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ADP® DataCloud Helps Employers Boost Business Performance Through Deep Workforce Management Insights

ROSELAND, NJ - May 12, 2015 - ADP today announced a new Big Data platform, the [ADP® DataCloud](#), that allows business leaders and human resource (HR) professionals from every part of an organization to generate actionable insights from the workforce data embedded in their ADP human capital management (HCM) solutions. ADP DataCloud helps boost business and workforce management goals such as workforce productivity, talent development, retention and the identification of flight risks. Over 1,000 ADP clients are already taking advantage of these analytics capabilities.

"HR professionals have long struggled to generate the workforce insights they need to effectively manage their organizations. Plus, data insights are also often underutilized by others in the organization because of the lack of accessibility integration with other business data," said David Turetsky, vice president product management, ADP. "ADP DataCloud helps solve this issue and empowers front-line managers and key decision-makers throughout the enterprise."

The platform harnesses the unmatched breadth and depth of human capital data comprised of the aggregated and anonymized data of over 600,000 clients and 24,000,000 employees in the U.S. to deliver granular insights that help companies optimize workforce management and business performance.

"For human resources to be a viewed as a credible strategic partner and have a seat at the executive table, HR leaders need to be able to show how their departments contribute to the overall business strategy of the company and help create revenue," said Cathy Hulsey, CHRO of EPL, a privately-held provider of core and software solutions to credit unions. "ADP DataCloud is a game-changing analytics platform that can serve as a management dashboard to quantify HR's numerous impacts on strategic business outcomes, resulting in a competitive advantage for the company in the marketplace. HR departments can now be aligned with other departments in sharing and gaining key insights from data as well as establishing credibility among its peers."

A [new study](#)* commissioned by ADP found that 75 percent of companies with 1,000 or more employees have access to data to inform business decisions, but only 46 percent are using workforce analytics capabilities to improve business decision making. There is a strong appetite among non-HR professionals to leverage workforce analytics. The same study found that 42 percent of company finance executives and 32 percent of midlevel managers want to utilize workforce analytics.

"Companies today are searching every corner of their businesses for data that can help improve organizational decision-making, but many don't have the right tools to generate relevant business insights and boost workforce productivity. Human capital management data holds the key to help employers increase the performance of their workforce and, ultimately, the success of their businesses," said Holger Mueller, vice president and principal analyst for Constellation Research. "It is intuitively clear that the richer the dataset is that forms the base of these decisions, the higher quality the decisions should be."

ADP DataCloud provides companies with critical information that can help answer key questions facing not only HR, but the overall business. A consumer-grade user experience blended with analytics allows clients to obtain deep enterprise insights across the organization's HCM data. The embedded big data platform is within ADP's core solutions, including ADP Vantage HCM®, Enterprise HR®, ADP Workforce Now® and ADP® Time & Attendance. It can power reporting, analytics and three upcoming features:

- **Benchmarking:** Offers companies the ability to compare HCM metrics with an aggregated and anonymous market benchmark at the industry, location and job-title level to inform key workforce decisions.
- **Data Exchange:** Provides companies the ability to combine workforce data with other types of business data, such as sales or customer satisfaction scores, from non-ADP platforms to identify key deeper business insights and actions.
- **Predictive Analytics:** Utilizes predictive models derived from ADP data to help employers make smarter, forward-looking workforce decisions by providing insight into the likelihood of specific workforce management outcomes. The first capability helps employers identify those employees likely to leave their organization.

"The evolution of workforce analytics is very similar to the journey we've seen with mapping technology and automobiles. When this technology was first released, the routes would show you where to go, but that was all. But over time, the technology has added contextual data, such as traffic jams, alternative routes or nearby destinations making it vastly more useful," said Turetsky. "We are arriving at a place where we'll be able to identify the best business insights at the moments our clients need them most, which can impact almost every facet of workforce management."

The study consisted of a 2015 survey of 300 HR executives, finance executives and managers at companies with 1000+ employees.

About ADP
Employers around the world rely on ADP® (NASDAQ: ADP) for cloud-based solutions and services to help manage their most important asset - their people. From human resources and payroll to talent management to benefits administration, ADP brings unmatched depth and expertise in helping clients build a better workforce. A pioneer in Human Capital Management (HCM) and business process outsourcing, ADP serves more than 625,000 clients in more than 100 countries. ADP.com.

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