



**FOSWAY
GROUP**

Working with Europe's #1 HR Analyst

We know what vendors need to succeed

As Europe's #1 HR analyst, Fosway works with organisations to provide research, insight and analysis to guide HR, talent and learning professionals through next generation technologies and the changing world of work. Our *unusually direct* analysis and advice informs corporate decisions on:

- HR transformation and Cloud HCM
- Talent acquisition and talent management
- Digital learning and learning technologies
- Employee engagement and retention

We analyse and advise many of Europe's leading companies and help them accelerate and de-risk their HR, talent and learning innovations. As a vendor, we can help you understand your current performance and increase your future potential.

Engaging with Fosway

Actively engaging with Fosway enables you to better tell your story, build greater visibility by leveraging our research and market insights, and understand how to improve your customer success and solutions.

The **Fosway Vendor Programme (FVP)** helps us build strong, two-way analyst relationships with the supplier community. Engaging in FVP deepens our understanding of your strategy, capabilities and customer successes. We can then provide feedback and insights to help you achieve your goals. You will also gain prior visibility of relevant analyst commentary and opportunities to leverage our research.

FVP is a great foundation to deepen your relationship with Fosway and to accelerate your market success.

Building visibility and opportunity

Whether a major player or an ambitious innovator, working with Fosway as an independent analyst can help increase your visibility and market opportunities through our:

- Unique European research to build market awareness and thought leadership
- Webinars, content and reports to accelerate lead generation
- Competitive insights to improve your go-to-market strategy, solution roadmap and future investment decisions

Leveraging our European research

Unlike so much of the research data around HR, talent and learning that is available today, Fosway's research has a real focus on Europe.



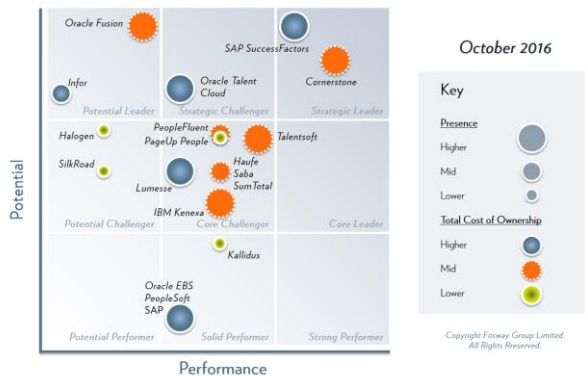
Through strategic research partnerships with leading communities such as HRN and Learning Technologies / Learning and Skills Group, we have unique data and insights from the leading companies in Europe.



Objective feedback and competitive intelligence

As well as influencing corporate buying decisions, our vendor research such as the Fosway 9-Grid™ analysis and Vendor Reports provide a great foundation for vendors to get objective feedback on their market performance and competitive intelligence.

Fosway 9-Grid™ - Talent Management



What does the market really think about your solutions?
How are you performing in relation to the competition?
What are current and potential clients saying about you?
The Fosway 9-Grids™ and Vendor Reports provide answers you won't find anywhere else.

Independent advice

As Europe's #1 HR analyst, Fosway can also be a great partner to help you develop or hone your strategy, solutions and customer performance. As well as accelerating external opportunities, Fosway has a fantastic pedigree in providing private advice to vendors to help improve their current performance and future potential, including:

- CEO strategy sessions
- Solution roadmap input and feedback
- Buyer insights and sales enablement
- Market positioning and messaging
- Competitor analysis
- Custom research
- Market strategy and M&A opportunities

Contact us today to find out more about how we can help you succeed.

Our corporate clients

Fosway Group focuses its work on large EMEA based multinational corporate clients including FTSE100 and Global 1000 enterprise organisations. Our focus is always on meeting the needs of our clients, no matter what their size or global spread. We always apply our knowledge and research to your specific context.

Example clients include: Alstom, Aviva, Boots, BP, Centrica, BT, Deutsche Bank, Faurecia, HSBC, International SOS, Lloyds Banking Group, Novartis, PwC, Rolls-Royce, Royal Bank of Scotland, Sanofi, Shell, Swiss Re, Telefonica, Thomson Reuters, Toyota Motors Europe and Vodafone

About Fosway Group

At Fosway Group, we understand that developing and engaging people is how complex global organisations deliver performance and achieve success. Just as every employee's talent journey is unique, so is every organisation's people strategy.

Fosway Group's analyst and advisory services deliver the insights your organisation needs to achieve results and eliminate risk. We know that every aspect of next generation HR and talent are more intertwined than ever. When you work with us, you accelerate your insight and make better decisions.

We're Europe's #1 independent HR analyst, and just like the Roman road we draw our name from, you'll find that we're unusually direct. We don't have a vested interest in your technology or consulting choices. You can depend on us to tell you what you need to know to succeed.

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