

# Differentiate Your Products: Add iWorkwell's #1 web-based HR resource and generate new revenue

*Some of your competitors are considering integrating HR-related content.*

## Why should you differentiate?

The industry is at a critical juncture with uncommon opportunity. According to Towers Watson in its most recent *HR Service Delivery and Technology Survey* report:

- 2/3 of organizations use some form of Manager Self-Service (MSS). 39% of organizations are working to increase *line managers'* people management capabilities and involvement in HR activities.
- Investment in HR technology "continues to grow at an exponential rate." There is a "continued trend toward replacing core HR systems, and a willingness to invest in new technology and partners."
  - 88% of employers will spend the same or more on HR technology than last year, and they're not as focused on cost — i.e., tech vendors are NOT competing on price as if they were a commodity.
  - 30% will replace their HRMS this year — an all-time high.

*Therefore, HR technology vendors should pursue a strategy focused on differentiating themselves with a superior offering.*

**What is iWorkwell?** iWorkwell's members-only website is a state-of-the-art resource (information, tools & services) that improves organizations' HR practices, lowers management costs and boosts productivity. iWorkwell scales to support human resources in all types and sizes of businesses and non-profits — from 3-person startups to the Fortune 500.

[See more at www.iworkwell.com/techpartners](http://www.iworkwell.com/techpartners)

## Why Choose iWorkwell Trusted since 1999

### It's not only the *best...*

#### ✓ Highest Quality

- Best people: The largest number of world-class *experts* – over 100, from all 4 of the leading HR consulting firms in the world, 4 of the top 6 U.S. employment & labor law firms, and 3 of the 4 most distinguished academic centers for HR.
- Best process: Consensus from 6-9 experts on each document.

#### ✓ Most user-friendly

- Customizable experience: Adjustable access levels; Account personalization for each user; Personal Alerts keep you up-to-date.
- Superior search: Results organized, with preview information, to easily find whatever you need.

#### ✓ Most comprehensive

- 8,500+ legal documents. *All* of the federal & state regulations, forms, posters, notices & instructions, state-by-state comparisons, and Smart Forms & Templates you need (updated daily).
- 6,000+ professional training courses/programs. Every useful topic, in all mediums & formats.
- 700+ best practice guides. iWorkwell's proprietary recipe-like articles provide essential details to guide successful implementation — i.e., "how to" make each decision and do each activity — covering all 16 HR topics.
- Policies and tools to document compliance, create or update your employee handbook, and much, much more. iWorkwell really has *everything*.

### ...It's clearly the *best value*.

- ✓ **Pennies per working hour.** 20-30 times less than using a lawyer or outsourcing or hiring *even one* HR professional. For over 99% of US companies, a corporate subscription costs even less than hiring a minimum wage employee for a year.

*"iWorkwell is superior from several different vantage points... This is fabulous. The sheer amount of time it will save you... I'm blown away."*

*- David Lacey, Ph.D, VP HR Biz. Dev. at VIST Insurance  
Former Hay Group consultant*

*"Wow. iWorkwell was impressive... But now it is off the charts... It has grown into a truly amazing online HR and compliance tool."*

*- John Sheppard, VP Product Management at SHPS*

## How will incorporating iWorkwell content improve your bottom line?

iWorkwell is the ideal complement to enhance and differentiate your technology offering. Integrating iWorkwell is easy, and will help you:

- Truly distinguish your product. Improve and round out your offering, and charge a premium.
- Trump competitors. Retain existing customers, and win new ones.