People Analytics Platforms PEAK Matrix® Assessment 2024

April 2024: Complimentary Abstract / Table of Contents

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Contents

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Contents

Background and scope of the research

Due to advances in technology, it is easier to capture, process, and analyze data. Businesses are using analytics as a crucial lever in their decision-making process. Enterprises are prioritizing investment in resources to capture and analyze employee data to make better and more informed decisions rather than relying solely on intuition.

People analytics platforms can help enterprises aggregate data from various employee touchpoints, process it, and provide actionable insights for strategic and operational decisions. Such tools make metrics easier to interpret for each stakeholder involved in decision-making, including leaders, HR, and line managers. As the market matures, enterprises will also rely on the actionability of these platforms to determine the next course of action for their business decisions.

In this research, we present an assessment of 18 people analytics platform providers featured on the People Analytics Platforms PEAK Matrix® 2024, a comprehensive

matrix that evaluates and categorizes providers in terms of their product capabilities and wider market acceptance.

The assessment is based on Everest Group's annual Request for Information (RFI) process for the calendar year 2023-24, interactions with leading people analytics platform providers, client reference checks, and an ongoing analysis of the market.

In this study, we analyze the people analytics platform landscape across various dimensions:

- Overview of people analytics platforms
- Everest Group's People Analytics Platforms PEAK Matrix® evaluation, a comparative assessment of 18 people analytics platform providers
- Competitive landscape of the people analytics platform market
- Remarks on key strengths and limitations of each people analytics platform provider

Scope of this report

Assessment: Assessing people analytics platform providers available in the market for independent licensing; operational and product information as of Q4 2023

Coverage: Covers all industries, geographies, pure-play people analytics platform providers, and broad-based Human Capital Management (HCM) and HR technology providers having reporting and analytics capabilities

Technology providers: Covers 18 people analytics platform providers including Crunchr, Dayforce, eqtble, Gemini People Analytics, HCMI, HiBob, isolved, Nakisa, One Model, Orgnostic, Panalyt, Praisidio, Sapience Analytics, SpashBI, Vemo Workforce, Visier, Workday, and ZeroedIn

Overview and abbreviated summary of key messages

This report examines the people analytics platform provider landscape. It provides a deep-dive analysis of where the providers stand in terms of their market impact and vision & capability. Based on the comprehensive Everest Group PEAK Matrix®, 18 people analytics platform providers are segmented into Leaders, Major Contenders, and Aspirants. Additionally, the report addresses enterprises' sourcing considerations and discusses key strengths and limitations of the providers.

Some of the findings in this report, among others, are:

Everest Group People Analytics Platforms PEAK Matrix® 2024

- Everest Group classifies 18 people analytics platform providers on the Everest Group Products PEAK Matrix into the three categories of Leaders, Major Contenders, and Aspirants
- Based on the 2024 People Analytics Platforms PEAK Matrix®, the segmentation of technology providers is as follows (in alphabetical order within each category):
  - **Leaders**: Crunchr, Dayforce, One Model, SplashBI, Visier, and Workday
  - **Major Contenders:** eqtble, HCMI, HiBob, isolved, Nakisa, Orgnostic, Sapience Analytics, Vemo Workforce, and ZeroedIn
  - **Aspirants:** Gemini People Analytics, Praisidio, and Panalyt
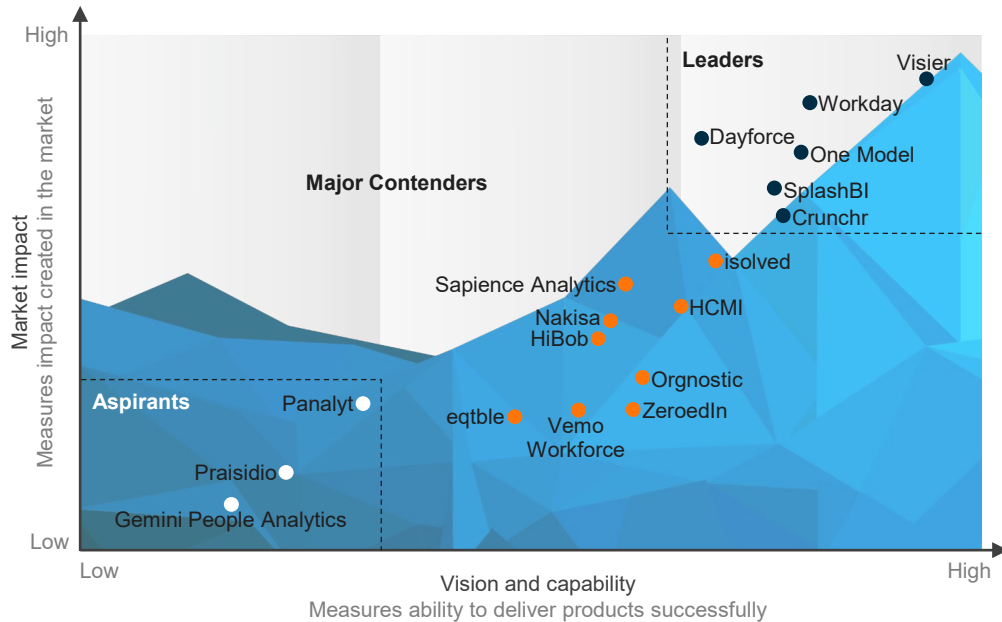
Insights on competitive landscape

- Visier leads the people analytics platform market with the highest market share, followed by Crunchr, Dayforce, One Model, SplashBI, and Workday
- Visier and Workday have the widest geographic coverage; Crunchr, One Model, and SplashBI also have a noteworthy presence in some geographies

This study offers three distinct chapters providing a deep dive into key aspects of people analytics platform market; below are three charts to illustrate the depth of the report

Everest Group PEAK Matrix® Assessment 2024

Illustrative example

Everest Group People Analytics Platforms PEAK Matrix® Assessment 2024[1,2]

● Leaders ● Major Contenders ○ Aspirants

High

Market impact
Measures impact created in the market

Leaders
- Visier
- Workday
- Dayforce
- One Model
- SplashBI
- Crunchr

Major Contenders
- isolved
- Sapience Analytics
- HCMI
- Nakisa
- HiBob
- Orgnostic
- ZeroedIn
- eqtble
- Vemo Workforce

Aspirants
- Panalyt
- Praisidio
- Gemini People Analytics

Low

Low — Vision and capability — High
Measures ability to deliver products successfully

1 Assessment for Gemini People Analytics, One Model, and Orgnostic exclude provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with people analytics platform buyers
2 Assessment for Orgnostic considers its capabilities before its acquisition by Culture Amp
Source: Everest Group (2024)

Capability assessment

Illustrative example

Measure of capability: ◐ Low ● High

Providers	Market impact				Vision and capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall
Provider 1	◔	◑	◔	◕	◑	◔	◕	◑	◑	◕
Provider 2	◔	◔	◔	◑	◑	◔	◔	◑	◑	◑
Provider 3	◔	◔	◔	●	◑	◔	◑	◑	◔	●
Provider 4	◑	◑	◔	●	◑	◑	◔	◑	◑	●
Provider 5	◔	◔	◔	●	◔	◑	◑	◑	◔	●
Provider 6	◔	◔	◔	◑	◔	◔	◔	◔	◑	◔

Everest Group's remarks on providers

Illustrative example

Measure of capability: ◐ Low ● High

Market impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Flexibility and ease of deployment	Engagement and commercial model	Support	Overall
◑	◑	◑	◕	◑	◑	◑	◑	◑	◕

Strengths
- Provider 1 simplifies people analytics for organizations by connecting data sources from HR, finance, and sales in one place, uncovering valuable insights related to recruitment, attrition, DE&I, and headcount
- The solution offers drill-down and filtering ability with easy interface to slice and dice the data, which can be useful for the users who are not technologically proficient

Limitations
- Provider 1 primarily targets small and midsize enterprise clients, and hence, large businesses should assess its offerings accordingly before onboarding it as their people analytics provider
- There is a scope to enhance the functionalities by including chatbots and the ability to conduct surveys using the platform that can act as a loop to get employee feedback

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Human Resources

<div align="right">Published   Current release   Planned</div>

Reports title	Release date
Multi-country Payroll (MCP) Solutions PEAK Matrix® Assessment 2023	October 2023
Multi-country Payroll (MCP) Solutions – Provider Compendium 2023 – Update	December 2023
Employer of Record (EOR) – State of the Market 2023 – Update	December 2023
Digital Adoption Platforms (DAP) State of the Market 2023 – Update	December 2023
Multi-process Human Resources Outsourcing (MPHRO) State of the Market 2023	December 2023
Rewards and Recognition (R&R) State of the Market 2023: Exploring the Next Generation of R&R Platforms	December 2023
Multi-country Payroll (MCP) Solutions – State of the Market Report 2023 – Update	January 2024
Evolving with AI: the Rise of Next-Generation Digital Adoption Platforms (DAPs)	March 2024
Reaping the Benefits of Unified Pay Solutions: Saying Goodbye to Payday Puzzles	April 2024
People Analytics Platforms PEAK Matrix® Assessment 2024	April 2024
People Analytics Platforms - Provider Compendium 2024	Q2 2024
Digital Adoption Platforms (DAP) PEAK Matrix® Assessment 2024	Q3 2024
Multi-Process Human Resources Outsourcing (MPHRO) Services PEAK Matrix® Assessment 2024	Q3 2024
Employer of Record (EOR) Solutions PEAK Matrix® Assessment 2024	Q3 2024
Multi-Country Payroll (MCP) Solutions State of the Market 2024	Q4 2024

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