

## ADP DataCloud Reaches New Heights with AI-Enhanced Features

### Machine learning expands capabilities of award-winning tool that analyzes data from over 30 million employees allowing business leaders to improve workforce efficiency

ROSELAND, N.J., Oct. 2, 2019 /PRNewswire/ -- In a constantly evolving, fast-paced world of work, data-driven insights can mean the difference between surviving and thriving. ADP®, today announced enhancements to its workforce analytics platform, ADP DataCloud, that include an improved user experience and technological advancements that simplify business management with the goal of eliminating barriers through enhanced artificial intelligence (AI) capabilities.

In an increasingly competitive labor market, companies of all sizes need to be nimble and informed to target, attract and retain talent with the skills necessary for long-term employment. Through machine learning, ADP DataCloud leverages ADP's unmatched workforce data from over 30 million employees to deliver actionable insights that can help executives make real-time decisions to better manage their businesses.

"Due in part to the inaccessibility and mistrust of their data many companies are "flying blind" in terms of accessing and understanding vital data about their own workforce. This is a major pain point we often hear because it serves as a barrier for organizations to get the intelligence necessary from their data to design a more effective workplace," said Jack Berkowitz, senior vice president of product development at ADP. "We evolved ADP DataCloud in an effort to help solve for that challenge and allow business leaders and HR managers to make more informed and efficient decisions that directly impact the bottom line."

ADP leverages insights from its immense pool of workforce data to design products that allow business leaders to make actionable decisions by eliminating the need for the manual analysis of a company's data. Previous enhancements such as Executive and Manager Insights (EMI) have helped clients seamlessly measure, compare and apply insights uncovered from ADP workforce data to identify specific issues including unnecessary overtime costs and productivity gaps, enabling them to take action within the flow of work. With AI-enhanced capabilities, ADP DataCloud can continue building upon its success and help leaders proactively address issues before they become larger problems.

"The day of data-driven talent recommendations has arrived," said Josh Bersin, global industry analyst. "ADP's enormous access to workforce data, coupled with safe and ethical AI to identify patterns, can help companies rapidly improve hiring, pay, and management decisions."

A new feature allows for more intelligent hiring through the use of more relevant job-matching. ADP DataCloud improves a hiring manager's chances of identifying and onboarding the right candidates using an improved job-matching solution that extends to over 27 unique industry models and deepens job understanding down to the skill level. Designed for hiring managers and HR departments, this solution offers managers the ability to pull relevant and required skill sets for a job posting from previous hires in ADP's vast aggregated and anonymized employee data set, helping organizations deliver more effective and accurate job postings based on those necessary skills, resulting in better candidates and hires.

#### Features and benefits soon to be available:

- **Data Mashup:** Data Mashup gives the ability to import business data into ADP DataCloud, such as operational budgets or sales results, and directly overlay that data onto existing HCM metrics to create automatic hybrid metric calculations and data visualizations. Additionally, the feature includes the ability to export metrics to multiple leading business intelligence systems via connectors to facilitate additional downstream analyses and dashboards.
- **Storyboard Experience:** The Storyboard experience is a complete re-imagining of the workforce analytics experience by providing a focused narrative about pressing human resources business challenges, such as the aging workforce or high-performer retention. Storyboards combine machine learning and predictive analytics along with in-line expert advice based on ADP's extensive experience in human resources to guide HR practitioners and operational managers to solve problems.
- **Model-Based Benchmarks:** ADP already provides award-winning HR and compensation benchmarks from one of the deepest and broadest data sets in the industry, including more than 30 million employee records. In this new capability, ADP extends these observed benchmarks to give a view of compensation for up to 150 million working people, driven by a set of deep learning models that extract patterns and knowledge from millions of payroll records and job profiles to provide the most accurate information that reflects the reality of the position being shown.
- **Embedded Insights Detection:** Embedded insights in workforce management help leaders make better

HR decisions. With anomaly detection, managers are detecting new patterns of behavior which can easily identify tardy or absentee employees based on specific trends of the workforce management platform.

Breaking down the results according to the worker status (e.g. full-time, part-time, contractor) and then comparing them to the rest of the organization. With these embedded analytics built into the ADP workforce management platform, managers can now identify factors that put the organization at risk and take appropriate action.

To learn more about ADP DataCloud, visit [www.adp.com](http://www.adp.com).

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