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How technology is transforming the HR function in the 21st century

Case Studies Book:
THE PROSPECTUS

A PLANNED PUBLICATION OF IHRIM PRESS

The International Association for Human Resource Information Management is very pleased to announce the planned publication of its newest book series *How technology is transforming the HR function in the 21st century*.

This executive level book series will bring together for the first time a compilation of the case studies that describe the role that technology is having in enabling and transforming the Human Resources function. Companies and institutions of all sizes across diverse industries will tell their stories. Case examples that include projects from planning and initiation, ROI and management approvals, specific functional applications, and large scale, multi-application deployments will be included in this comprehensive series. Each case study will encompass real examples of real success stories, with extensive cross-referencing to related topics and other case study contents.

It is anticipated that the initial publication will include a two-volume set, with over 50 companies sharing their success stories.

Joel R. Lapointe, a 30-year veteran of the HRIS industry, will author this set. Mr. Lapointe's career spans the corporate, consulting and software vendor perspective. His experience includes product design and development, systems implementation, software and services sales, strategic marketing and practice management. Educated as an Industrial Engineer, Mr. Lapointe has been an ardent advocate of technology's impact on the workplace for over three decades. From his early work on the design team that created the first packaged applications for human resource functions to his pioneering creation of enterprise self service (ESS) concepts and technology, he has provided his expertise to scores of organizations across a wide spectrum of industries. A frequent writer and sought-after industry spokesman, Lapointe is also a long-time member of the International Association for Human Resource Information Management (IHRIM). He is past president of the New York Chapter, and a former member of the New England Board of Directors.

His knowledge, insight and experience will provide the expertise for the thorough and thoughtful case study research that will be the foundation of this "first-of-its-kind" book series.

The published work will have an initial free distribution to more than 5000 IHRIM members, contacts and colleagues. The book set will also be available from Amazon.com, and other sales outlets.

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Real examples of real success stories, with extensive cross-referencing to related topics and other case study contents.

SPONSOR BENEFITS:

Sponsorship Opportunities

To ensure the inclusion of the many product and services providers that have helped their clients achieve success, IHRIM is offering a flexible range of publication sponsorships.

These sponsorships will support the publication of this important book set, and will provide exposure and recognition to each sponsor and its most successful clients, those who have realized the extensive benefits and impact of a technology-enabled HR function.

■ PLATINUM SPONSORSHIP \$25,000

Entitles the sponsor to identify six clients for case study inclusion, and includes a full-page sponsorship acknowledgement, and 50 free copies of the publication.

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- *Corporate branding for sponsor and clients*
- *Reach more than 5,000 HRMS professionals*
- *More than 85% of the readers recommend or make the final decisions related to HRMS purchasing*
- *Recognition and link on IHRIM Web site*
- *Receive up to 50 copies of the book set at no charge*



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Premiere Position Acknowledgement Opportunities

As an additional recognition opportunity for Platinum and Gold sponsors, full color premiere position sponsor acknowledgements are available as follows:

Back Cover	\$15,000
Inside Front Cover	\$10,000
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As the publication will include two volumes, only a total of six placement opportunities are available.

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