

European Modern HR Strategies and Opportunities

IDC's *European Modern HR Strategies and Opportunities* program explores Europe's human capital management (HCM) and payroll applications market. This research investigates the competitive landscape and key trends like hybrid work, employee experience, and HR transformation, along with the technology innovation impacting market opportunities. By leveraging this information, vendors can make well-informed decisions, increase competitiveness, and improve their positioning/messaging. HR decision-makers will also benefit from key insights into the latest HR trends, helping them to navigate and understand the rapidly evolving HR technology landscape in Europe.

MARKETS AND SUBJECTS ANALYZED

- Core HR
 - Recruiting, employee performance management, workforce management, learning, and compensation
 - Payroll and benefits
 - Employee experience
 - Employee wellness
 - Skills-based perspectives on employees
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CORE RESEARCH

- European HCM & Payroll Applications Vendor Shares
 - European HCM Applications Forecast
 - Generative AI Use Cases for HCM
 - IDC Market Glance: Employee Experience
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In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [European Modern HR Strategies and Opportunities](#).

KEY QUESTIONS ANSWERED

1. Who are the market leaders and participants, and what segments do they operate in?
 2. What are the drivers and trends in the market now and in the future? Which shifts are expected?
 3. What innovative forces and vendors are shaping future market developments?
 4. What do buyers need to make offerings more appealing to them? Which gaps do buyers currently experience in the market?
 5. What are the hottest opportunities in the European HCM applications market?
 6. How are the needs and expectations of different industries and business sizes influencing HCM solution offerings?
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COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the modern HR strategies and opportunities market, including:

SAP SuccessFactors, Workday, Visma, DATEV, Oracle, Zucchetti, SD Worx, Cornerstone OnDemand, Sage, Cegid, Zellis, Personal & Informatik, Access Group, Haufe, ServiceNow, Ultimate Kronos Group (UKG), Silaexpert, Teamsystem, Learning Technologies Group, ATOSS Software, Sopra Steria, Infinite Computer Solutions, ADP, Unit4, SkillsSoft, Microsoft, AFAS ERP Software, HiBob, Exact, Bullhorn, Advanced, CloudPay, Personio, Midland HR, Infor, Qualtrics, Talentia Software