



3SIXTY INSIGHTS

3Sixty Insights Corporate Overview



The business-to-business buying cycle for technology shouldn't be a struggle between departments.

3Sixty Insights is a research firm providing deep understanding of how to bridge the gap in perception and priorities between stakeholders. Through our research, we unearth strategic approaches for streamlining the decision-making process, successfully managing solutions, and maximizing value from business software and technology investments.



BRINGING KEY DECISION MAKERS TOGETHER

Executive

How does it help the business?

Finance

What is the ROI/TCO?

Technology

How do I implement/ manage this?

Line of Business

Does it improve business performance?



ANALYST FOCUS AND RESEARCH AREAS

3Sixty Insights Focus Areas

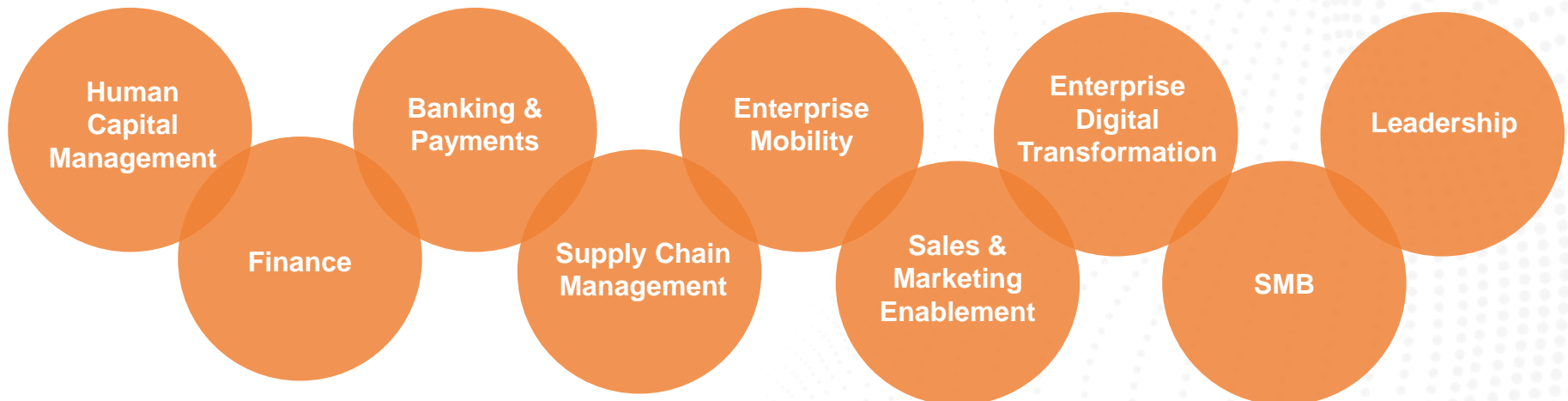


“Voice of the Customer” based methodology



Focused on the decision-making process and true value of technology

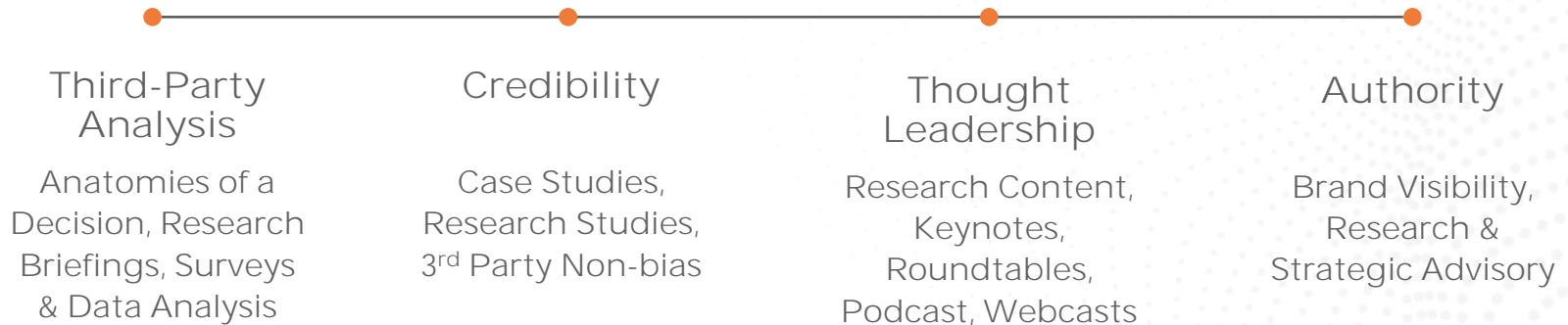
Primary research topics



MORE THAN INDUSTRY ANALYSTS

EXTENSION OF YOUR TEAM

3Sixty Insights  Your Organization



We give you the third-party analysis that is *de rigueur* for credibility in business software. Our thought leadership is a vehicle for you to convey your market messages with authority.



GLOBAL EXECUTIVE ADVISORY COUNCIL



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CHRO
City of Memphis



Jose Furfaro
Senior Advisor
Professional Services



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Digital Experience Executive
DXWorx



Matt Kelly
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Radical Compliance



Fred Croft
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RAR Capital Partners



Will Tedrow
HR Director
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SAP Technology Owner
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Oliver Advisory Group Inc.



Stephen Arena
HR Director
Key Training Center



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Islamic Azad University



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MVHA Partners



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Systems, Payroll, & People Analytics
Core-Mark International



Prakash Sinha



Karam Tawfig
Global Leader Human Resources
DAC



Josh Rock
Talent Acquisition Manager
Nuss Truck & Equipment



Roei Khermash
CFO
Papaya Global



Susan Lowe
Chief People Officer
Fuel50



GLOBAL EXECUTIVE ADVISORY COUNCIL VENDOR MEMBERS



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Product Officer
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Microsoft



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Inspirus



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President & Co-Founder
Engagedly



Mitch Zenger
Founder
Synctrics



Anne Fulton
Founder & CEO
Fuel50



Mike Erlin
Co-Founder & CEO
AbilityMap



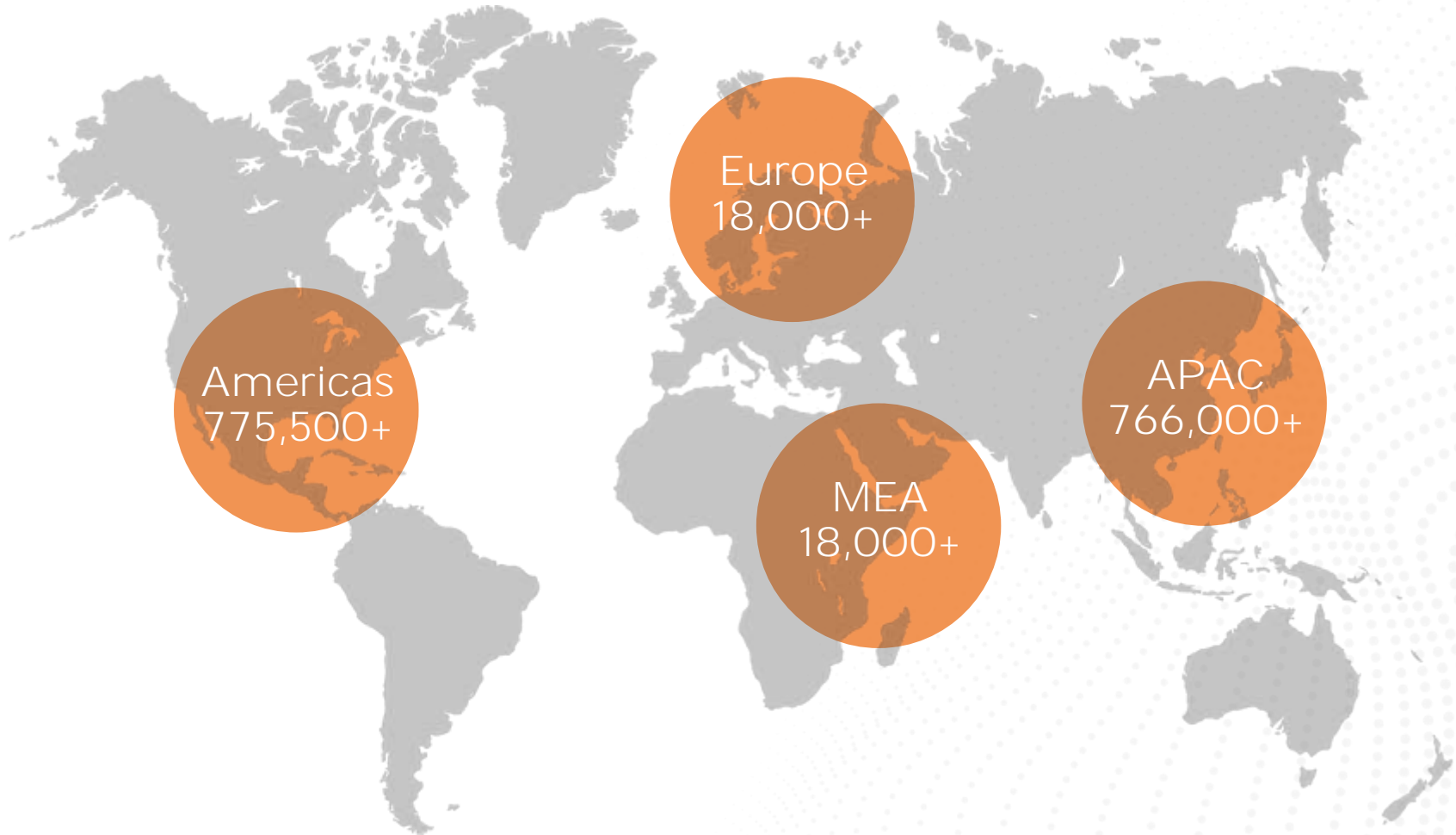
Bill Cleary
Managing Director
AMS



Geoff Webb
VP Product Strategy
isolved



GLOBAL RESEARCH REACH



3SIXTY INSIGHTS COMMUNITY BY THE NUMBERS



48,000

Addressable Email
and Social Media
Connections



93,332

Monthly Impressions



6,507,869

Global Community
Connections



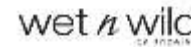
2,326,000

Surveyable contacts



COMMUNITY MEMBERS

MANAGERS, DIRECTORS, AND ABOVE



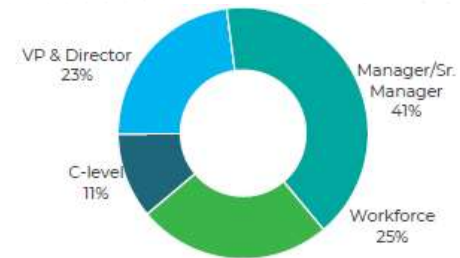
RESEARCH NETWORK SPREAD

INDUSTRY/REVENUE/EMPLOYEE SIZE

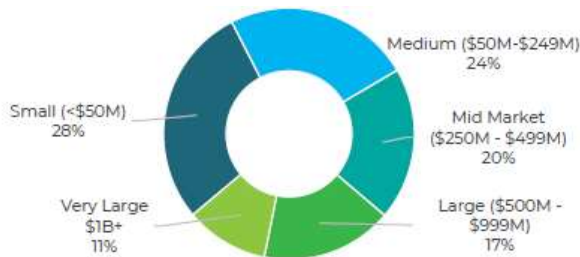
Split by Employee Size



Split by Seniority Level



Split by Revenue Size



Split by Industry



RESEARCH NETWORK SPREAD

FUNCTIONAL DECISION MAKERS

Human Resource Professionals

CHRO, HR Director, Benefits Officer, Employee Relations Specialist, HR Coordinator, Retirement Plan Counselor, Staffing Consultant, HR Manager, Benefit Manager, VP HR, HR Director, Head of HR, Payroll Supervisor, Employee Relations Specialist, Safety Director, Training Director, Workers Compensation Coordinator, Compensation Director

Strategy Professionals

Chief Strategy Officer, VP Strategic Partnerships, VP Strategy, VP Strategic Planning, Group Strategy Director, Global Executive Strategy, Global Group Strategy Director, Business Planning Director, Strategy Analyst, Manager Strategy, Strategy Director, Strategic Planner, Director Strategic Planning

Supply Chain Professionals

Chief Supply Chain Officer, EVP of Global Supply Chain, VP of Supply Chain, Director of Supply Chain Management, Project Manager, Supply Chain Strategist, International Supply Chain Manager, Senior Analyst – Supply China Management Systems, Business Analyst, Supply Chain Manager, Supply Chain Analyst

Procurement Professionals

Chief Procurement Officer, Head of Procurement, Sourcing Manager, Contract Director, Vendor Contract Manager, Supplier Relationship Manager, Global Sourcing Manager, Strategic Procurement Manager, Vendor Manager, Procurement Category Manager, Head of Sourcing, Procurement Director

Finance Professionals

CFO, Chief Treasury officer, VP Finance, Director Finance, VP Investment, Director Investment, Financial Controller, Cash Management Officer, Head of Treasury Control, Head of Treasury Risk Management, Treasury Control Manager/Director, Treasury, IFAs, Certified Financial Advisor, Financial Consultants, Investment Consultant, Wealth Manager, Pension Program Director/Manager

Operations Professionals

CEO, COO, CRO, CCO, VP Global Operations, Operations Director, R&D Director, Head of Operations, Risk Director, Director Production & Operations, Program Director, Program Manager, Project Coordinator, Operations Supervisor, Materials Management Director, Business Unit Manager, Regional Operations Director

Marketing & Sales Professionals

CMO, VP Marketing, VP Digital Strategy, Marketing Director, Global Sales Head, VP Sales, Regional Sales Director, Manager Digital Advancement, Media Director Customer Experience, Digital Commerce Manager, Marketing Communications Manager, Advertising Director, VP Product Management, Sales Enablement Manager, Mobile Marketing Manager

Other Functional Professionals

General Counsels, Legal Associate, Strategy heads, Academic think tanks, Professors, Director Trade Associations & Trade Specialist, Compliance Director, Contracts Manager, Paralegal, Risk Management Director, Customer Service Director, Call Center Manager, Property Manager, Leasing Manager, Quality Generalist Manager



SUPPORTING THE SALES AND MARKETING FUNNEL

Research Content & Services

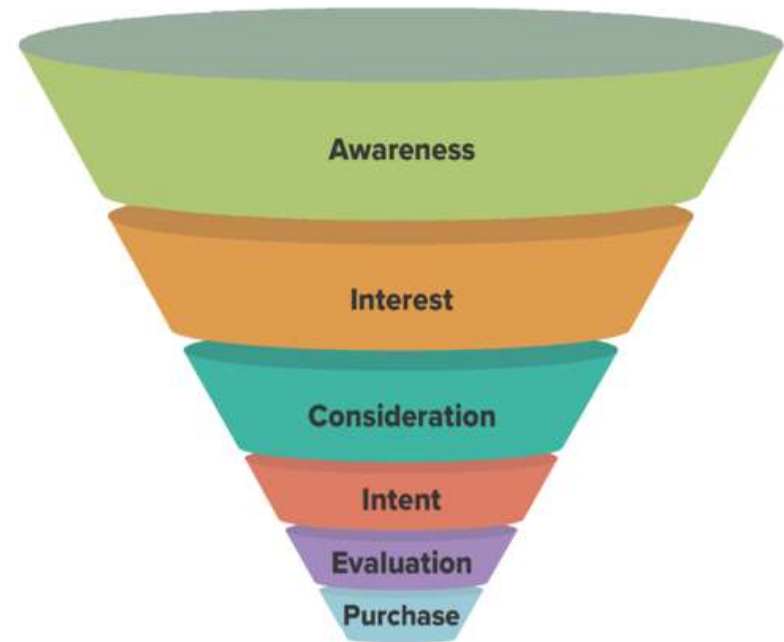
- Benchmark Reports
- Custom Surveys & Analysis
- Consulting
- Analyst Insights
- Anatomy of a Decision
- Case Studies
- Market Alerts
- Research Licensing
- Custom & White-label Content

Awareness & Multi-Media Content

- Infographics
- Guest Blog Articles
- Social Media Campaigns
- Multi-Media Videos
- Webinars
- Speaking Events
- Press Support

Advisory & Consulting Services

- Strategic Research Advisory & Consulting
- Strategic Sales Advisory
- Data Gathering / Analysis



MORE THAN JUST RESEARCH REPORTS



Blog



Podcasts



Social Media



Video



PowerPoint



Infographic



Webinar



Vendor Content



Press Campaign

RESEARCH NOTE

OUTSOURCING GLOBAL PAYROLL: THE IMPACT ON DATA SECURITY & COMPLIANCE

HR is a mission-critical activity. Human talent is not a mere advantage or expense, but for most people the main reason they go to work is for a paycheck. One of the main reasons for this is the need to pay employees. In fact, 80 percent of the workforce is willing to tolerate a pay delay because of their paycheck before beginning a new job search, according to the [Workforce Compensation](#). This is probably because the percent of individuals would experience financial difficulty if their paychecks were delayed for a week, according to results from a [2015 survey](#) conducted by [Gigamon](#).

What You Need to Know

Consider the potential consequences of a global payroll system. Global payroll systems face increasing pressure as a result of increasing regulatory, compliance, and security requirements. Global payroll systems face a number of challenges, including:

- Managing rights to employee data as it flows across borders
- Managing rights to employee data as it flows across borders
- Managing rights to employee data as it flows across borders

Now an Organization Needs to Handle a Global Payroll System

The need to global payroll is being felt worldwide and often unanticipated. The different laws and regulations in each country are not something employees typically implement before it's too late. This type of article is not meant to be a guide for HR managers, but rather a guide for HR managers who are responsible for the global payroll system. The global payroll system is not a simple task to implement, but it is a necessary one. The global payroll system is not a simple task to implement, but it is a necessary one. The global payroll system is not a simple task to implement, but it is a necessary one.

[www.gigamon.com](#)

SHARE THIS REPORT

AT A GLANCE

What You Need to Know

The Situation

The Solution

- Website content
- Whitepapers
- Sales & Marketing collateral



EXAMPLE MULTIMEDIA CONTENT

Anatomy of a Decision
10 Platforms are Making the Best Moves for Enterprise Business Intelligence Needs

5 Study Participants

- 1. One of the largest financial institutions in the United States
- 2. A top 100 construction company in the United States
- 3. A global technology services provider
- 4. A top 100 health care organization in the United States
- 5. One of the largest retailers in the United States

Drivers for Change

- Increased visibility into existing data
- Enhancement of business intelligence

INFOGRAPHICS

LEGAL CLOUD COLLABORATION PLATFORMS

LEGAL CLOUD COLLABORATION PLATFORMS

A high-level overview of the current landscape of legal cloud collaboration platforms, comparing the features and capabilities of the leading platforms in the market.

Platform	Key Features	Benefits
Platform A	Document management, e-discovery, workflow automation	Improved efficiency, reduced risk
Platform B	Case management, document management, workflow automation	Improved efficiency, reduced risk
Platform C	Document management, e-discovery, workflow automation	Improved efficiency, reduced risk

CUSTOM BOOKLETS

3Sixty Insights: #RTedChat with Michael H. from Parloco

3SIXTY INSIGHTS

VIDEOS

When Salesforce Analytics May Not Be Enough

ENHANCED OBJECT LEADSCAPE

DYNAMIC INFOGRAPHIC

LEGAL CLOUD COLLABORATION PLATFORMS

STORING | SHARING

Cloud Collaboration


EFFICIENCY | COST SAVINGS

LEGAL CLOUD COLLABORATION PLATFORMS

PULSE SUMMARIES



CUSTOMER EXAMPLES



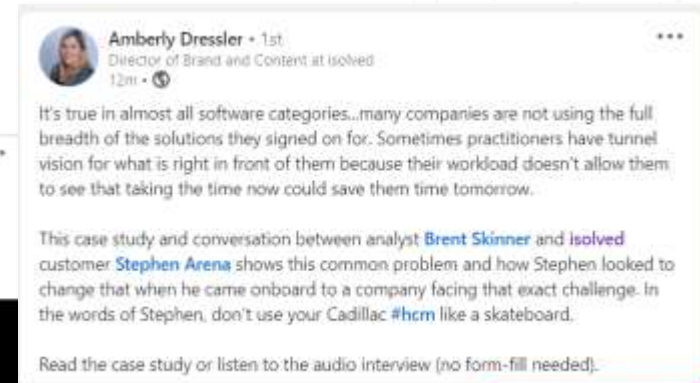
Case Study

isolved Partners with a Nonprofit Client to Deepen and Broaden HCM System Utilization



isolved 8,256 followers
2h • 🌐

Learn how you can deploy the untapped functionality and realize value for the business in this interview between an isolved customer and analyst [Brent Skinner](#).
<https://lnkd.in/dG-qcJi> #isolved #Technology #hcmtechnology



Amberly Dressler • 1st
Director of Brand and Content at isolved
12m • 🌐

It's true in almost all software categories...many companies are not using the full breadth of the solutions they signed on for. Sometimes practitioners have tunnel vision for what is right in front of them because their workload doesn't allow them to see that taking the time now could save them time tomorrow.

This case study and conversation between analyst [Brent Skinner](#) and [isolved](#) customer [Stephen Arena](#) shows this common problem and how Stephen looked to change that when he came onboard to a company facing that exact challenge. In the words of Stephen, don't use your Cadillac [#hcm](#) like a skateboard.

Read the case study or listen to the audio interview (no form-fill needed).



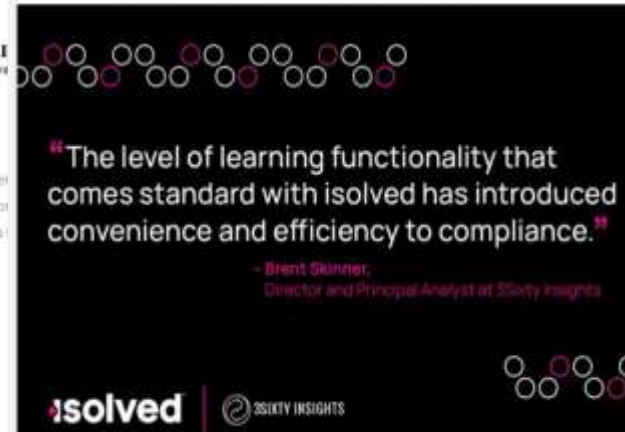
3SIXTY INSIGHTS **KEY TRAINING CENTER**
Kindness, Love

[READ THE CASE STUDY](#)

In this report, independent analyst firm 3Sixty Insights details how an employee existing HCM technology came to recognize this, deploy the untapped functionality business. Download now to learn how Key Training Center used isolved People!

- ✔ Increased employee retention
- ✔ Decreased payroll processing time
- ✔ Improvements to scheduling
- ✔ Drop in healthcare costs

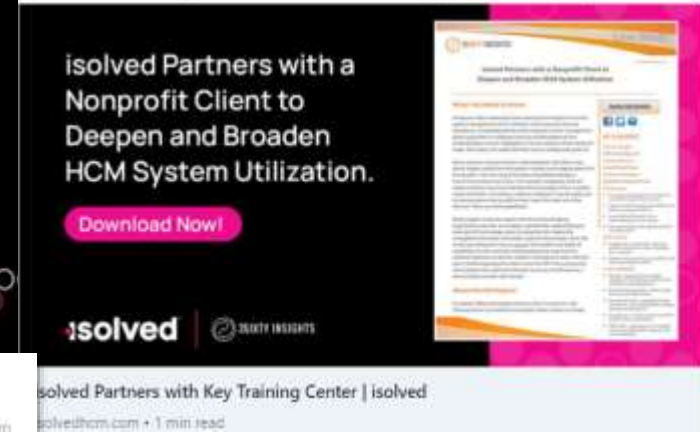
Listen to the interview here:



“The level of learning functionality that comes standard with isolved has introduced convenience and efficiency to compliance.”

— **Brent Skinner**,
Director and Principal Analyst at 3Sixty Insights

isolved | **3SIXTY INSIGHTS**




isolved Partners with a Nonprofit Client to Deepen and Broaden HCM System Utilization.

[Download Now!](#)

isolved | **3SIXTY INSIGHTS**

isolved Partners with Key Training Center | isolved
isolvedhcm.com • 1 min read



BEST DIGITAL TRANSFORMATION AWARD

Best Digital Transformation of the Year

Congratulations to isolved customer Key Training Center on their win from analyst firm 3Sixty Insights for Best Digital Transformation of the Year. [Read or listen to the case study here.](#)

Download the full case study:

<https://3sixtyinsights.com/isolved-partners-with-a-nonprofit-client-to-deepen-and-broaden-hcm-system-utilization/>



CUSTOMER EXAMPLES

The screenshot shows a website with a red header containing the 'fuel 50' logo and navigation links: Home, Solution, Stories, Learn, Podcast, About, and a DEMO button. The main article features a colorful abstract background with the title 'Artificial Intelligence, Annual Performance Reviews, and the Future of Work's Past' and a date of 15.01.21. Below the title are social media sharing icons for email, Facebook, Twitter, LinkedIn, and Instagram. A sidebar on the right contains three article teasers: 'Crucial Employee Capabilities and Skills Needed to Drive Business Strategy' (15.01.21), 'Work/Life Integration: William Tincup' (14.01.21), and 'Vision for 2021: Let's Focus Forward' (4.01.21). The main text area includes a note that the article was originally published on 'Sixty Insights' and a paragraph discussing the future of work. The article title is repeated at the bottom of the page.

Artificial Intelligence, Annual Performance Reviews, and the Future of Work's Past

15.01.21 CareerLabs

This article was originally published on [Sixty Insights](#).

The future of work has potentialities far and wide. Dive into any one aspect of it, and you quickly find yourself deep down a fascinating rabbit hole contemplating what seems like a nearly incomprehensible theory of everything. Because of this, it appears inadvisable to try to present a unified meta-theory encapsulating everything about the future of work in a single blog entry. Wiser, this blog entry attempts no such thing. What you're reading, rather, is the first of many interrelated meditations on the future of work. Each will prompt the next.

Death to the Annual Review

The screenshot shows a social media post by Anne Fulton, dated 2nd. The post text reads: 'Thoughtful article on the future of work. @brentskinner is asking some big questions like : death to the boss? and the perils of holocracies? And how do we find solutions for a post-pandemic talent experience and how much do we give over to AI to manage our talent?'. Below the text is a video player showing a colorful abstract background, identical to the website article. The video title is 'Artificial Intelligence, Annual Performance Reviews, and the Future of Work's Past' and the duration is '3sixtyinsights.com • 6 min read'.

Anne Fulton • 2nd
Want to join the mission to transform the career experience? We are looking fo...
1m • 🌐

Thoughtful article on the future of work. @brentskinner is asking some big questions like : death to the boss? and the perils of holocracies? And how do we find solutions for a post-pandemic talent experience and how much do we give over to AI to manage our talent?

Artificial Intelligence, Annual Performance Reviews, and the Future of Work's Past

3sixtyinsights.com • 6 min read



CUSTOMER EXAMPLES

As Cleveland Clinic's contractor needs evolved with the healthcare climate, and many needed to be fast-tracked, staff working remotely were able to enter non-employee information directly into RedCarpet for quick, easy approval and launch by program coordinators on the team.

“ There would have been greater delays in those contractors that needed to fill those gaps of employees that weren't able to come because of COVID, ”

- Melissa Blevins
Department Manager
Security Administrative Services
Cleveland Clinic

The Benefit

- Automation of all onboarding, eliminating a highly administrative process
- RedCarpet deployment proved onboarding during the pandemic inability to be physically present
- With less busywork, staff met up—to grow within their roles
- Time and energy saved (that can be spent on other, more important tasks)

Additional Content



Download Case Study



Watch Podcast: Onboarding, Made Easy



Download Whitepaper

Interested in Learning More?

SilkRoad Technology goes beyond traditional talent management to help our clients attract, retain and align people to their business.

Talk to an Expert

The Results

Beyond efficiency-related increase quantified as a dollar number in labor expenditure saved, there's an additional upside from the gain in productivity for both the workforce and their organization experiencing it.



Calculating the ROI

\$84,000

Yearly time savings



32,285

Users launched

&



38,617

Events



in **12**

Months

Download the full case study:

[SilkRoad Technology Engages with Cleveland Clinic to Implement and Support Custom Deployment of RedCarpet Onboarding](#)





3SIXTY INSIGHTS

3Sixty Insights Product Overviews

INTRODUCTORY STRATEGIC ADVISORY PACKAGE

- Full 60 Minute Briefing with 3Sixty Insights Analyst
- Three (3) Individual Strategy / Feedback sessions with 3Sixty Insights Analyst
- Three (3) Interviews with vendor customers

\$3,500 per



ANNUAL ADVISORY RELATIONSHIP

- Quarterly Briefings and Strategy Sessions
- Unlimited Research Inquiries
- Up to two (2) hours of desk research per inquiry
- Press support and analyst quotes
- Unlimited customer insight sessions
- Prioritized and accelerated production schedule, and publication of licensed 3Sixty Insights research content
- 10% Discount on all 3Sixty Insights services

\$18,500 annually



RESEARCH NOTE

- 6 – 9 pages in length, covering topic of vendors choosing
- May incorporate 1 – 3 end-user interviews
- Publication within 3Sixty Insights website
- Licenses are perpetual in nature and do not expire
- Content covered under license can be distributed in both print and digital formats
- Content covered under license includes ability for vendor to use excerpts of research within their own marketing and sales collateral
- 3Sixty Insights, will also promote research content and vendor brand within our own marketing channels

\$12,500 per



ANALYST INSIGHT

- 3 – 6 pages in length, covering topic of vendors choosing
- May incorporate 1 – 2 end-user interviews
- Publication within 3Sixty Insights website
- Licenses are perpetual in nature and do not expire
- Content covered under license can be distributed in both print and digital formats
- Content covered under license includes ability for vendor to use excerpts of research within their own marketing and sales collateral
- 3Sixty Insights, will also promote research content and vendor brand within our own marketing channels

\$8,500 per



CASE STUDY OR ANATOMY OF A DECISION

- 6 – 9 pages in length, covering vendor end-user customer of choice
- May incorporate 1 – 2 end-user interviews
- Publication within 3Sixty Insights website
- Licenses are perpetual in nature and do not expire
- Content covered under license can be distributed in both print and digital formats
- Content covered under license includes ability for vendor to use excerpts of research within their own marketing and sales collateral
- 3Sixty Insights, will also promote research content and vendor brand within our own marketing channels

\$12,500 per



MARKET ALERT

- 1 – 3 pages in length, covering major vendor announcements
- Publication within 3Sixty Insights website
- Licenses are perpetual in nature and do not expire
- Content covered under license can be distributed in both print and digital formats
- Content covered under license includes ability for vendor to use excerpts of research within their own marketing and sales collateral
- 3Sixty Insights, will also co-promote research content and vendor brand within our own marketing channels

\$4,500 per



3SIXTY INSIGHTS WEBINAR, ROUNDTABLE OR EVENT PARTICIPATION

- Includes analyst scoping session, prep-time, and presentation deck
- Analyst participation in webinar, roundtable, and/or event
- Includes 3Sixty Insights co-promotion of event across 3Sixty Insights marketing channels
- Hosting of recording or link to OnDemand recording on 3Sixty Insights website

\$6,250 per

3Sixty Insight Turnkey Webinar

- 3Sixty Insights hosting of landing page and webinar / roundtable engine
- Creation of HTML mailer and social media promotional items
- Co-promotion of event across all 3Sixty Insights marketing channels
- Hosting of recording perpetually on 3Sixty Insights website
- List of all registrants, attendees, and OnDemand viewers
- Please note: 3Sixty Insights is not responsible for demand generation of webcast

\$12,500 per



INFOGRAPHIC

- Covering 3Sixty Insights Case Study, Anatomy of a Decision, or Research Note
- Publication within 3Sixty Insights website
- Licenses are perpetual in nature and do not expire
- Content covered under license can be distributed in both print and digital formats
- Content covered under license includes ability for vendor to use excerpts of research within their own marketing and sales collateral
- 3Sixty Insights, will also promote research content and vendor brand within our own marketing channels

\$3,500 per when bundled



#HRTECHCHAT

- 30 – 45 Minute prerecorded podcast on topic of vendors choosing
- Publication of #HRTechChat episode within the 3Sixty Insights website and other media sites such as: YouTube, SoundCloud, Instagram, Google Podcast, Spotify, Stitcher, and Apple iTunes
- Licenses are perpetual in nature and do not expire
- Content covered under license includes ability for vendor to use excerpts of chat within their own marketing and sales collateral
- Copy of recording and transcript
- 3Sixty Insights, will also co-promote chat and vendor brand within our own marketing channels as well

\$3,500 per



VENDOR CONSULTING SERVICES

- Go-to-Market Strategy Optimization
- Competitive & Market Review
- Market Readiness Review
- Market Opportunity Assessments
- Differentiation & Go-to-Market Positioning
- Product Roadmap & Positioning Review
- Go-to-Market Support

Price varies



CUSTOM SURVEY AND DATA ANALYSIS

- Customized survey developed with 3Sixty Insights research team
- Targeted demographics: organizational size, industry, geography, title, and job function
- Guaranteed quantity of survey respondents
- Qualitative and quantitative options available
- Access to all data collected
- Analysis and presentation of data collected

Price varies



3SIXTY INSIGHTS PARTNERSHIP WITH HR TECH ALLIANCES



2022 HR TECH ECOSYSTEM EVENTS

4 Town Hall Meetings (Free)
Special Theme
JAN 7, 14, 21, 28

Partner Ecosystems Expo
Special Theme
FEB 15-16

Virtual Collaboration Zone
Talent Acquisition
MAR 22-23

Virtual Collaboration Zone
Talent Management
APR 21

HR.com Empower HR
Tech Americas
Phoenix, AZ
MAY 10-11

SHRM National Conference
New Orleans, LA
Jun 12 - 15

Virtual Collaboration Zone
Talent Acquisition
JUL 20

Virtual Collaboration Zone
Talent Insights
AUG 17

Virtual Collaboration Zone
Talent Management
SEPT 21

HR Buyer Suppliers Expo
Special Theme
OCT 19

HR.COM Empower
HR Tech Europe
Valencia, Spain
NOV 15-16

Virtual
Collaboration Zone
Talent Acquisition
DEC 07



EVENT SPONSOR & PITCH PACKAGE

Industry 'Thought Leader' – \$2,000

- Topic Leader: lead a 60 min Virtual Round Table group discussion - your choice of topic, includes advanced visibility to sign up list + post event list
- Livestream (optional): Facebook & YouTube
- Passes: up to 5 employees + 10 partners + unlimited invites to your potential partners
- Branding: social media, VCZ page, emails
- Promotions: email and social campaigns designed to target your ideal partner profile
- Support: personalized support to ensure best use of the meeting scheduler & platform
- Membership: Includes 30-day Corporate Level Membership for all your bundled passes

Event Pitch Session - \$300

If chosen to pitch, your ticket will provide:

- Pre-event promotions
- 25 minutes to pitch for invaluable feedback directly from the industry's top influencers:
 - investors
 - analysts
 - investment bankers
 - bloggers & podcasters
 - advisors, etc.
- Post-event social media promotions



ADDITIONAL DISCOUNTED PROGRAM OPTIONS



Annual Relationship Package

Research Advisory Package	\$18,500
3 Case Studies	\$37,500
3 Research Studies	\$37,500
3 Webinars	\$18,750

Total: 97,657



Use Case Support Package

Anatomy of a Decision	\$12,500
3 Case Studies	\$37,500
Market Alert	\$4,500

Total: 47,415



Campaign Support Package

Research Study	\$12,500
Video or Dynamic Infographic	\$7,500
Infographic	\$4,250
Webinar	\$6,250

Total: 26,535



Starter Package

Research Study	\$12,500
Webinar	\$6,250

Total: 16,312



Market Impact Package

Analyst Research Note	\$12,500
Market Alert	\$4,500
Webinar	\$6,250

Total: 20,227





Thank You

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 Contact Sales: Sales@3SixtyInsights.com

 Contact Research: Research@3SixtyInsights.com

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