing over 30K documents / turned 20-page new hire packets into digital eforms for store opening of over 200 new employees to streamline packet completion and simplifying document storage and accessibility.

[Case Study - Supermarket Franchise](#)

Oil company eliminates over 60% of paper and toner costs /what used to be two warehouses with several hundreds of boxes of stored paperwork, reduced to one warehouse with less than 50 boxes - a 75% reduction in paperwork.

[Case Study - Utilities Industry](#)

### Additional Resources

[business.panasonic.com](http://business.panasonic.com)

[square-9.com/business-applications/hr-automation/](http://square-9.com/business-applications/hr-automation/)

[Blog - Document Management Software for Human Resources](#)

[Blog - Tips to Taking HR Paperless](#)

[Blog - How Document Management Makes HR More Efficient](#)

[Blog - Human Resources Made Easy](#)

[Webinar - Hire to Retire: Streamlining HR Management](#)