



"By HR Professionals for HR Professionals"

Using Technology and Industry Experience to Create the Most Highly-Qualified HR Software Leads on the Internet!

Executive Overview

Before developing compareHRIS.com, we started out with the specific goal of creating the best online tool available for assisting Human Resource (HR) professionals with their selection of Human Resource Information System (HRIS) products. We knew that if we accomplished this we would in turn be able to provide HR software vendors with **highly-qualified leads**. By keeping these concepts in mind during the entire development process, and by matching the needs of HR software customers to the features and options of specific HR Software vendors, we have now achieved our goal!

Non-Biased, Highly Qualified Leads

CompareHRIS.com is a triumph for HR professionals and HRIS vendors alike. Human resource managers and staff using our HRIS selection tool take a 20-minute survey in which they choose the features and options they require and weigh the importance of each. Whether the customer is searching for HR payroll software or a stand-alone HR software application, our selection tool presents them with the HRIS products that provide the closest match to their needs. The customer then simply chooses to receive a free trial of those products that interest them the most. This simple process is what makes our leads more highly-qualified than anything else you are likely to receive from your current web marketing efforts. Our non-biased HRIS selection tool makes recommendations based directly upon what the customer requires. Any salesperson will tell you that this type of referred or recommended lead is always the easiest to close.

HR Software Industry Experience Matters

The President of Comparehris.com has over 15 years of experience in the HR Software industry. We know the industry, and we asked the professionals for their input when designing every aspect of our service.

Why We Created compareHRIS.com

We created compareHRIS.com to fill a need for HR professionals and to solve a problem for HR vendors. The HR profession needs an effective, non-biased,

comprehensive online tool to assist with the complicated process of determining which HR solutions meet their needs and budget. HR vendors need a solution that addresses the lack of quality in existing Internet-based lead generation tools.

"CompareHRIS.com is an excellent source of information to help any HR professional, experienced in HRIS or not, begin the process of choosing a new HRIS. The analytical tools on the site provide insight into what features are available in the marketplace today as well as help define the importance of each to your organization. Clay Scroggin has been the best resource of all, asking the challenging questions to help propel us through the process. It's like having an HRIS consultant at our disposal. I highly recommend CompareHRIS.com."

Jennifer Sorensen
Director HR Wagstaff

Is there something about the existing process of internet lead generation for the HRIS industry that causes poor quality leads?

Before starting this project, we performed a close examination of what was currently available online to assist HR professionals with finding an HRIS application that met their needs. What we found was that while some internet companies claimed to offer HR software comparison capabilities, none actually do. Either they did not specialize in HR, were completely lacking in detail, or they were offering the capability of comparing products that were not even within the same software product groups. Where's the value in comparing an Internet recruiting system to an HRIS system to a performance review application? Try some of the other services yourself and go in with the HR professional's needs in mind. We are positive you will discover the same issues we found. Other HR software lead generation sites are geared towards distributing free trials and demos, not to acquiring qualified leads. We are certain you will see that compareHRIS.com is the solution to these problems.

The solution to the Problem is CompareHRIS.com

Once we understood the problems associated with HRIS Internet lead generation sites, we began working on the solution.

Contact us at 727-596-4851 to schedule a demo of our service



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The Concept

- We created a comprehensive database of HR features and options.
- We created a survey based on this data.
- As the HRIS prospect completes a 4-page survey, they are asked a variety of questions regarding their particular needs. With each question, a prospect is able to determine whether a feature or option is required. If, for example, integrated payroll is required, all products not containing that feature will be eliminated from the final results. Prospects are also able to place a weight on the importance of each feature. Requirements and weighting factors provide a basis for us to score the products and provide the closest match to the customer’s needs.
- Upon completing the survey, customers are presented with a list of the top five products matching their requirements. Then they simply select free trials of those they want to learn more about.
- All survey data is then sent directly to the vendor.
- Since all customers may not take the time to fill out a 20-minute survey, we also created a simple, quick, and easy-to-use product page. Here, those with time constraints can quickly filter and sort through products to find those that provide the closest match to their requirements.

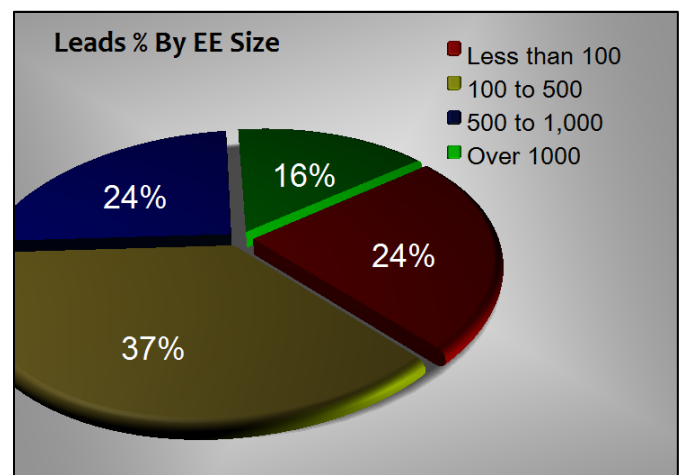
The Result: Leads Your Salespeople Will Love!

Our concept results in highly-qualified Internet-based leads. Before your sales staff even makes contact with the customer, competitors have been eliminated. The unbiased tool has recommended your application as meeting their needs. In turn, your sales staff will have confidence of knowing that a compareHRIS.com lead will match the features and options of the products they are selling. Once the salesperson receives the lead they can quickly determine exactly what is most important to the prospect.

The processes of qualifying a lead and performing a detailed needs analysis are largely completed before your sales staff even contacts the prospect. Take a look at the sample lead later in this document. We’re confident that you’ll agree compareHRIS.com is a highly effective tool for creating qualified HRIS leads.

We tend to attract larger Companies than our Competitors

Our existing clients have told us we create leads from companies with a larger number of employees than our competitors. Our belief is that the professional design of the site and our concentrated SEO efforts directed towards terms such as HRIS or HRMS drives larger organizations to our comprehensive service. Below is three month example of the employee sized leads we generated.



Receive only the leads that meet your qualifications

We have established filters for each vendor for our HRIS selection tool. If you only want to work with US based companies, you won’t receive leads from our Selection tool from other nations. If your company’s target market is over 100, 250 or 500 employees, let us know we can setup the filters where you receive leads for only those sized companies.

Haven’t you paid enough for less than 100 employee overseas leads that you and your sales people know won’t close?

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Sample Product Page Lead

First Name	John
Last Name	Doe
Title	HR Director
Company	ZZZ Widgets
Address 1	1212 Widget Way
Address 2	
City	Niceville
State	FL
Zip	12121
Phone	555-555-1212
Email	Johndoe@Widgetco.com
Timeline	Less than 3 Months
Number of Employees	250 to 500
Features	Payroll,Attendance,Training,Employee Self Service,Benefit Open Enrollment,Recruiting,Email Alerts,Performance Management & Compensation

Sample HRIS Selector Tool Lead

A visitor on compareHRIS.com has requested a demo.

First Name	John
Last Name	Doe
Title	HR Director
Company	ZZZ Widget Corp.
Address 1	1122 Widget Way
Address 2	
City	Niceville
State	FL
Zip	12125
Phone	555-555-1212
Email	johnd@widgetco.com

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Timeline	Less than 3 Months
Number of Employees	500 to 1000
Survey Answers...	
Purchase Options	Any of the Above
Budget	\$50,000 to \$100,000
Is Budget Pre Approved	Yes
Industry	Manufacturing
Current Payroll System	ADP
Current HR System	Manual, Excel
Current Financial System	
Current Time Collection System	Kronos
Primary Reasons for a new HRIS System	Our company has recently undergone significant growth and we can no longer track the data we need manually. We would like to see an integrated HR an payroll application.
Please describe any special needs you have for an HRIS or HRMS application	We need to be able to track union data and meet various HR government compliance requirements.
Payroll Questions	Are you looking for integrated Payroll with HR & Benefits? Answer: Yes - Weight: 10 - Required: No
	Hosted or Subscription? Answer: No - Weight: 1 - Required: No
	In house payroll Answer: Yes - Weight: 5 - Required: No
	Outsourced Tax Filing Answer: Yes - Weight: 5 - Required: No
	Outsourced Check Printing Answer: Yes - Weight: 5 - Required: No
	Do you need an interface between your existing payroll system and your HRIS application? Answer: No - Weight: 1 - Required: No
Employee Self Service Questions	Employee Self Service Answer: Yes - Weight: 8 - Required: No
	Employee Vacation Leave Request with Manager Approval Answer: Yes - Weight: 2 - Required: No

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	<p>Pay History, Print Advices, etc</p> <p>Answer: Yes - Weight: 8 - Required: No</p>
	<p>Work Flow Management</p> <p>Answer: Yes - Weight: 5 - Required: No</p>
	<p>Will you need Multi - Level User Defined Approval levels?</p> <p>Answer: Yes - Weight: 4 - Required: No</p>
	<p>Manager Self Service</p> <p>Answer: Yes - Weight: 3 - Required: No</p>
	<p>Will Managers need to approve time sheets from employees and subordinate manages?</p> <p>Answer: No - Weight: 1 - Required: No</p>
	<p>Life Events</p> <p>Answer: Yes - Weight: 3 - Required: No</p>
Benefits Questions	<p>Benefits Open Enrollment</p> <p>Answer: Yes - Weight: 7 - Required: No</p>
	<p>Will you need Interfaces between your HRIS/HRMS Application and your Benefit Carriers?</p> <p>Answer: Yes - Weight: 2 - Required: No</p>
	<p>Will you want to provide employees with Total Compensation Benefit Statements?</p> <p>Answer: Yes - Weight: 10 - Required: No</p>
Performance Management Questions	<p>Do you need to track Employee Reviews and due dates?</p> <p>Answer: No - Weight: 1 - Required: No</p>
	<p>Performance Management</p> <p>Answer: Yes - Weight: 4 - Required: No</p>
	<p>Online Review Form Management with Work Flow and manager approval levels</p> <p>Answer: Yes - Weight: 2 - Required: No</p>
	<p>360 Reviews</p> <p>Answer: Yes - Weight: 2 - Required: No</p>
	<p>Competency based employment development plans</p>

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	Answer: Yes - Weight: 3 - Required: No
Recruiting Questions	Recruiting Answer: Yes - Weight: 9 - Required: No
	Ability to Post Requisitions to Major Job Boards? Answer: No - Weight: 1 - Required: No
	Screening Questions Answer: Yes - Weight: 5 - Required: No
	Testing and Results Answer: Yes - Weight: 2 - Required: No
	Applicant Self Service Answer: Yes - Weight: 7 - Required: No
Training Management Questions	Are you looking to only track dates that employees took classes and when they are next due? Answer: No - Weight: 1 - Required: No
	Training Management Answer: Yes - Weight: 3 - Required: No
	Ability to track required courses by title Answer: Yes - Weight: 4 - Required: No
	Ability to track programs, Answer: Yes - Weight: 4 - Required: No
	Online Tests Answer: No - Weight: 1 - Required: No
	Tracking of trainers, equipment & facilities (Prevent double booking) Answer: Yes - Weight: 4 - Required: No
	Employees are able to view course catalogs online and enroll online for courses Answer: No - Weight: 1 - Required: No
Additional HRIS/HRMS Product Options Questions	Email Alerts Answer: Yes - Weight: 6 - Required: No
	Succession Management

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	Answer: No - Weight: 1 - Required: No
	Compensation Management Answer: No - Weight: 1 - Required: No
	Position Control Answer: No - Weight: 1 - Required: No
	Organizational charting Answer: Yes - Weight: 3 - Required: No
Time Entry & Leave Accrual Questions	Attendance and Leave Accrual Answer: Yes - Weight: 10 - Required: No
	Calendar Based Reporting Answer: Yes - Weight: 2 - Required: No
	Automatic bumping through seniority accrual levels Answer: Yes - Weight: 7 - Required: No
	Ability to log time online. Answer: Yes - Weight: 5 - Required: No
	Need for a rules Physical Time Keeping system? Answer: No - Weight: 1 - Required: No
Additional HRIS/HRMS System Features Questions	Ad Hoc Report Writing Answer: Yes - Weight: 10 - Required: No
	Job and Pay History Answer: Yes - Weight: 7 - Required: No
	Salary Grade Analysis Answer: No - Weight: 1 - Required: No
	Employee Notes

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	Answer: No - Weight: 1 - Required: No
Customization Questions	Custom Screen Development Answer: Yes - Weight: 8 - Required: No
	User Defined Fields Answer: Yes - Weight: 10 - Required: No
	Ability to import and export data Answer: Yes - Weight: 5 - Required: No
	E- Forms Answer: No - Weight: 1 - Required: No
	Triggers or Automated Processes Answer: No - Weight: 1 - Required: No
Result 1	test - Score: 100
Result 2	Lawson Strategic HCM - Score: 96
Result 3	Pro Pay Human Resource Solutions - Score: 96
Result 4	NuViewHR® Product Suite - Score: 95
Result 5	PerfectSoftware HRIS & Payroll Suite - Score: 94
Result 6	Sage Abra - Score: 92
Result 7	HRA - Score: 92
Result 8	UltiPro - Score: 91
Result 9	Vista HRMS® - Score: 91
Result 10	InfinityHR - Score: 91
Result 11	CheckPoint HR - Score: 90
Result 12	Sapien - Score: 84
Result 13	iVantage® - Score: 84
Result 14	HRnetSource - Score: 81
Result 15	HarrisData Human Resources - Score: 62

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Note- The scores above reflect the percentage match of the prospects needs to participating vendors.

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