

# WHATWORKS® MEMBERSHIP

## Driving Market Success for Solution Providers

### PRACTICES



Human Resources



Leadership Development



Learning & Development



Talent Acquisition



Talent Management

### Increase sales and deliver innovative, differentiated products.

As the premier provider of world-class research and consulting services focused exclusively on human resources (HR), talent and learning, Bersin & Associates brings you the market knowledge and insights gained by empowering organizations around the world to deliver business results. Our clients include the majority of Fortune 100 organizations, as well as leading federal government agencies.

The Bersin & Associates WhatWorks® membership is built to deliver the market trends, insights and metrics that you need to understand your customers and prospects. Bersin & Associates members get smart fast by leveraging our in-depth research and analyst knowledge to create the right sales and product strategies and tactics for your specific market.

### THE BUSINESS CHALLENGES

Your customers and prospects face the most complex, rapidly changing markets in history. HR, talent and learning teams are critical partners in driving success. As these organizations strive to grow and globalize in new and unpredictable environments, they require platforms, solutions and technology that will scale and support their rapidly integrating HR, talent and learning organizations.

Bersin & Associates is the only firm that analyzes both practitioner best practices

and the ecosystem of solution providers that supports these practitioners. Bersin & Associates WhatWorks membership provides benchmarks, metrics and strategic trends that show you where you stand in the market and where the opportunities are. Membership enables your entire organization to drive growth and advantage:

- Educate sales teams on market trends and business needs.
- Enable marketing to deliver solid competitive analysis and audience data.
- Provide strategic direction to product and technology teams to ensure that you are building for the future.
- Empower your own HR and learning organizations to drive business results with industry-leading best practices.

### THE WHATWORKS MEMBERSHIP PROGRAM

The Bersin & Associates WhatWorks Membership Program is a comprehensive suite of research, advisory services and strategic marketing delivered by industry professionals with a deep knowledge the audience, trends and end user needs.

Our unique WhatWorks methodology includes three research pillars: broad surveys and data analysis; interviews and case studies; and detailed vendor and market analysis.