

Human Resource Executive®

Special Report: HR Technology

Best of the Lot

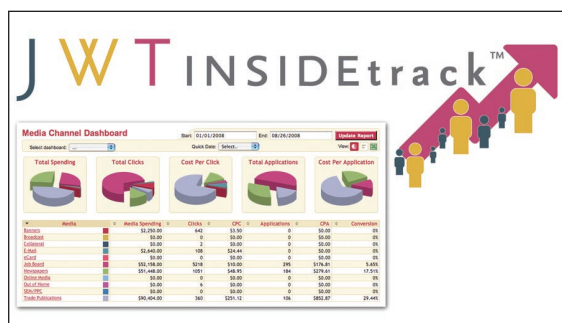
The editors of *Human Resource Executive*® announce their selections for the top HR and training products of 2008.

The competition this year for top HR and training products presented special challenges to the editors of *Human Resource Executive*®. Once again, a record number of entries were submitted and hundreds of hours of research and demonstrations were collectively spent. As in 2007, we came up with 10 top HR and three top training products. And again, they ran the gamut, from HR management, compensation and time-and-attendance systems to talent-management and training applications. (To be considered, entries had to be released between July 2007 and July 2008 and, as in past contests, they were judged on innovation, user-friendliness and the value they add to the HR profession.) The 2008 contest, however, attracted a much wider array of solutions that seem to be mastering software integration and the use of Web 2.0 technology, such as social networking, wikis, blogs, video-sharing and other forms of collaboration. The 13 products described below are, in our estimation, the best of those solutions, capable of delivering on their promises and making HR's job easier. Once again, we remind you to conduct your own due diligence before licensing or buying any of these products.

JWT INSIDE Track™

JWT INSIDE, New York

What It Is: JWT INSIDE Track™ is an applicant-tracking and measurement product for use by JWT INSIDE clients that's designed to assess the cost-effectiveness of media-communication channels based on a URL-tagging system rather than self-reporting methods. It applies source tracking and application data to any online or offline media placement run through the client extranet—including job postings, direct e-mail campaigns, billboards, radio spots, print advertisements, traditional direct-mail programs, job-fair flyers, brochures and online buttons or banners. Clients see all media channels displayed with the dollars spent, number of visits to their sites and online applications that the channel generated. Users can also drill down within each media channel listing to the individual media properties used, and can also drill down to specific media placements and transactions. The product is sold on an annual subscription business model. Because it's a data engine, pricing is based on the annual media spend of an individual client and the estimated number of external hires the client will make. For instance, a company that spends \$450,000 per year in media and makes 2,000 external hires per year would pay just over \$30,000 a year.



JWT INSIDE