

KCG Research Coverage Impact Analysis

Tonality Key:
 S=Signature Research - MQ, Wave, MarketScope (5)
 C=Company Specific, Company Profile, Client/Vendor Success Story (4)
 M=Market Note, Market Scope, Round up, etc. (3)
 I=Industry Note, Strategy Note, Company to watch (2)
 G=General, Passing remark, press quote, etc. (1)

Client: June 1, 2013 - November 8th, 2013
Period:
Market: Human Capital Management
Key Words: HCM, HRM, Talent Management etc.

Report	Pub Date	Oracle					Workday					SAP					Cornerstone					ADP					IBM/Kenexa											
		S	C	M	I	G	S	C	M	I	G	S	C	M	I	G	S	C	M	I	G	S	C	M	I	G	S	C	M	I	G							
GARTNER Raw Weighted Tonality		5	0	100	0	12	0	112	0	36	0	12	0	48	0	96	0	12	0	108	0	84	0	6	0	90	0	36	0	6	0	42	0	96	0	6	0	102
GARTNER Count		0	8	0	2	0	10	0	3	0	2	0	5	0	8	0	2	0	10	0	7	0	1	0	8	0	3	0	1	0	4	0	8	0	1	0	9	
Gartner Impact Rating						56.00						48.00							54.00						56.25										52.50			56.67
						31.0						15.0							30.0						24.0										12.0			27.0
Yvette Cameron, Gartner																																						
TYPE Weighted Tonality		0	0	0	6	0	6	0	0	0	6	0	6	0	0	0	6	0	6	0	0	0	6	0	6	0	0	0	6	0	0	0	6	0	0	6	0	
REPORT Count		0	0	0	1	0	1	0	0	1	0	1	0	0	1	0	1	0	1	0	0	1	0	1	0	0	1	0	0	1	0	0	1	0	0	1	0	
FIRM AND TYPE weighted Analyst Impact Rating						30.00						30.00						30.00						30.00												30.00		
UNWEIGHTED Average Tonality						3						3						3						3											3			
IT Market Clock for Human Capital Management Software	8/26/13					3						3						3						3												3		
Rob Hanscom, Gartner																																						
TYPE Weighted Tonality		0	52	0	0	0	52	0	12	0	0	0	12	0	48	0	0	0	48	0	36	0	0	0	36	0	12	0	0	0	12	0	48	0	0	48		
REPORT Count		0	4	0	0	0	4	0	1	0	0	0	1	0	4	0	0	0	4	0	3	0	0	0	3	0	1	0	0	0	1	0	0	4	0	0		
FIRM AND TYPE weighted Analyst Impact Rating						65.00						60.00						60.00						60.00											60.00			
UNWEIGHTED Average Tonality						13						3						12						9										3			12	
Hype Cycle for Social Software, 2013	7/31/13					3									3						3																3	
Hype Cycle for Performance Management, 2013	7/31/13					3									3						3																3	
Hype Cycle for Software as a Service	7/31/13					3									3						3																3	
Vendor Rating: Oracle	9/3/13					4									3						3																3	
Jeff Freymuth, Gartner																																						
TYPE Weighted Tonality		0	36	0	0	0	36	0	12	0	0	0	12	0	36	0	0	0	36	0	36	0	0	0	36	0	12	0	0	0	12	0	36	0	0	36		
REPORT Count		0	3	0	0	0	3	0	1	0	0	0	1	0	3	0	0	0	3	0	3	0	0	0	3	0	1	0	0	0	1	0	0	3	0	0		
FIRM AND TYPE weighted Analyst Impact Rating						60.00						60.00						60.00						60.00												60.00		
UNWEIGHTED Average Tonality						9						3						9						9										3			9	
Hype Cycle for Social Software, 2013	7/31/13					3									3						3																3	
Hype Cycle for Performance Management, 2013	7/31/13					3									3						3																3	
Hype Cycle for Human Capital Management Software, 2013	7/31/13					3									3						3																3	
Sunil Padmanabhi, Gartner																																						
TYPE Weighted Tonality		0	12	0	6	0	18	0	12	0	6	0	18	0	12	0	6	0	18	0	12	0	0	0	12	0	12	0	0	0	12	0	12	0	0	12		
REPORT Count		0	1	0	1	0	2	0	1	0	1	0	2	0	1	0	1	0	2	0	1	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0		
FIRM AND TYPE weighted Analyst Impact Rating						45.00						45.00						45.00						60.00											60.00			
UNWEIGHTED Average Tonality						6						6						6						3										3			3	
Hype Cycle for Software as a Service	7/31/13					3									3						3																3	
Best Practices for Deploying Talent Management in the Cloud	9/11/13					3									3						3																3	
FORRESTER Raw Weighted Tonality		5	0	0	0	18	0	18	0	0	0	12	0	12	0	20	0	18	0	38	0	0	0	6	0	6	0	0	0	6	0	0	0	6	0	0		
FORRESTER Count		0	0	0	3	0	3	0	0	0	2	0	2	0	1	0	3	0	4	0	0	0	1	0	1	0	0	0	1	0	0	0	1	0	0	1		
FORRESTER Impact Rating						30.00						20.00						47.50						30.00											30.00			30.00
						9.0						6.0						14.0						3.0											3.0			
Paul Hammerman, Forrester																																						
TYPE Weighted Tonality		0	0	0	18	0	18	0	0	0	12	0	12	0	20	0	18	0	38	0	0	0	6	0	6	0	0	0	6	0	0	0	6	0	0	6		
REPORT Count		0	0	0	3	0	3	0	0	2	0	2	0	1	0	3	0	4	0	0	0	1	0	1	0	0	0	1	0	0	0	1	0	0	1	0		
FIRM AND TYPE weighted Analyst Impact Rating						30.00						30.00					47.50						30.00												30.00			
UNWEIGHTED Average Tonality						9						6					14						3												3			
Create a People Focused HRM Business Strategy	6/7/13																																					
Don't Just Maintain Business Applications, Raise Business Responsiveness	6/18/13					3									3						3																	
Increase Flexibility By Embracing Future Business And Technology Trends	9/23/13					3									3						3																	
SAP Bets Its Future On Hana And SaaS	10/4/13					3									3						3																	
An Effective HR Organization aligns with Business and IT Strategies	10/4/13																																					
IDC Raw Weighted Tonality		4	85	0	0	6	0	91	60	0	0	0	60	95	0	0	6	0	101	87.5	0	0	6	0	93.5	82.5	0	0	6	0	67.5	55	0	0	6	0		
IDC Count		4	0	0	1	0	0	1	4	0	0	0	4	0	0	1	0	5	4	0	0	1	0	5	0	0	0	1	0	0	0	4	0	0	1	0		
IDC Impact Rating						72.80						60.00						80.80						74.80											59.00			62.80
						20.0						12.0						22.0						20.5											19.5			17.5
Lisa Rowen, IDC																																						
TYPE Weighted Tonality		65	0	0	0	0	65	45	0	0	0	0	45	72.5	0	0	0	72.5	62.5	0	0	0	0	62.5	67.5	0	0	0	0	67.5	55	0	0	0	55			
REPORT Count		3	0	0	0	0	3	0	0	0	0	0	3	3	0	0	0	3	3	0	0	0	0	3	3	0	0	0	0	3	0	0	0	0	3			
FIRM AND TYPE weighted Analyst Impact Rating						86.67						60.00						96.67						82.22											67.33			72.22
UNWEIGHTED Average Tonality						13						9						14.5																				