

**KCG Research Coverage Impact Analysis**

Client:   
 Period: June 1, 2013 - November 8th, 2013   
 Market: Human Capital Management   
 Key Words: HCM, HRM, Talent Management etc.

ANALYST	UNWEIGHTED Tonality						WEIGHTED Impact Rating						VOLUME of Coverage					
	Oracle	Workday	SAP	Cornerstone	ADP	TBM Kenexa	Oracle	Workday	SAP	Cornerstone	ADP	TBM Kenexa	Oracle	Workday	SAP	Cornerstone	ADP	TBM Kenexa
	<b>Average Tonality x Research Type x Firm Weight</b>																	
Yvette Cameron, Gartner	3.00	3.00	3.00	3.00	3.00	3.00	30.00	30.00	30.00	30.00	30.00	30.00	1	1	1	1	1	1
Rob Hanscome, Gartner	3.25	3.00	3.00	3.00	3.00	3.00	65.00	60.00	60.00	60.00	60.00	60.00	4	1	4	3	1	4
Jeff Freyermuth, Gartner	3.00	3.00	3.00	3.00	3.00	3.00	60.00	60.00	60.00	60.00	60.00	60.00	3	1	3	3	1	3
Sunil Padmanabh, Gartner	3.00	3.00	3.00	3.00	3.00	3.00	45.00	45.00	45.00	60.00	60.00	60.00	2	2	2	1	1	1
Lisa Rowan, IDC	4.33	3.00	4.83	4.17	3.38	3.67	86.67	60.00	96.67	83.33	67.50	73.33	3	3	3	3	4	3
Bo Lykkegaard, IDC	3.50	3.00	3.75	4.00	3.00	3.25	52.00	60.00	57.00	62.00	42.00	47.00	2	1	2	2	2	2
Holger Mueller, Constellation	4.00	3.00	3.00	3.00	3.00	3.00	32.00	24.00	24.00	24.00	24.00	24.00	1	1	1	1	1	1
Ray Wang, Constellation	3.00	3.00	4.00	3.00	3.00	3.00	48.00	48.00	64.00	48.00	48.00	48.00	1	1	1	1	1	1
Stephan Millard, Ventana	3.50	5.00	3.00	3.00	3.00	3.00	40.00	80.00	36.00	24.00	24.00	24.00	2	1	2	1	1	1
Mark Smith, Ventana	4.00	3.00	3.00	3.00	3.00	3.00	64.00	48.00	48.00	48.00	48.00	48.00	1	1	1	1	1	1
Katherine Jones, Bersin	3.00	3.00	3.67	3.00	3.00	3.00	42.00	36.00	61.33	60.00	36.00	36.00	2	3	3	1	3	3
Karen O'Leonard, Bersin	3.00	3.00	3.00	3.00	3.00	3.00	24.00	24.00	24.00	24.00	24.00	24.00	2	2	2	1	2	2
Paul Hammerman, Forrester	3.00	3.00	3.50	3.00	3.00	3.00	30.00	30.00	47.50	30.00	30.00	30.00	3	2	4	1	1	1
<b>FIRM</b>	<b>AVERAGE UNWEIGHTED Tonality</b>						<b>AVERAGE WEIGHTED Impact Rating</b>						<b>TOTAL Volume</b>					
Gartner	3.10	3.00	3.00	3.00	3.00	3.00	56.00	48.00	54.00	56.25	52.50	56.67	10	5	10	8	4	9
IDC	4.00	3.00	4.40	4.10	3.25	3.50	72.80	60.00	80.80	74.80	59.00	62.80	5	4	5	5	6	5
Constellation	3.50	3.00	3.50	3.00	3.00	3.00	40.00	36.00	44.00	36.00	36.00	36.00	2	2	2	2	2	2
Ventana	3.67	4.00	3.00	3.00	3.00	3.00	48.00	64.00	40.00	36.00	36.00	36.00	3	2	3	2	2	2
Bersin	3.00	3.00	3.40	3.00	3.00	3.00	33.00	31.20	46.40	42.00	31.20	31.20	4	5	5	2	5	5
Forrester	3.00	3.00	3.50	3.00	3.00	3.00	30.00	30.00	47.50	30.00	30.00	30.00	3	2	4	1	1	1
<b>Vendor Totals</b>	<b>3.33</b>	<b>3.10</b>	<b>3.41</b>	<b>3.28</b>	<b>3.08</b>	<b>3.10</b>	<b>37.82</b>	<b>37.37</b>	<b>43.62</b>	<b>36.97</b>	<b>32.53</b>	<b>33.17</b>	<b>27</b>	<b>20</b>	<b>29</b>	<b>20</b>	<b>20</b>	<b>24</b>