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HR TECHNOLOGY SPECIAL

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Most HR executives of today see HR transformation as the vehicle they can use to re-align their organizations onto the right business path and deliver services in an efficient, effective, and compliant manner. As people and talent issues are widely recognized as critical to business success in good and bad economic times, business issues related to workforce management, retention, organization restructuring, and employee engagement have increasingly become executive committee's top priorities. HR Leaders who are at the forefront of embracing change, are being asked to ensure that their priorities, organization, resources, and budgets are aligned with the business goals, bringing new approaches to optimize their talent by adopting the right technology.

Globalization, talent constraints, and new technology pose significant opportunities for material change in HR, according to new research from KPMG LLP, which found rising skepticism in the executive suite about the overall effectiveness of today's HR function. A large number of innovative HR leaders are adopting a new breed of HR solutions that leverage disruptive technologies such as real-time talent analytics and Big Data management, Gamification, Cloud, Mobile tools and more, thereby bringing new approaches to streamline their business process spanning the employee life cycle: hiring and onboarding, personnel and benefits administration, compensation, payroll, compliance,

performance management, succession planning, and career development. By investing in HRM strategies and technologies, companies are realizing new ways to drive business value in employee-facing processes and improving acquisition and retention of key talent while rationalizing fragmented systems that are increasingly difficult to maintain. To simplify and help HRs navigate the technology solutions landscape, CIO Review presents "20 Most Promising HR Technology Solution Providers 2014".

A distinguished panel comprising of CEOs, CIOs, VCs, HRs, analysts including CIO Review editorial board has decided the top HR Technology Solution Providers in the U.S., and in the process of selection, we have analyzed the company's offerings, core competency, news/press releases, client testimonials, milestones and other recognitions. The companies featured provide an outlook on how their products work in the real world, so that you can gain a comprehensive understanding of what HR management technologies are available, which are right for you, and how they shape up against the competition. We believe this information will help you to market your company in a much more effective manner.

We present to you CIO Review's 20 Most Promising HR Technology Solution Providers 2014.



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## Company

Madison Performance Group

## Description

Deploying The Industry's Most Configurable, Cloud-Based SaaS Solution.

## Key Person

Jason McElroy, Director,  
Product Management  
Chris Esposito,  
Senior VP, Sales

## Website

[www.madisonpg.com](http://www.madisonpg.com)

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Madison

## Deploying the Industry's Most Configurable, Cloud-Based SaaS Solution



**T**echnological changes in the business environment of today have augmented the importance of human resource management. However, the subpar traditional custom-based application development model and the cost ineffectiveness of employee recognition and sales incentives programs are still among the biggest challenges in the industry. This is where Madison, headquartered in New York City comes into the picture with their extensive experience providing solutions designed to motivate a volatile global multi-generational workforce. Madison's long-term relationship with Fortune 1000 clients and their employees gives them the ability to interpret the attributes and capabilities that help engage employees and drive and sustain sales.

Madison provides the most configurable, cloud-based SaaS solution, which eliminates the need for custom programming and reduces the costs and time associated with a custom solution. This solution generates a cooperative and appreciative culture, which drives productivity and innovation, and employee engagement. The company's flexible cloud-based SaaS solution is designed around clear business objectives that are well-communicated, balances results and behaviors, and also closely monitors all the outcomes. The solution ensures that organizations meet and exceed the measurable goals that help increase engagement, create a culture of recognition and presents awards for efforts in expansion of sales territories, achieving the objectives, and also on opening of new channels and products.

"We have recognition and reward customized applications with detailed needs and specific requests for functionality and feature that enable customers to understand the types of functions of user bases. Our SaaS solution is an amalgamation of good ideas, features, user experiences, and value for our customers,"

says Jason Mc Elroy, Director, Product Management, Madison.

The unique and consultative approach of Madison makes them stand out from others in the industry. The team blends several core competencies into a single effort of designing, deploying, and administering global workforce engagement and sales incentive programs. The firm's cutting edge technological skills and expertise deliver a simple user intuitive experience that helps in foresightedness and strategic thinking, required for global nuanced programs. In addition, they build healthy relations with clients to develop an intuitive understanding that will help the brand in a competitive environment.

Madison serves in major verticals like pharmaceutical and

**"Our solution is an amalgamation of good ideas, features, user's experience, and value for our customers,,**

life sciences, automotive, financial, consulting, and insurance services. On one occasion, a large IT services firm with a global user base of 200,000 was experiencing high turnover rates. The client was dissatisfied with the inflexible behavior of employees in the workplace and intended to bring the turnover rate down. Madison engaged with the company and kicked off a recognition and reward program that would reach across global locations. During the change management process, the client identified that employees were not aligned with the corporate culture. Madison delivered solutions that helped the organization reduce the turnover rate and also made employees feel more engaged and achieve business objectives of the company.

"Going forward, we are focused on creating a universal platform for social recognition and refining talent management," says Christopher Esposito, VP of Sales, Madison. The company also intends to provide comprehensive HR programs that organizations are looking for, by delivering integrated performance management, training, compensation, and employee benefits. [TR](#)