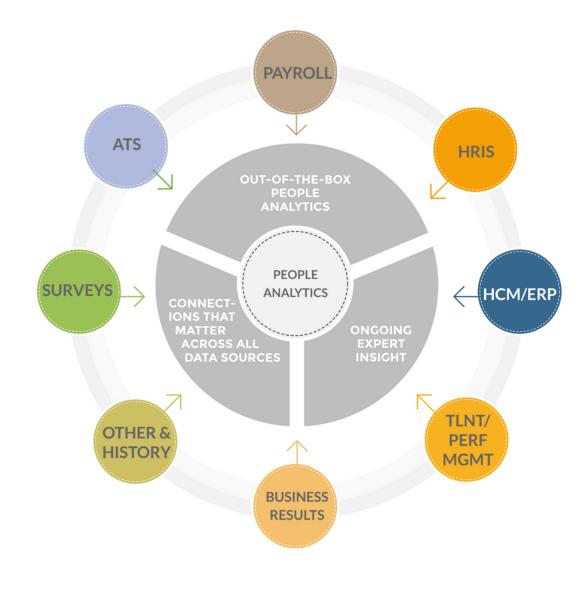


## HR DATA LOCKED AWAY IN DISPARATE SYSTEMS?

The Newest category of HR TECH - **The People Analytics Pureplay** - is built to integrate all of your data, plus deliver end-to-end HR reporting and people analytics.



Your workforce data is precious, confidential, under-utilized - and YOURS to leverage - don't let anyone (internal or an external vendor)

It's YOUR Workforce Data

Your HR Data is Everywhere

have you believe otherwise. It's YOUR workforce data, you should use it.

You know. **Everywhere**.

**Seamless** 

**Disparate**The pipe-dream of a single "source" of the truth and one-common

Your HR Tech Landscape Will Continue to be

companies. You will make great advancements in your point-HR systems and platforms (which may, in fact, have some silo'd reporting embedded), however they will still be disparate.

Your Workforce Data Should be Portable and

transactional platform has passed - even more so for mid-market

Many transactional HR Technology solutions make it difficult for you to access, integrate-with, move around and mash together your data. You

connecting and integrating your HR data.

**Transactional Processing Whereas The Primary** 

need simple, yet powerful approaches to getting amplified value from

Purpose of the Workforce Analytics "PurePlay" is Reporting, Business Intelligence, Visualization & Data Discovery for HR

Simply put, a Workforce Analytics PurePlay is a completely different species - one which is solely designed to manage, segment and help you discover the things which are most important in your mountains of

management information.

experiences.

8

performance.

The Primary Purpose of Most HR Tech is

Lack of Data Integration Represents One of HR's Biggest Challenges

A recent survey consisting of responses from 345 HR professionals

identified that half of HR professionals say that data collection and

clean up are fairly or very difficult, and the same is true with regard to

integration\*. The People Analytics PurePlay solves this pain point HR

HR and workforce data. It isn't a transactional system which is far less

sophisticated when it comes to delivering business intelligence and

You Should Focus HR on Your Core

Competencies (i.e., Using Your Data to Drive

Decisions, Not the Heavy Lifting of Integrating &

workforce analytics. This means you can focus all of your resources on

\* The State of Big Data and Talent Analytics 2019 (2019) - HR.Research Institute

Preparing Your Data)

Instead of building workforce analytics in-house (which is complex, expensive and therefore high risk), many companies are accelerating these capabilities through the Workforce Analytics PurePlay. Results are delivered faster with a cloud-based, SaaS solution, supported by a team of experts with deep skills in HR data, HCM systems and

interpretation, consultation, and driving talent decisions.

Integrating, Freeing-Up & Using YOUR

Workforce Data Drives Business Relevance, Credibility & Builds Confidence

You are frequently asked for ad-hoc reports, information and "whatabout questions" (what about the turnover of my top performers?). Business relevance, and success in the eyes of your stakeholders, depends on your ability to deliver rapid, discoverable and scenario-

specific insight into making smarter hiring decisions, retaining key

employees and connecting people performance to business

Mid-Market HR Teams Should Focus on Basic Math - Not Rocket Science

When we hear HR Tech vendors talking about how their solution has predictive analytics and machine learning algorithms - some of us are impressed, and others completely turned off. You see, HR Reporting &

Workforce Analytics (People Analytics, Talent Analytics etc.) is as broad a category as you can imagine - and no different to the diverse options found when you are selecting a new ATS, a car for your commute to work, or a beach vacation. There are different needs, different solutions and one-size does not fit all. Our perspective and experience is that mid-market companies can deliver significant benefits from integrated data, HR reporting & descriptive workforce analytics. In fact, thought leader David Creelman\*\* strongly believes the key to success is HR dusting off their basic math skills (counts, percentages, rates, etc.) - we couldn't agree more. Very few in HR need the exotic supercar to get to the office. And while there's absolutely a fit for advanced analytics in some companies - mid-market companies are often looking for pragmatic answers to the here-and-now - supported through powerful descriptive workforce analytics.

\*\* https://blog.hrps.org/blogpost/4-Basic-Elements-of-Successful-People-Analytics - David Creelman

We Want to Help You Face the Facts. You Need a Single View of the Truth - HR Tech That Both Integrates All of Your Employee, Talent & Workforce Data and Acts as Your HR Reporting & Analytics Platform.

This is exactly why we built PeopleInsight - the one-and-only Workforce Analytics PurePlay focused on companies with less than 5,000 employees - and how many of North America's best mid-market companies make data-driven workforce and people decisions today.

