Big Data and Analytics
About **Dino Zincarini**

Dino is the ADP DataCloud product evangelist, helping clients understand the business value of ADP’s analytic, reporting and benchmarking capabilities. Dino has spent 15 years in the analytics and data warehousing spaces in various roles spanning marketing, product management and customer support but always with an eye towards unlocking the value of data for business users.

3 Random facts about Dino should you want to strike up a conversation:

1. He’s Canadian.
2. He loves learning languages (IT, FR, ES).
3. He collects airline barf bags (unused).
Today’s Topics

• The Transformation of HR: Why Care About Analytics?

• Big Data & Analytics Applied to HR

• ADP’s Solution: ADP DataCloud
Organizations are awash in data, but often not using it effectively

Just having data isn’t enough.

• Do you have access to data outside your HR organization?

• Can you make business decisions with a high degree of confidence from your data?

2015 ADP study on workforce analytics in large enterprises*:

75% have access to data

46% have deployed workforce analytics

*ADP Workforce Analytics Study, March 2015
Businesses struggle to make sense of data

By 2018, the United States will face a shortage of up to 190,000 data scientists with advanced training in statistics and machine learning as well as 1.5 million managers and analysts with enough proficiency in statistics to use big data effectively.

HR is Changing

• Build out the strategic focus to compliment the operational focus
• HR must measure the impact of the people strategy to the bottom line
• HR requires data to drive fact-based decisions and conversations
Workforce Analytics Capability: Maturity Model*

*Look up Gartner analyst Helene Poitevin for more great info
A Way Forward: Big Data & Analytics

- Technology is evolving to take advantage of the growing volume and complexity of data

**Analytics**: the discovery, interpretation, and communication of meaningful patterns in data.

**Big Data**: Volume, Velocity, Variety

- 83 thousand companies
- 19 million unique employee records
- 3 petabytes of data (about 40 years worth of HD video)
What does all this mean to HR?

Data Sources

HRIS  Talent Management Systems  Time & Labor
CRM  Financials  Phone Logs  Emails
Social Media  Employee Engagement Surveys
New Answers to Key Questions

- Am I overpaying or underpaying for certain roles?
- Why is my turnover rate higher than it should be?
- Is my workforce aging faster than my competitors’, putting me at a risk of losing key skills and knowledge?
Big data can now expand HR’s influence in the enterprise by answering new types of questions.

**HR QUESTIONS**
Which of our best employees are likely to leave and what can we do about it?

**BUSINESS QUESTIONS**
How are absence rates impacting sales efficiency?

Insight powered by 3 Petabytes of Data from 24M+ Employees at 600K+ ADP Clients.
ADP DataCloud is ADP’s big data platform that turns transactional HR data into insight from trends that show how a company’s workforce impacts business results.
ADP DataCloud is embedded in ADP HCM platforms

ADP Vantage HCM®
ADP Enterprise HR®
ADP Workforce Now®
ADP’s Time & Attendance

Always on and up-to-date
Insights fed into your ADP HCM platform
ADP® DataCloud powers 5 key features embedded within ADP HCM platforms.

- Reporting
- Analytics
- Benchmarking
- Data Exchange *(in pilot)*
- Predictive Analytics *(expected in 2016)*
Reporting

- Streamlined and improved report building for HR practitioners
- Simplified & integrated with analytics for managers

Helps answer questions such as:

“Which of my employees are CPR certified?”
Analytics

- Enables easy, consumable data analysis
- Provides the ability to spot trends and take action

Helps answer questions such as:

“Am I making the necessary investments to achieve the right mix of people in my workforce?”
Benchmarking

- Benchmarks for 11 HCM Metrics based on deepest and broadest big data in the industry (19M employees)
- Dynamic nature of real, anonymous “living” data provides unique insight into market trends

Helps answer questions such as:

“Am I paying my people competitively?”

“How do my workforce turnover and retention rates compare to the market?”
Data Exchange

- Clients upload business data through APIs in the ADP Marketplace
- Delivers insight into how workforce metrics impact business outcomes

Helps answer questions such as:

“Are training investments leading to greater sales efficiency and effectiveness?”
Predictive Analytics

- Insight into an employee’s likelihood to leave a company and factors behind the scoring
- Greater accuracy and trust in insight due to ability to validate against ADP big data (24M employees)

Helps answer questions such as:

“Which employees are most likely to leave my organization and why?”
### Expected Availability

**ADP® DataCloud**

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<th>Vantage HCM</th>
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*Requires analytics
HR leaders can now use big data to answer business questions about the workforce from HR questions . . . . . . to business questions

Is my turnover higher than it should be in my industry? Is our turnover rate impacting our ability to execute our business strategy?

What should be the salary range for a new position? Is our compensation strategy working so that we have the right people in key roles?
Without HR at the Helm…

* Eternally indebted to Scott Adams ☺
@JennyDe Vaughn #ADP has created a #HCM "beast" w/ Vantage, fueled by Datacloud & a strategy to democratize data.

You wouldn’t like me when I’m angry...

Because I always back up my rage with facts and documented sources.

-The Credible Hulk
Questions?
Thanks for your time!

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ADP DataCloud Product Evangelist

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