

Solution Provider Briefing

cfactor Works Inc.

June, 2014

Company Background



cfactor Works Inc. was founded in 1999. cfactor's Vibe HCM is a next-generation HR Technology suite that transforms HR Service delivery - providing a personalized, interactive HRMS, talent management and social collaboration suite for global workforces. It is deployed using a multi-tenant Software-as-a-Service model.

cfactor has been recognized for numerous awards / distinctions, including Canada's Top Employers (3x), HR Tech's "Awesome New Technologies for HR" and was selected as a finalist for the CODiEs, TekTonic and Gold Quills awards.

Company At-a-Glance	
Headquarters	250 – 2nd Ave S. Saskatoon SK Canada S7K 1K9
Year Founded	1999
Customers	750+
Top Key Clients	California Pizza Kitchen, DeVry Education Group, Wyndham Worldwide, AutoNation, AMEC, Aflac, Zions Bancorporation, Shaw, Six Flags (and others).
Web site	www.cfactorworks.com

Product Overview

What products does your organization offer? Please provide a short summary.

We offer a comprehensive HR, Payroll & Talent Solution, Vibe HCM.

Key Components of Vibe HCM include:

- Onboarding – Highly engaging, social recruitment, onboarding, and Virtual Day 1 solutions
- HRMS – Easy-to-use, social HR software that supports the way our clients work
- Talent – find, reward and retain the best. Talent visualization and management tools
- Social Intranet – Engage, connect & inspire with social media and interactive communications
- Insight – Real-time access to workforce metrics across your locations, divisions, roles
- HR Service – Transform HR Service using the latest social and real-time consultation tools

This briefing will focus on Vibe HCM (summary above).

Highlights and Unique Features

- Great User Experience and Employee Adoption – drives ROI/Engagement (Customers experiencing 90+% broad-based employee usage on a recurring basis)
- Modern, cutting-edge SaaS HR platform that drives employee engagement by uniquely combining communications, social, HR processes, talent management, analytics, real-time askHR functionality in 1 suite. Automatically get access to the latest features/functionality as we are continually rolling out innovative feature enhancements to our customers.
- Ability to highly personalize/brand your employee experience to your business units, communications, programs, process workflows.
- Talent Management integrated directly in your core HR platform – resulting in lower cost / employee compared to siloed systems for talent and core HR.

- Industry acclaimed new employee onboarding suite drives new hire time-to-productivity and effective socialization into your firm. (Awesome New Technology for HR 2013)
- Global support for all your employees in one system
- Embedded HR analytics in the hands-of-your decision makers
- Cost-Effective – Highly competitive pricing results in clients achieving ROI in <12 months
- Average time-to-implement of 1/3 of typical on-premise implementations
- Flexible deployment model – replace or augment your existing systems. Select what modules you want based on your priorities / your timeline.

Analyst Insights

Usually when I see a solution provider dubbing their product “HCM 2.0,” I’m tempted to write them off as just another drop in the bucket. But with the folks at cfactor Works, it was immediately apparent that they were actually onto something. Their goal isn’t to gobble up as much market share as possible with a static HRMS and slapped together modules for talent acquisition and talent management. Instead, they’re focused on driving systems of engagement.

They do this in three key ways:

- Drive Efficiency
- Leverage Talent
- Foster Engagement

They have a full talent platform including talent acquisition, HRMS, and talent management – each powered by social technology, as well as talent analytics and reporting. What caught my attention, however, was a point Cary Schuler, their CEO, made early on.

He said, “Adoption is key, it’s central to everything we’re trying to do. Our talent platform needs to be the place where people go to get things done, where they go to find all of the important information in an organization. If we can do that, then adoption won’t be an issue.”

That's no small feat. Many solution providers in HCM are trying to accomplish the same thing, and few (if any) have succeeded. But with VibeHCM, I think cfactor Works may be onto something.

During our briefing, it quickly became clear that they have a strong understanding of key practices in high-performance talent management. The focus on engagement is inherent throughout – particularly in their onboarding module.

“We don't want new hires spending a minute of their first day on paperwork,” said Schuler. As such, preboarding (noted in Brandon Hall Group's High-Performance Onboarding white paper as a critical component of success) is standard procedure.

Additionally, the module features 30 templates for virtual onboarding experience (Virtual Day 1) available right out of the box. Video content is encouraged as a key practice, with their most successful clients using video throughout the onboarding process.

Social-powered VibeHCM also introduces new hires to potential mentors and communities of support and interest as part of the standard onboarding practice – also noted as a critical component of high-performance onboarding by Brandon Hall Group.

Implementation time can range from a few short weeks up to several months depending on the scope of the project – as well as client readiness. What further distinguishes cfactor Works as a solution provider of choice, however, is the amount of dedicated support they provide their clients. Rather than simply slapping their talent platform onto the siloed and broken talent processes that many organizations still rely on, cfactor Works leverages years of experience as HR consultants to streamline process and technology to support more effective HCM.

Clients are realizing a full >100% hard ROI within a year post-implementation, and I'm confident that cfactor Works may soon emerge as a leader in the space – both in technology and in HCM best practices. [The awards](#) are already piling up.

Kyle Lagunas

Talent Acquisition Analyst

About Brandon Hall Group

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