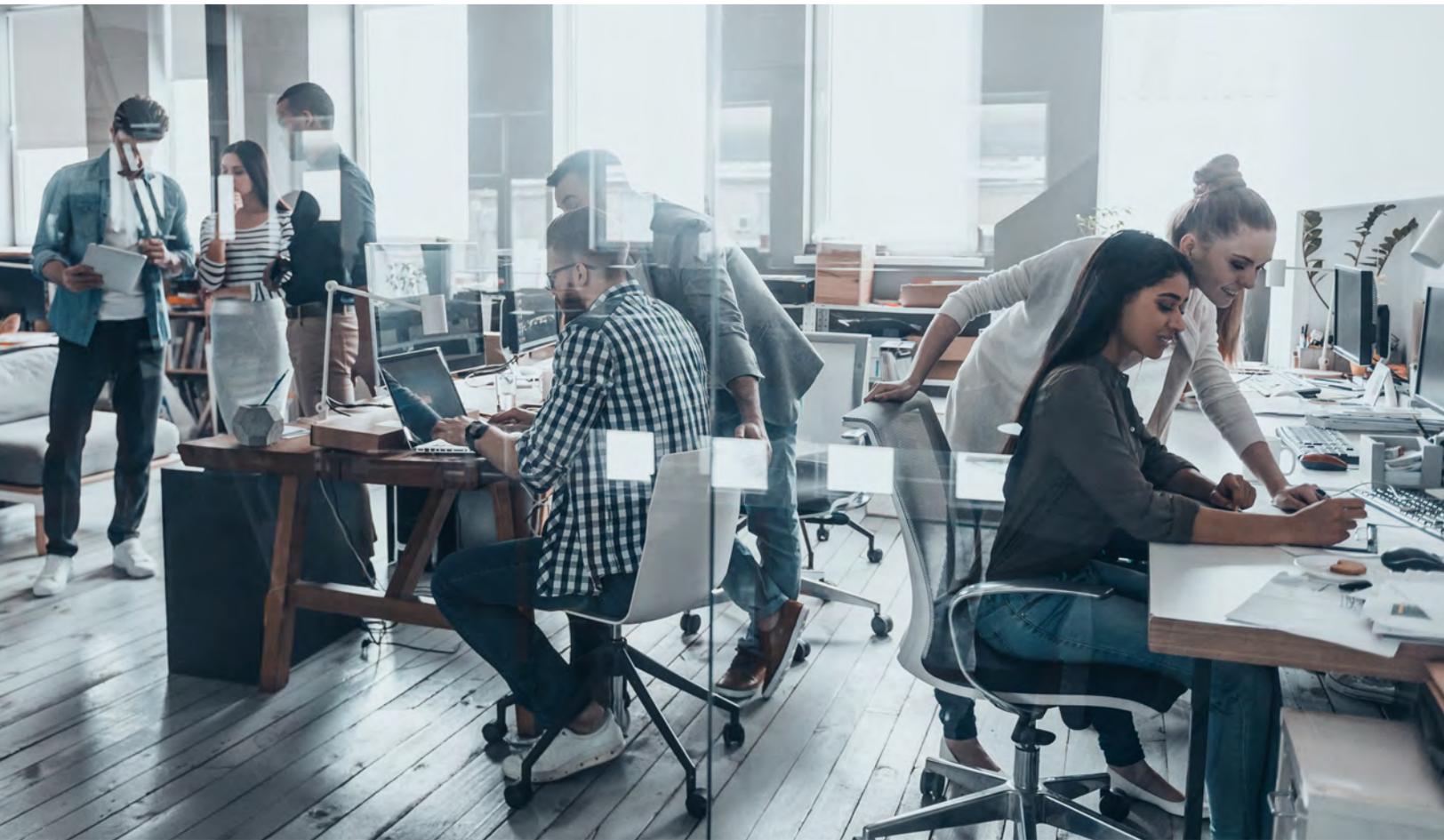# People Analytics

While no widely accepted definition exists, people analytics (also known as HR analytics or talent analytics) generally refers to the application of a disciplined approach to gain actionable insights from talent data to improve people decisions and, ultimately, business outcomes. Tools and techniques can range from simple mathematical calculations to advanced statistical methods and experimental designs.

The People analytics landscape is quite vast, with 80+ vendors. Below we have highlighted "the top" vendors according to our recent landscape analysis. We have categorized them into three clusters in which they compete.

Most large HCMs offer an analytics module – there are great benefits to leveraging your current system, as the integration of data across modules is seamless. However, they often are more "out of the box" solutions and are limited in their configurability with other systems and data sources.

Cluster #1: HCM Analytic Modules
- Workday
- Oracle
- SuccessFactors Workforce Analytics
- ADP
- IBM
- Saba
- Ultimate Software
- Cornerstone OnDemand

A recent HR System Survey by Sierra-Cedar (2017) indicates a growing trend to use bolt-on solutions that specialize in People Analytics. These vendors use robust external data to augment client's HR data and typically are able to integrate well with other systems. The four most commonly referenced, by market share and reputation, include:

Cluster #2: Analytics Point Solutions
- Vemo
- Visier
- ZeroedIn
- One Model
- JobsEQ

There are also software solutions that just provide talent market data, without predictive analytics and modeling.

Cluster #3: Talent Market Data Providers
- Burning Glass
- TalentNeuron
- EMSI
- Career Builder
- Bureau of Labor Statistics

There are also several great platforms that focus more on BI, enabling you to analyze multiple business data sources.

Cluster #4: Analytical Platforms
- Tableau
- MicroStrategy
- Alteryx
- KNIME
- R

There are pros and cons to all of these vendors. We want to provide you with notable dimensions to consider when evaluating which platform may be best for you.

System Capabilities:
1. System Integration – how well can the platform integrate with your current systems (HR & business)?
2. Global Capability – does the vendor have global benchmarking data and global capability as needed?
3. Predictive and Prescriptive Analytics – to what extent does the vendor provide predictive analytics (what will happen) and prescriptive analytics (what to do)?
4. External Benchmarking Data – what external data sources will you have access to?

Customer Experience:
5. In-House Implementation Team – how does the vendor ensure a seamless transition between the implementation and ongoing support?
6. Ongoing Configurability – how accommodating is the vendor in supporting future system changes (ex: custom calculators) after "going live"?
7. Account Manager Model – what is the ongoing support model? Is there a single point of contact?
8. SME on Staff – to what extent does the vendor have a People Analytics SME available vs. technology SMEs?
9. Investment in R&D – how heavily is the vendor investing in R&D to ensure their research and data are the most up to date?
10. Price/Value – What is the initial investment? What is your total cost of use – not just vendor fees, but also your internal costs? What returns can you expect?
11. Security – What are their standard security measures and how does it meet the needs of your organization's security standards?

User Experience:
12. User interface – how intuitive is the user interface?
13. Visual – how appealing are the visuals, graphics, and dashboard?