



9-Grid™ for Talent Acquisition

Ask the Analyst

David Wilson, CEO / david.wilson@fosway.com / @dwil23

Sven Elbert, Head of Analyst Services / sven.elbert@fosway.com / @sven_elbert

Europe's #1 HR Industry Analyst

Founded 1996

In-depth corporate research on Next Gen HR, Talent and Learning

Analyst & advisory services to more than 3,000 European & International HQ multi-nationals and corporates

Independent vendor research and EMEA market commentary



Get the inside story ... Fosway Corporate Network

- ▶ Private Fosway network for corporate HR, Learning and Talent Leaders
- ▶ Deeper access to data and insights behind the 9-Grids™ and Realities Research
- ▶ Monthly virtual roundtables on key topics
- ▶ Private analyst time to address specific questions and decision input
- ▶ Priority for deeper input, workshops and accelerated buying support



**Register your
interest now**



David Wilson
CEO



Sven Elbert
Head of Analyst Services

Session overview

- ▶ Click on the ‘**chat**’ button at the bottom of your screen
- ▶ Post your **questions within the chat** - open to all
- ▶ Play nicely!

- ▶ We will start with some introductory content
- ▶ Jon will ask your questions throughout
- ▶ A recording will be made available afterwards

Research behind each 9-Grid™

Creating a new 9-Grid™ is normally a 3+ year process on top of pre-existing background research:

- ▶ Corporate research network members / roundtables
- ▶ Corporate enquiries and private advisory insights
- ▶ Public research process/surveys
- ▶ Structured data capture - functional and non-functional
- ▶ Independent vendor briefings/demonstrations
- ▶ Meetings at user conferences and industry events
- ▶ Formal customer reference process

9-Grid™ Inclusion Criteria

- ▶ Vendors included in the end 9-Grids are aligned to relevance to corporate buyers (EMEA HQ enterprise)
- ▶ Based on:
 1. The main vendor options in **active use** in Fosway's corporate research network
 2. The main vendor options in **active consideration**/buying process in above
 3. Innovator companies Fosway believes have the **potential to achieve** 1 or 2

No 'pay to play' - Vendors cannot buy onto the 9-Grid™

(or decline to be included)!

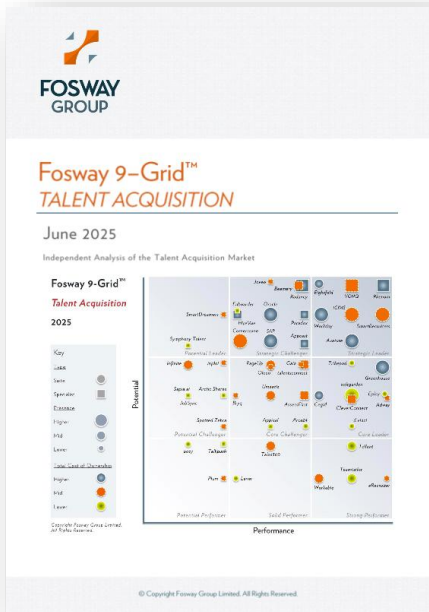
Research behind each 9-Grid™

- ▶ **Primary** analysis point of view is shaped by what customers say about vendors and how they perform
- ▶ **Vendor input is secondary**, and used to cross-validate assumptions and to deepen insight re vendor strategy and their roadmap etc.

IN SUMMARY:

- ▶ We have lots of customer insight, hard data, and validated assumptions from the market!

More than a diagram ...



9-Grid™ Vendor Rating:

Notes on interpretation

The Vendor Ratings table is now split by type, Suite or Specialist, and is banded and not linear scored. Suites in the same 9-Grid™ zone should be viewed without more detailed evaluation aligned to customer-specific needs. Treat vendors themselves and the market, not vs other vendors in the same zone for detailed description of the assessment process and dimensions of this 9-Grid™. Trajectory see Fosway's [Trajectory Guide](#).

Talent Acquisition Specialists

Vendor
Adway
Appcast One
Appical
Arctic Shores
AssessFirst

Market Trends

The economy has chilled and TA feels it first

Across Europe, hiring has shifted away from growth-driven urgency to defensive caution. Hiring volumes have dropped in many industries and headcount plans are in flux, often frozen. Layoffs, restructuring, and cost-control measures have hit not just on opportunities and candidates, but also the talent acquisition teams. In the UK, this downturn is especially sharp in sectors such as Fintech and Logistics, where post-Brexit talent gaps have collided with frozen budgets. In Germany, hiring slowdowns are more controlled, as co-determination laws and works council oversight limit fast restructuring. Overall, budgets are tighter, external agency use has been reined in, and workforce strategies have a shortened horizon. At the same time, recruiters face a flood of noise, not just because the market has tilted back toward employers, but because candidates now use AI to tailor CVs and auto-apply to hundreds of roles in their sleep. Application volumes are spiking, and much of what reaches recruiters is low-signal, AI-polished, and often system-

The 9-Grid™ variables for Talent Acquisition

What do potential, performance, presence and total cost of ownership mean in the context of talent acquisition?

Performance

This focus

customer

experience

This may

Understanding the Fosway 9-Grid™

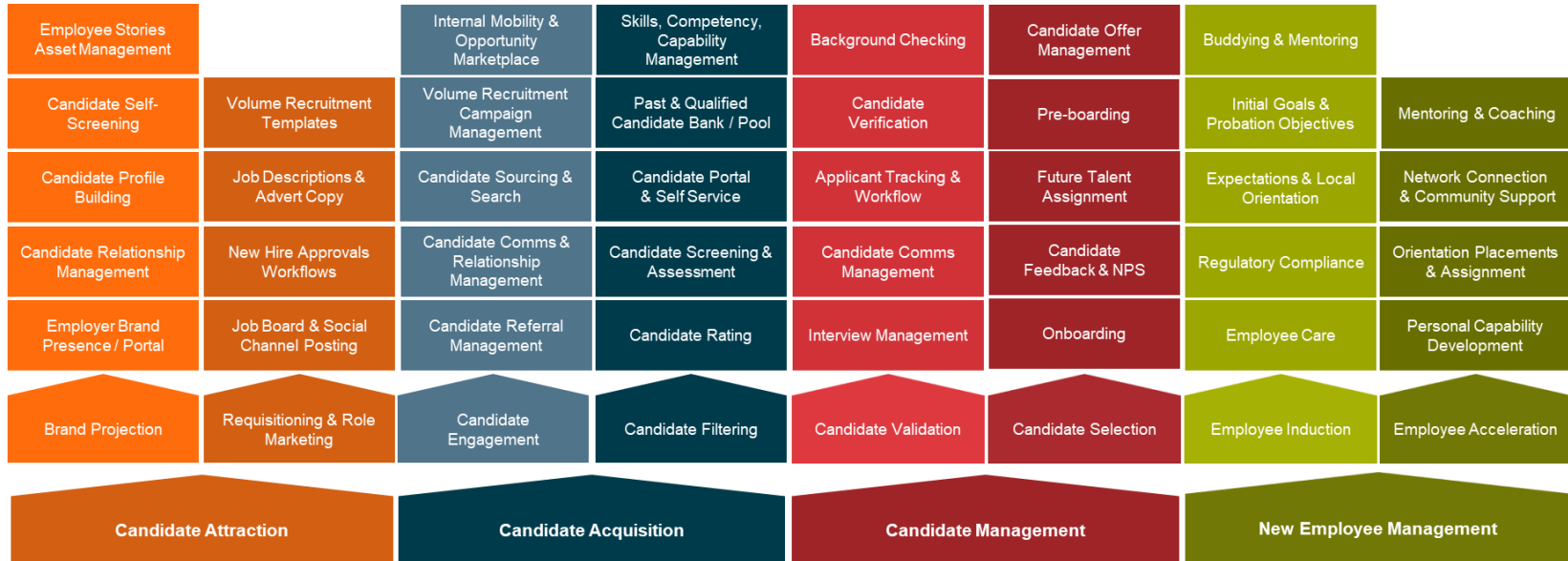
What is the Fosway 9-Grid™

The Fosway 9-Grid™ is a five-dimensional model that can be used to understand the relative position of different solutions and providers in a selected market segment. It allows organisations to compare different solutions based on their Performance, Potential, Market Presence, Total Cost of Ownership and Future Trajectories across the market. 9-Grid™ is unique, because the model contains value in *all* of its zones – not just the top right. 9-Grid™ not only provides an understanding of the market, but also identifies the high-level actions that can help corporate organ-

independent research in the HR, talent and learning market over the past 25+ years, and draws upon the Corporate Research Network. The Corporate Research Network is a group of HR and learning professionals,

We always recommend you download and read the full reports

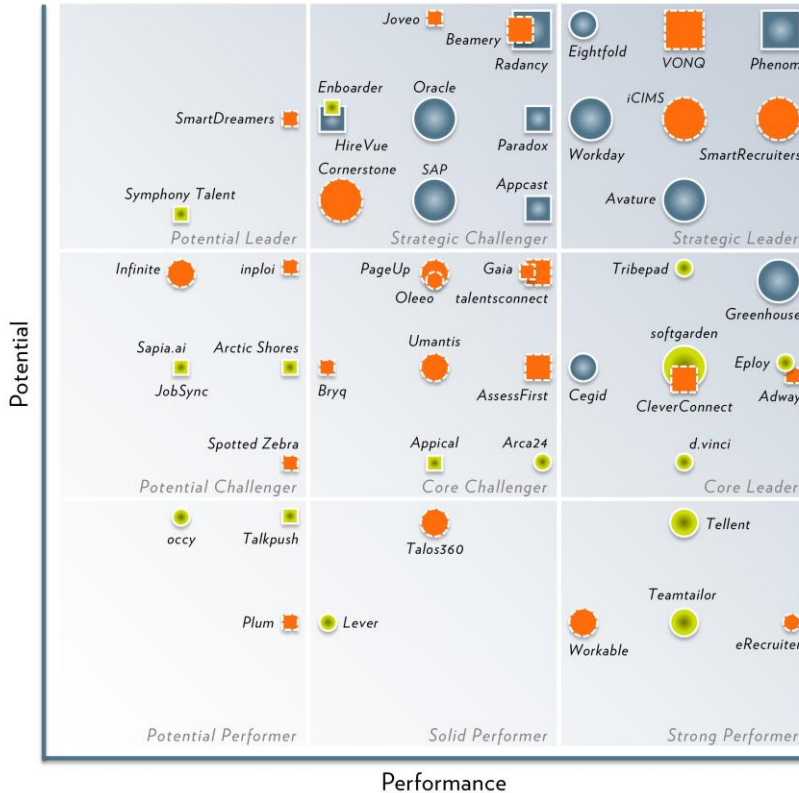
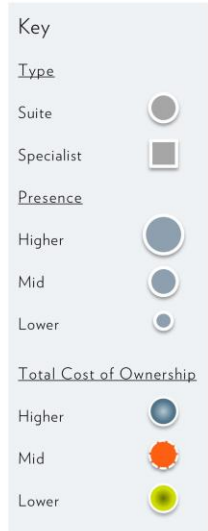
Functional Model for Talent Acquisition



Fosway 9-Grid™

Talent Acquisition

2025



Key Headlines

TA's role rewritten in real time

AI solutions for real transformation gaining ground

Pricing models adjusting

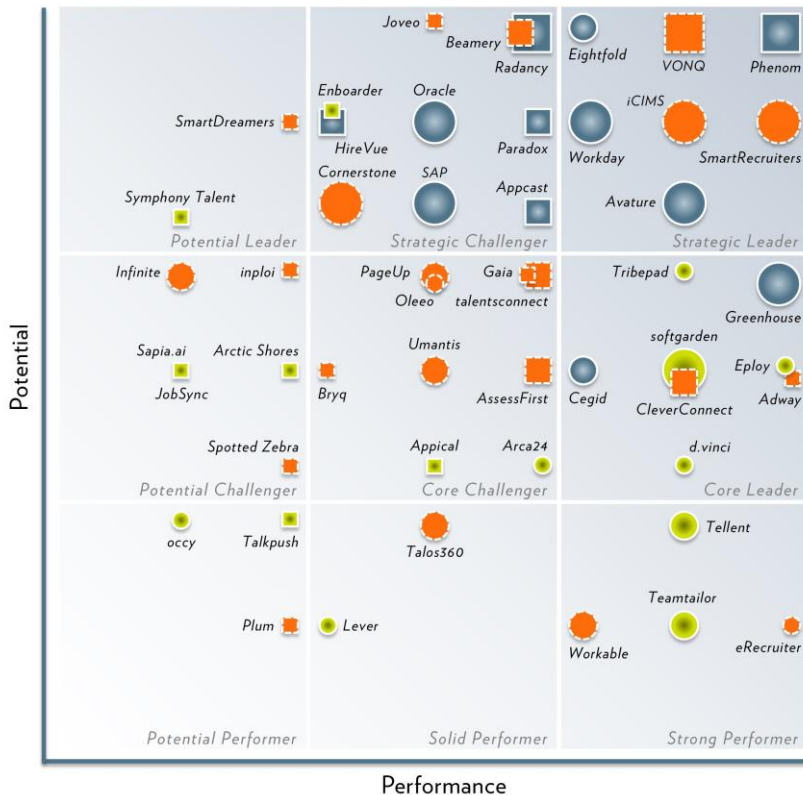
Regulation shapes rules of AI adoption

Innovation is now almost entirely AI-driven

Fosway 9-Grid™

Talent Acquisition

2025

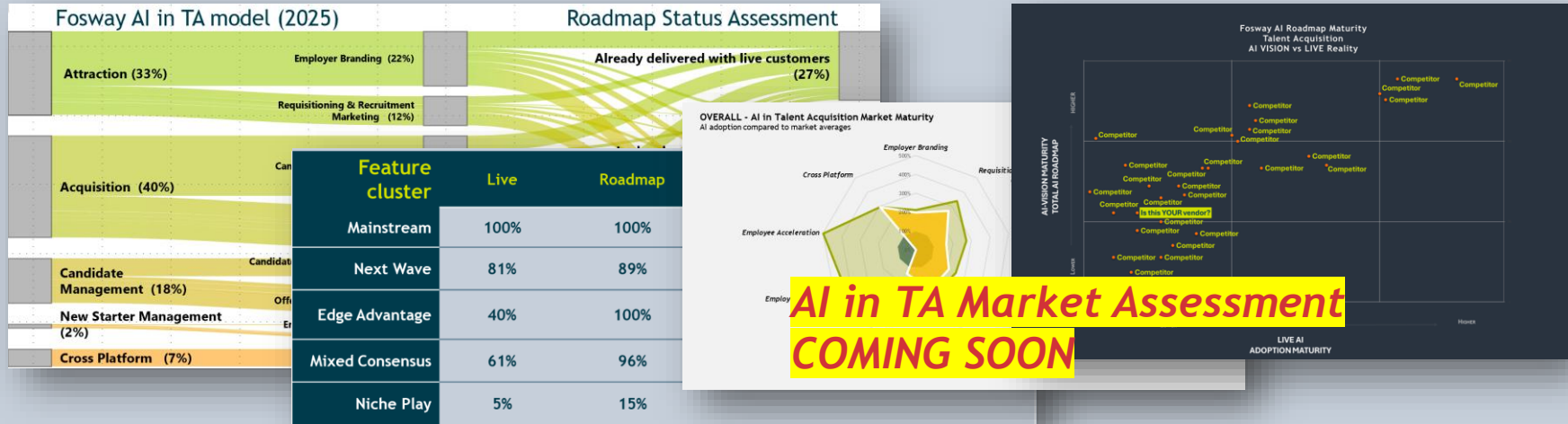


Ask the Analyst ...

So what would YOU like to know?

Strategic research project: AI in HR, Talent & Learning

Get beyond the hype: A deep research project looking at the reality of AI in Talent Acquisition, and the benefits that TA teams are realising from AI.



**AI in TA Market Assessment
COMING SOON**

For corporates interested in deeper insights or input, contact jack.smith@fosway.com

And remember ... the research is just the start ...

- ▶ Join **Corporate Membership** for inside access to more detailed research, benchmark reports, private corporate roundtables, and analyst time
- ▶ Fosway's **Accelerated Buying Support** to align stakeholders, validate solution strategy, shortlist vendor options, and accelerate and derisk buying decisions



**Register your
interest now**

Our research shows that through standard procurement processes, only 50% of HR Tech buyers feel they chose the right vendor solution, and only 50% of those implement well and achieve clear success

And remember ... the research is just the start ...

- ▶ Join **Corporate Membership** for inside access to more detailed research, benchmarking, roundtables
- ▶ Fosway's **AI, Skills and Learning** align strategy, shortlist vendor options, and accelerate and derisk buying decisions

**NEW: Fosway Symposium
"AI, Skills and Learning"
9th September in London**



**Register your
interest now**

Our research shows that through standard procurement processes, only 50% of HR Tech buyers feel they chose the right vendor solution, and only 50% of those implement well and achieve clear success

LATEST FOSWAY RESEARCH

Get involved:

- ▶ Read the full report: 9-Grid™ for Talent Acquisition
<https://www.fosway.com/9-grid/talent-acquisition/>
- ▶ Input to our 2025 TA Realities Research
<https://www.research.net/r/FWGTAR25>



Europe's #1 HR Industry Analyst

Make better HR buying decisions faster ...

www.fosway.com @fosway +44(0)20 7917 1870