



# Everest Group People Analytics Platforms PEAK Matrix® Assessment 2024

Focus on Visier

April 2024



## 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® Assessment 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 the full report, we analyze the people analytics platform landscape across various dimensions:**

- Overview of people analytics platform
- 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

# People Analytics Platforms PEAK Matrix® characteristics

## Leaders

Crunchr, Dayforce, One Model, SplashBI, Visier, and Workday

- Leaders have a strong vision and capability to act as a single source of data truth for all workforce-related decisions. They are at the forefront of innovation and drive change through thought leadership and internal investments
- They serve multiple use cases across the employee hire-to-retain cycle and are increasingly leveraging next-generation technologies such as AI/ML to offer advanced predictive models. Some Leaders are also investing in generative AI to offer a conversational interface for users to ask/input queries and get quicker insights
- Leaders have built a robust partnership ecosystem that includes HR technology providers for embedded analytics solutions, as well as System Integrators (SIs) and Independent Software Vendors (ISVs) to enhance their reach

## Major Contenders

eqtble, HCMI, HiBob, isolved, Nakisa, Orgnostic, Sapience Analytics, Vemo Workforce, and ZeroedIn

- Following the Leaders, the majority of Major Contenders have been investing in advanced features such as predictive and prescriptive analytics, scenario modeling for workforce planning, benchmarks, surveys, dashboards for human capital reporting, and more out-of-the-box integrations. Most of them offer their product as a SaaS offering serving the needs of both HR and non-HR leaders
- Some Broad-based HCMs/HR technology providers with a people analytics module have emerged as Major Contenders in this PEAK Matrix® Assessment and offer sophisticated capabilities to visualize people metrics. However, most of these are not offered as stand-alone products but are bundled with core HR modules

## Aspirants

Gemini People Analytics, Praisidio, and Panalyt

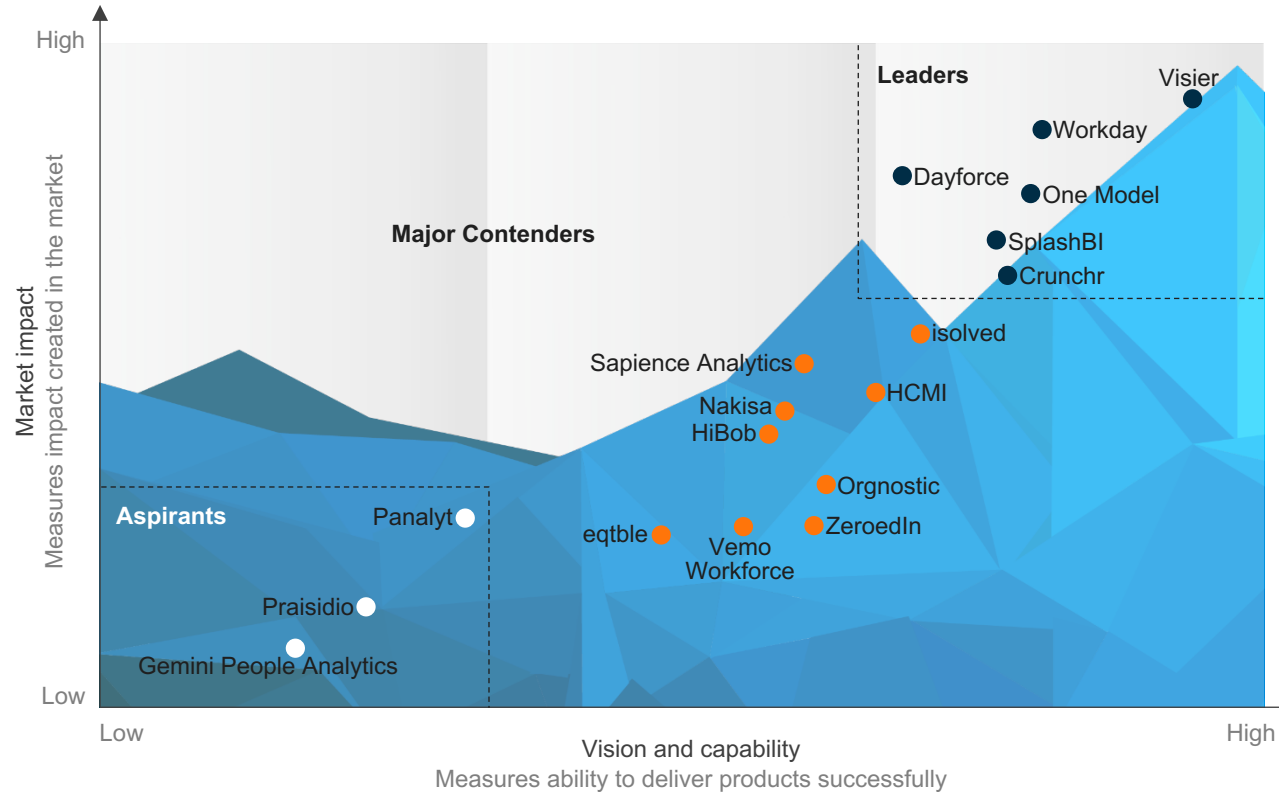
- Aspirants have approached the market by offering descriptive analytics initially and are now exploring advanced use cases, such as predictive analytics, to serve evolving client expectations. They are bringing in more customization options, but currently have limited use cases employing technologies such as AI, ML, and automation
- Most Aspirants are presently playing to their strengths and serving client needs in specific geographies or buyer-size segments

# Everest Group PEAK Matrix®

People Analytics Platforms PEAK Matrix® Assessment 2024 | Visier is positioned as a Leader

## Everest Group People Analytics Platforms PEAK Matrix® Assessment 2024<sup>1,2</sup>

- Leaders
- Major Contenders
- Aspirants



<sup>1</sup> 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

<sup>2</sup> Assessment for Orgnostic considers its capabilities before its acquisition by Culture Amp

Source: Everest Group (2024)

# Visier profile (page 1 of 6)

## Overview

### Company Overview

Founded in 2010, Visier empowers organizations to unlock the impact of their people data on business results. With seven global offices, it serves over 40,000 customers in 75 countries. This includes enterprises using its people analytics software, partners embedding its solution within their existing applications, and developers building on its platform. It is backed by marquee investors such as Foundation Capital, Summit Partners, Adams Street Partners, and Sorenson Capital. In 2022, it acquired Yva.ai and Boostrs, adding collaboration analytics and a skills intelligence engine to its list of solutions.

**Headquarters:** Vancouver, Canada

**Website:** [www.visier.com](http://www.visier.com)

### Key leaders

- Ryan Wong, Co-founder and CEO
- Fionna Song, CFO
- Keith Bigelow, Chief Product Officer
- Dave Weisbeck, SVP, Strategy and Partners
- Jake Sorofman, Chief Marketing Officer
- Paul Rubenstein, Chief Customer Officer
- Adam Binnie, SVP, Innovation
- Ju Wu, SVP, AI

### Product Overview

Visier offers a suite of solutions to help executives find answers to workforce-related questions. It introduced Visier People Essentials, a turnkey solution for enterprises, to jumpstart their people analytics journey. Additionally, it offers the Skills Intelligence Engine to uncover hidden employee skill gaps, Workplace Dynamics to measure team collaboration, Workforce Planning to create plans and forecasts, Workforce CSRD to comply with HR reporting requirements, and Smart Compensation to streamline compensation planning.

### Investments and product enhancements

Product enhancements in the last 12-18 months

- Launched Visier People® Essentials, a simple entry point and guided path to launch, scale, or enhance the people analytics program with a cost-effective package
- Launched Vee, a generative AI-based digital assistant that democratizes people insights for leaders via a conversational interface
- Introduced the Smart Compensation to simplify compensation planning
- Enhanced Alpine, its Platform-as-a-Service (PaaS), with a new hub for developers; a community for collaboration; a catalog of pre-built connectors and code samples; and pre-built people data models, metrics, and analyses

Non-exhaustive list of deals, investments, and announcements

- Expanded its presence in the APAC market through the appointment of Terrence Yong as VP and GM, APAC; Boon Huat Lee as Chief Growth Officer, APAC; and Wai Leng, as VP of Business Development and Partners
- Announced an embedded analytics partnership with Betterworks to revolutionize employee performance analytics
- Selected by Paycor to power its AI-based digital assistant, Cora, and use Visier's compensation benchmark data for its customers

### Key HR use cases

Not offered   Custom basis   Out-of-the-box dashboard

Recruitment	Turnover	Compensation, payroll, and benefits	Diversity, Equity, and Inclusion (DE&I)	Performance management
Learning and development	Organization design	Workforce planning	Employee engagement	

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## Overview

### Market adoption and partnership overview

Description	As of December 31, 2023
People analytics platform clients	50,000+ <sup>1</sup>
Number of FTEs	~500
Number of employees covered using people analytics platform	25 million
Key partners (includes resellers, ISVs, SIs, and technology partners)	Accenture, Goldman Sachs, Deloitte, Mercer, Willis Towers Watson, and TCS

### Major people analytics platform clients

- Sonos
- Truist
- Amgen
- eBay
- Experian
- Panasonic
- BASF
- Standard Bank Group
- Ford Motor Company
- Protective Life

[NOT EXHAUSTIVE]

● Low (1-20%) ● Medium (20-40%) ● High (>40%)

### Split of people analytics platform revenue by buyer geography

- North America
- United Kingdom
- Continental Europe
- Asia Pacific
- Latin America
- Middle East & Africa

### Clients by major industries served

- BFSI
- Energy and utilities
- Healthcare and pharma
- Hi-tech
- Professional services
- CPG and retail
- Public sector
- Manufacturing
- Telecom
- Others<sup>2</sup>

### Split of people analytics platform revenue by buyer size

- Small (employees <1,000)
- Midsize (employees 1,000-5,000)
- Mid-large (employees 5,000-10,000)
- Large (employees 10,000-50,000)
- Very large (employees >50,000)

<sup>1</sup> The total number of people analytics platform clients includes indirect customers catered through embedded analytics with partners such as Betterworks, Degreed, Harbinger, Insperity, Paycor, Schoox, Symplr, and TriNet

<sup>2</sup> Others comprise real estate, transportation, membership groups, professional services, higher education, food services, leisure, sports, and recreation

Note: The people analytics platform adoption and client split data is as of December 31, 2023

Source: Everest Group (2024)

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## Capabilities and offerings

### Capability and offerings

● Not available   ● Available   ● In the roadmap   ● Available via partner

#### Data aggregation and modeling

Aggregate data from different HR systems (e.g., HCM/HRIS, payroll, learning, and performance systems)	Aggregate data from business systems such as ERP and CRM	Ingest data from third-party survey and feedback tools
Ability to automatically transform and cleanse raw data and create a data model for generating insights	Availability of a data storage/warehouse	Availability of a query engine
Ability to assess data quality for inconsistencies and errors		

#### Type of analytics

Descriptive analytics	Diagnostic analytics	Predictive analytics	Prescriptive analytics
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#### Reports and drill-downs

Ability to create custom reports/dashboards	Ability to support drill-down analysis (by location, function, demographics, time, etc.)	Ability to drill down data to the individual user level
Ability to provide in-house industry/external benchmarks <sup>1</sup>	Ability to integrate with benchmarks provided by the enterprise	Ability to create goal-based dashboards to track progress
Ability to create alerts that notify the HR when a pre-defined threshold for a metric is breached	Ability to export data in different formats (e.g., PDF, Excel, and CSV)	Ability to share dashboards with different stakeholders, including scheduling and e-mail distribution of reports

#### Technology leveraged

Natural Language Processing (NLP) / Machine Learning (ML) capabilities	Automation capabilities	Generative AI capabilities <sup>2</sup>
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<sup>1</sup> Visier's built-in benchmark capability is sourced from over 17 million anonymized employee records across thousands of Visier customers

<sup>2</sup> Visier launched Vee, its generative AI-based digital assistant, adding a conversational interface to its people analytics solution

# Visier profile (page 4 of 6)

## Capabilities and offerings

● Not available   ● Available   ● In the roadmap   ● Available via partner

### Emerging capabilities

Ability to provide insights into the skills of the workforce	Ability to conduct surveys	Ability to offer collaboration analytics
Ability to support what-if analysis / scenario modeling	Ability to support human capital reporting for regulatory compliance (ISO 30414, CSRD, etc.)	Ability to offer Platform-as-a-Service (PaaS) capabilities to enable developers to use APIs to facilitate modeling/analysis and create dashboards

### Data security and compliance

Ability to handle sensitive information and ensure data protection	ISO 27001 certification	SOC 2 certification
Accessibility compliance (e.g., WCAG and VPAT)	Single sign-on support for users	Role-based access controls (for administrators, business analysts, data scientists, etc.)

### Implementation, training, and support

Training offered by provider	Training offered by certified partners	Training offered in multiple languages
Remote maintenance support	24/7 support service	Embedded product help tool
Certification programs	Ability to provide professional services	Built-in version control for the product

### Hosting model options











Central server (on-premises)	Public cloud	Private cloud	Hybrid fashion
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Everest Group assessment – Leader

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

- Visier leads the people analytics platform market in terms of revenue, clients, and partners. It offers a robust data model with customizable pre-built people metrics, granular role-based security, and extensive descriptive content functionalities
- It launched Vee, a generative AI-based digital assistant that translates natural language queries into actionable insights, making people analytics more accessible
- Visier is one of the few providers that offer a skills intelligence engine to provide insights and benchmarks for skills across the talent life cycle, jobs and skills ontologies, content tagging of skills, and career pathways
- Workplace Dynamics is its collaboration analytics tool that allows clients to understand how teams work together and provides personalized insights to employees based on anonymous feedback received from peers
- It allows clients to create storyboards and benchmark their performance against a dataset of over 17 million employee records. Additionally, its smart compensation product streamlines the compensation planning process, enhancing managers' ability to make data-driven merit pay decisions
- With a focus on regulatory compliance, Visier provides dedicated CSRD reporting, simplifying the process for clients to adhere to more than 30 metrics required for ESRS S1 Own Workforce reporting
- As part of its GTM strategy, it has been heavily investing in expanding its partnership ecosystem, including HR technology providers such as Paycor, iCIMS, Betterworks, and Degreed, to offer embedded analytics solutions, as well as SIs to expand its reach
- Alpine by Visier is its Platform-as-a-service (PaaS) offering that empowers organizations to build, embed, and deploy their own custom solutions on top of its platform

# Visier profile (page 6 of 6)

Everest Group assessment – Leader

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
									

## Limitations

- While Visier is currently perceived as serving the needs of senior HR and business leaders, there exists an opportunity for the provider to alter this perception and broaden accessibility to workforce data and insights to people/line managers who are in closer proximity to employees
- The provider can further enhance its client onboarding experience by further reducing the time it takes for implementation, ensuring a more seamless and quicker onboarding process
- Enterprises with data regulation constraints and/or flexible hosting options may perceive the provider’s offering as less appealing since it does not support on-premises and private cloud-hosting models

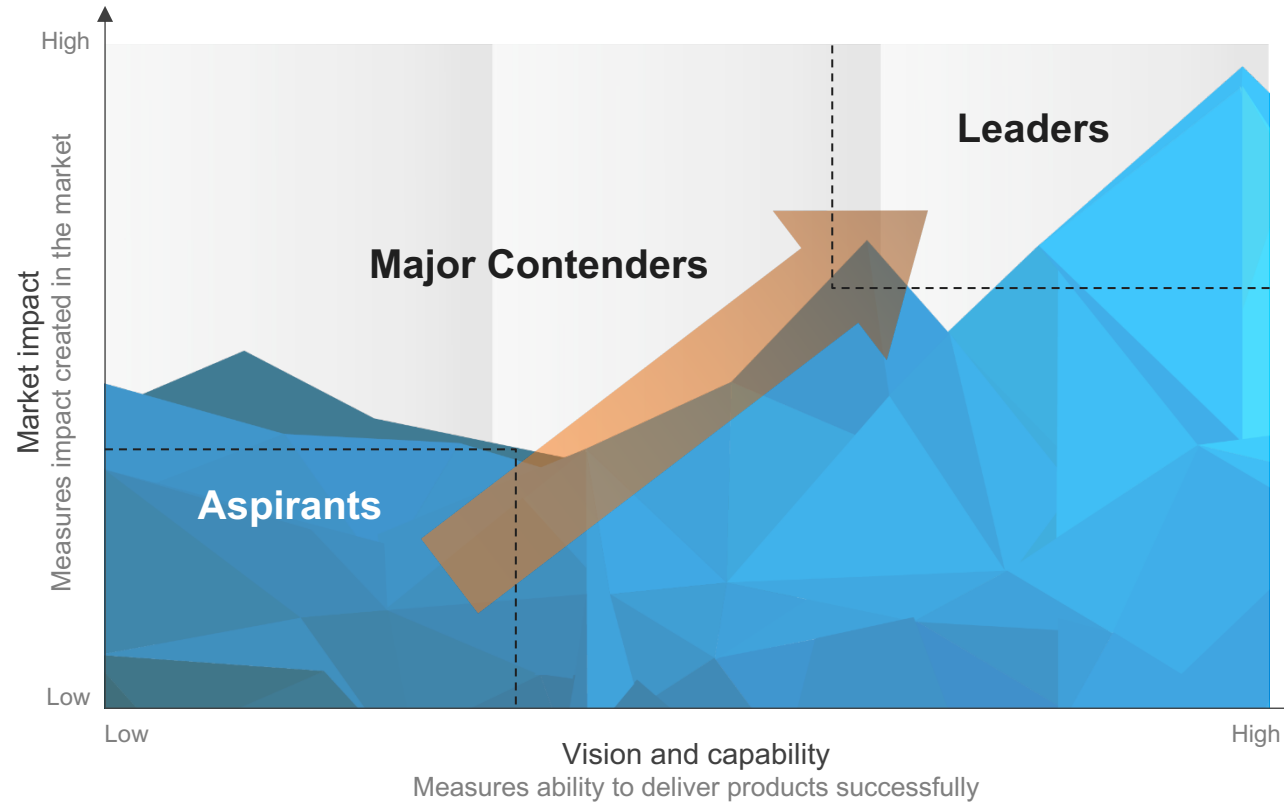
# Appendix

PEAK Matrix framework

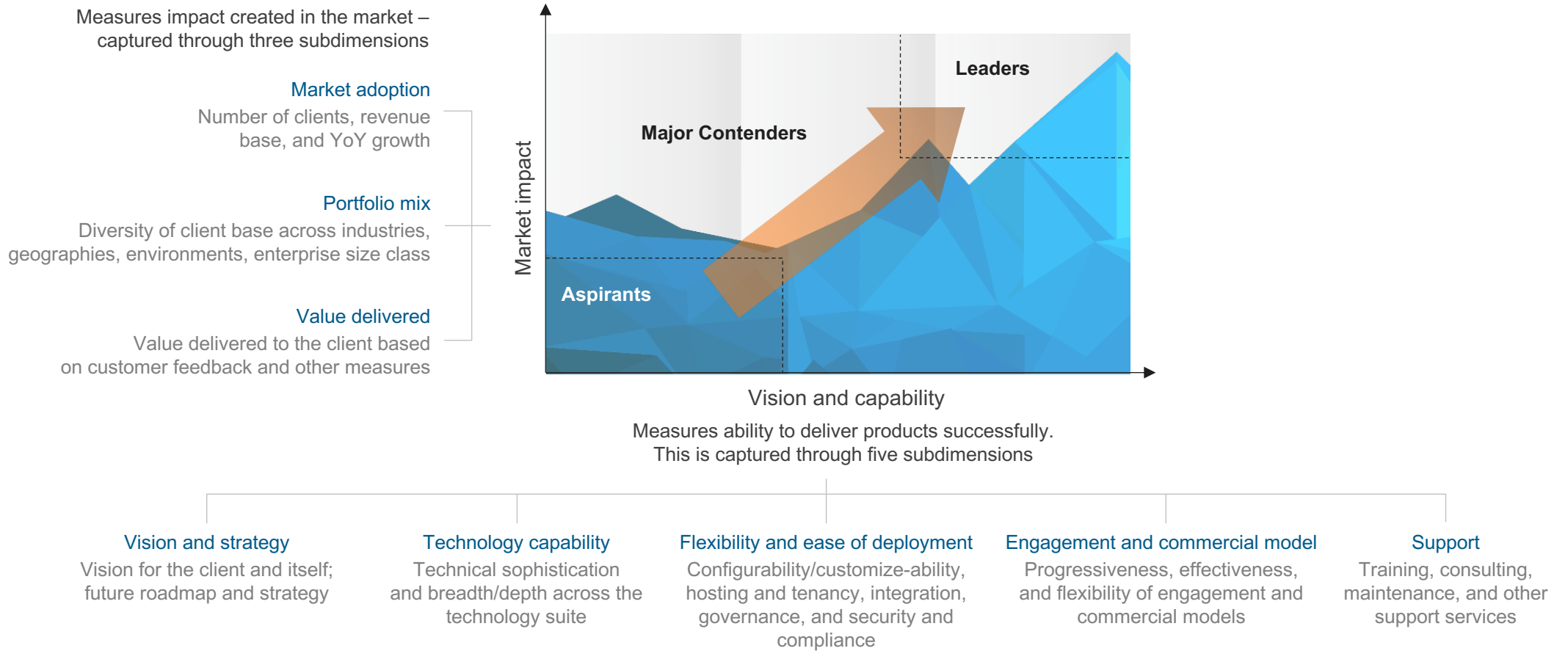
FAQs

# Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



# Products PEAK Matrix® evaluation dimensions



## FAQs

**Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?**

**A:** Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

**Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?**

**A:** No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

**Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?**

**A:** A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

**Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?**

**A:** Enterprise participants receive summary of key findings from the PEAK Matrix assessment

- For providers
  - The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
  - In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

**Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?**

**A:** Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

**Q: Does the PEAK Matrix evaluation criteria change over a period of time?**

**A:** PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.

# Stay connected

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