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Topic: Social HCM

Issue: Who are the social HCM providers and how will they evolve?

PeopleFluent Delivers New Video-Based Talent Suite, Disrupts HCM Market

Summary: *PeopleFluent is leveraging technology from recent acquisitions to deliver a next-generation collaborative, video-based talent suite it calls Mirror.*

Event: On April 28th, PeopleFluent launched its Mirror product line, a collaborative video-based talent suite. The firm made its announcement via press release and a webcast.

Analysis

By making video and collaboration key elements of its talent suite, PeopleFluent is redefining what business leaders need to have an engaged workforce. The new offering, called PeopleFluent Mirror, combines social collaboration, video and talent management modules. It will help shift the focus of talent management from tracking to engagement.

Aragon Research declared the *Pervasive Video Era* two years ago, and while business users have clamored for more video, the industry has been slow to offer capabilities outside of pure video content management (VCM).

PeopleFluent has embedded a full VCM platform within its Mirror talent management suite. This ups the game in human capital management (HCM) and others will be forced to follow suit.

Sharing videos in a social platform is one thing, but making them embedded and fully searchable is much different and allows users to find and access them faster.

Video-Based Learning Is the New Way

People learn best by watching, vs. reading. Today, how-to video tutorials are already replacing product documentation. As a result, Aragon predicts that the growth of learning content will explode due to video tutorials. We forecast that spending in the learning content market will grow to US \$600 billion by YE 2018. Up to half of that will be fueled by investment in video tutorials.

Recruiting and Learning Are First

PeopleFluent indicated that the Recruiting and Leadership Development Mirrors would be the first modules delivered this quarter. While many firms are just updating their recruiting platforms, Recruiting Mirror is what enterprises will look to when they want full recruiting capabilities with video recruiting embedded.

Competitors Will Need to Respond

To deliver a video-based talent suite, many HCM providers will need to revise their product roadmaps to respond to this move by PeopleFluent. Of the major firms, such as Cornerstone OnDemand, Oracle, SAP and Workday, only IBM and Saba have native video collaboration capabilities. The result is that many HCM vendors will probably need to acquire a VCM firm to bolster their suites.

Aragon Advisory

- Enterprises need to include video and collaborative capabilities as part of what a next generation talent suite should include.
- Enterprises should ask their talent management provider for a roadmap of

what its future talent suite will look like.

- PeopleFluent should be on the short list of vendors to evaluate for this new approach to talent management.

Bottom Line

The HCM market was disrupted this week by the launch of PeopleFluent's Mirror Suite. It represents a next generation suite that focuses on engaging people rather than just tracking them. Enterprises should evaluate PeopleFluent when looking for a comprehensive talent management suite.