

PRESS RELEASE



Harbinger and HR Tech Advisor Celebrate Five Years of Collaboration to Build Thought Leadership in #HRTech

Redmond, WA: October 13, 2021:

Harbinger Systems, a global company providing software technology services for independent software vendors and enterprises, and HR Tech Advisor, a leading advisory firm supporting the HR technology industry vendor community, have been collaborating for the past five years on ways to showcase Harbinger's deep industry knowledge to the vendor community. The hard work, selfless collaboration, and consistently sharing experiences through numerous partner programs have resulted in a platform to brand Harbinger's expertise in HR Tech partner events.

"We first met the team from Harbinger at the SHRM National pre-event Collaboration Zone hosted at the National WWII Museum in New Orleans. What struck me was their clear focus and expertise in HR Tech, and for a technical company, how personable they were," said Ward Christman, HR Tech Advisor's chief advisor and ecosystem navigator.

The most effective venues have been the in-person events hosted by HR Tech Alliances and the virtual events run on the HR Tech Alliances community platform at HRTechAlliances.com. During the 30+ Collaboration Zones held in the past five years, online and offline, Harbinger has conducted many 1:1 meetings with top executives from the leading early and late stage HR tech and Learning technology vendor companies. They also led several thought-leader Round Table Topic Sessions with panels of experts designed to share the collective group's knowledge with the attendees and the HR Tech community at large. These sessions are aimed to build relationships and the brand image to move Harbinger into its rightful position of being an industry thought leader. The sessions are always super engaging to those who attend, and some of the topics covered so far range from 'Scalable Growth with Platform Integrations' to 'How to Build Your Talent Management Solution for OEM', to 'Tech to Solve Candidate Ghosting - Build Buy or Partner?'

Seema Chaudhary, Head of Global Alliances for Harbinger said, "Our partnership with HR Tech Advisor has helped us refine and amplify the strategic value we bring to the HR and Learning tech market." When it comes to measuring ROI, Seema was quick to point out, "Since we started collaborating with HR Tech Advisor in 2016, we have strategically grown our alliances' program 300%."

Senior leaders at Harbinger Systems lead the Round Table sessions, including the chairman and founder, Dr. Vikas Joshi, who led sessions like 'Product Strategies for Software Start-ups in Uncertain Times', Shrikant Pattathil, President, Janhavi Padture, VP, Strategy & Business Development, along with, Seema Chaudhary.

Growing your company brand to become a respected thought leader in your category requires more than marketing and talking about the latest trends. For a company that has been around for a while, it almost certainly demands delivering real value to its customers. Ward shared his thoughts on this key aspect, "With 500+ developers and over 30 years of experience building some of the most sophisticated technology in learning and HR Tech, Harbinger is the industry's best-kept secret; it's been a privilege helping them tell their amazing story."

For those who have had the pleasure to join these various activities in the past five years, and for others keen to become a part of these and gain industry insights, Harbinger Systems and HR Tech Advisor will be bringing in more excitement and experiences in the coming years to strengthen the HR Tech thought leadership space.

About HR Tech Advisor

Since 1992 HR Tech Advisor's Chief Advisor has grown numerous HR Tech businesses via innovative direct and indirect sales methodologies. Part of the growth came from educating and coaching buyers of HR Technology and Services on key ways to better leverage tech tools to help human resource and IT professionals become more successful and deliver business results for their employers. A lot of the growth could be attributed to outstanding partnerships and strategic alliances. Today, the HR Tech Advisor team of co-advisors work with the leadership teams at HR Tech vendors who are looking to grow with a key focus on partnerships and alliances. In January 2020, we launched the HRTechAlliances.com community platform in an 'open source' format to support vendor-to-vendor collaboration in the HR Tech Ecosystem.

About Harbinger

Harbinger Systems is a global company providing software technology services for independent software vendors and enterprises, specializing in product engineering. Since 1990, Harbinger has developed a strong customer base worldwide. Harbinger's customers are software product companies, including Hi-tech start-ups in Silicon Valley, leading product companies in the US, and large in-house IT organizations. Harbinger Systems builds software solutions leveraging digital technologies for HRTech, WorkTech, HealthTech, and EdTech. The company's patented technology and sound thought leadership has resulted in revolutionary products, including the market-leading Raptivity® – an interactivity builder that helps the user build e-learning interactions, Exaltive – an interactive Video Platform, Offline Player, Skimthru – an AI-powered video navigator using word clouds, SprinkleZone – a nudge-learning platform, and Quillionz – an AI-powered automatic question generator. For more information about Harbinger Systems, visit www.harbinger-systems.com

Media Contact

Mustafa Husain

Manager- Marketing

Harbinger Group

Email: mustafa.husain@harbingergroup.com