

Culture & EVP Benchmarking Platform

Product Overview
January 2024

“Deltabase is the ‘Swiss Army Knife’ of Benchmarking”

DIRECTOR, DELTABASE CUSTOMER

Due Diligence & Value Creation Accelerators

Commercial

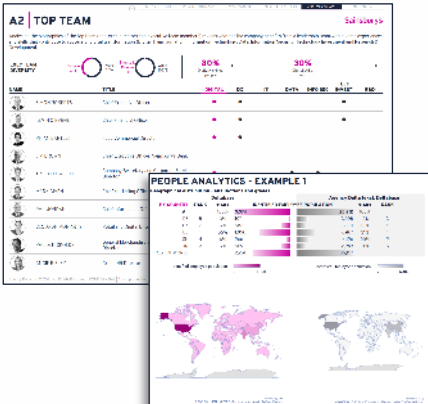
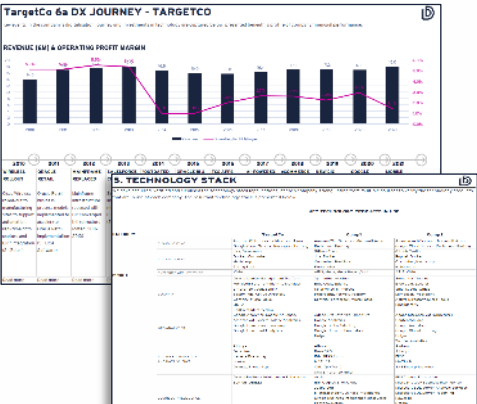
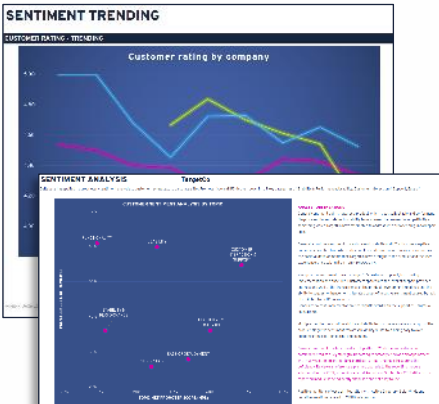
- Products & Services
- Feature comparison (apps, software, eCommerce)
- Customer Sentiment
- Web traffic analysis

Technology & Digital

- Tech Stack
- Tech Skills & Recruitment
- Tech Operating Model
- Dx Journey Timeline
- Cyber (tools, skills, people)

People & Ops

- Culture & EX
- Skills & Recruitment
- Headcount Analytics
- Diversity & Inclusion
- Salary Intelligence



People & Ops Intelligence

For most companies, there is more data on their employees in the public domain than there is in internal HRIS/HCM systems.

We use cutting-edge techniques, including Machine Learning (ML), to acquire, process and analyse this data and we benchmark companies against their competitors.

Our people intelligence & benchmarking products include:

- [Employee sentiment & culture](#)
- [Headcount analytics](#)
- [Skills & recruitment](#)
- [Salary Intelligence](#)
- [Tailored timeline \(people focus\)](#)

Benchmark company culture and sentiment towards employee value proposition (EVP) and employee experience.

Analyse and benchmark employee sentiment across 12 topics:

Cultural Indicators

- ✓ Supportive leadership
- ✓ Progressive mindset
- ✓ Empowerment
- ✓ Collaboration
- ✓ Agility & bureaucracy
- ✓ Technology focus

Employee Experience & EVP

- ✓ Purpose
- ✓ Pay & rewards
- ✓ Work-life balance
- ✓ Learning & development
- ✓ Career progression
- ✓ Diversity & inclusion

Build a peer set of companies to benchmark

Peer Set Builder

Create a custom benchmarking peer set of up to four companies to assess employee sentiment on Culture and Employee Value Proposition (EVP).

Company Search

Request a new company

Company Name...

Sector: None | Headquarters: None | Headcount: None | Reset

60 Companies Found

Microsoft (Selected)

Qualcomm (+ Add)

X Corp (formerly Twitter) (+ Add)

Your Peer Set

Select between 2 and 4 companies to compare as part of a peer set. Go to Analysis

Company	Sector	Headquarters	Headcount
Netflix	Media & Entertainment	United States	12.8K
Tesla	Automotive	United States	127.9K
Microsoft	Technology	United States	221.0K
IBM	Professional Services	United States	288.3K

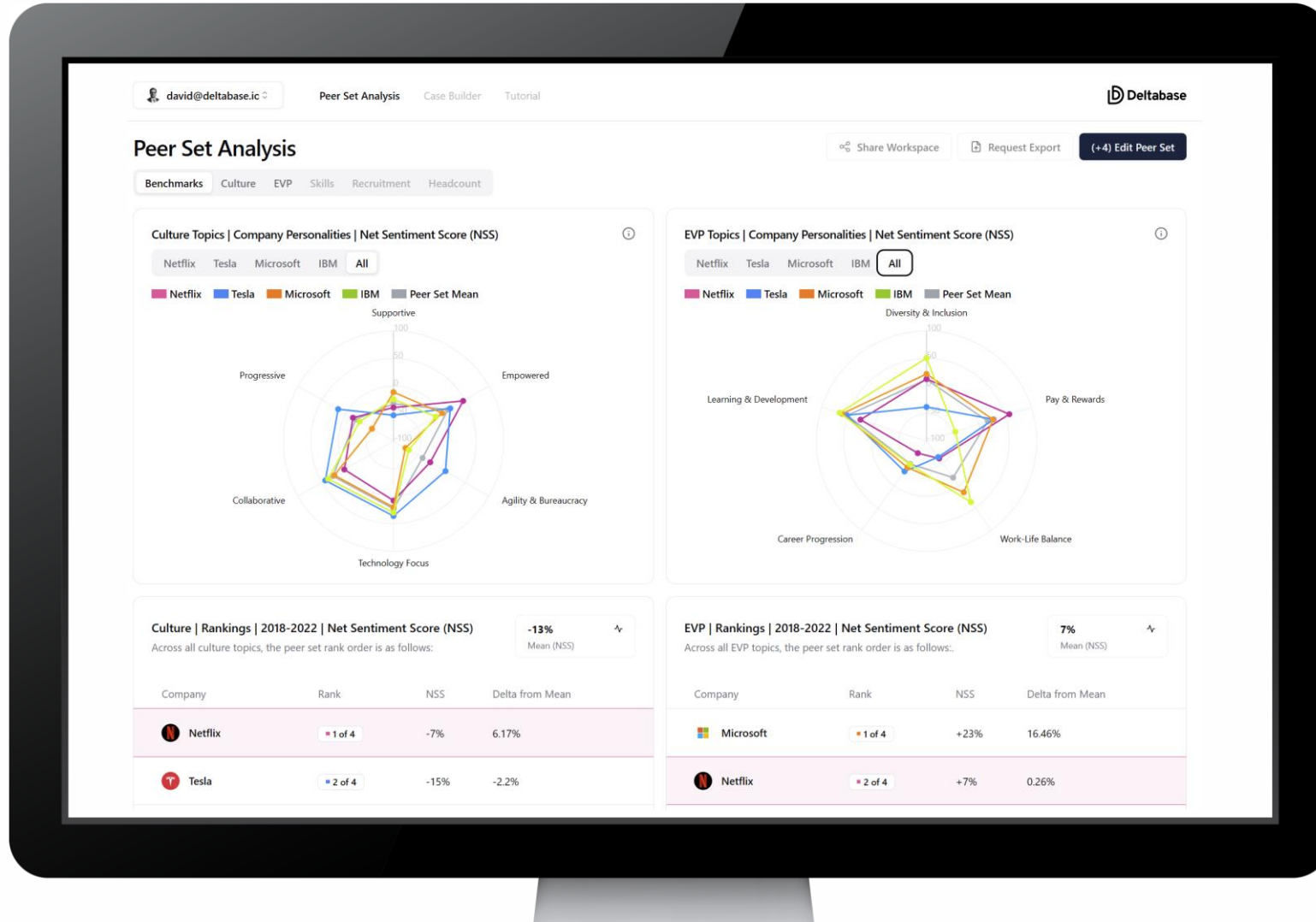
Peer Set Statistics

Headcount | Sectors | Headquarters

Bar chart showing Headcount for selected companies: Tesla (~128K), Microsoft (221K), IBM (288.3K).

- Request benchmarking of any company
- Build your own dataset of clients and acquisition Target Companies
- Find companies via search or filtering
- Benchmark against direct competitors or world-class comparators

Rapidly identify culture & EVP strengths & weaknesses



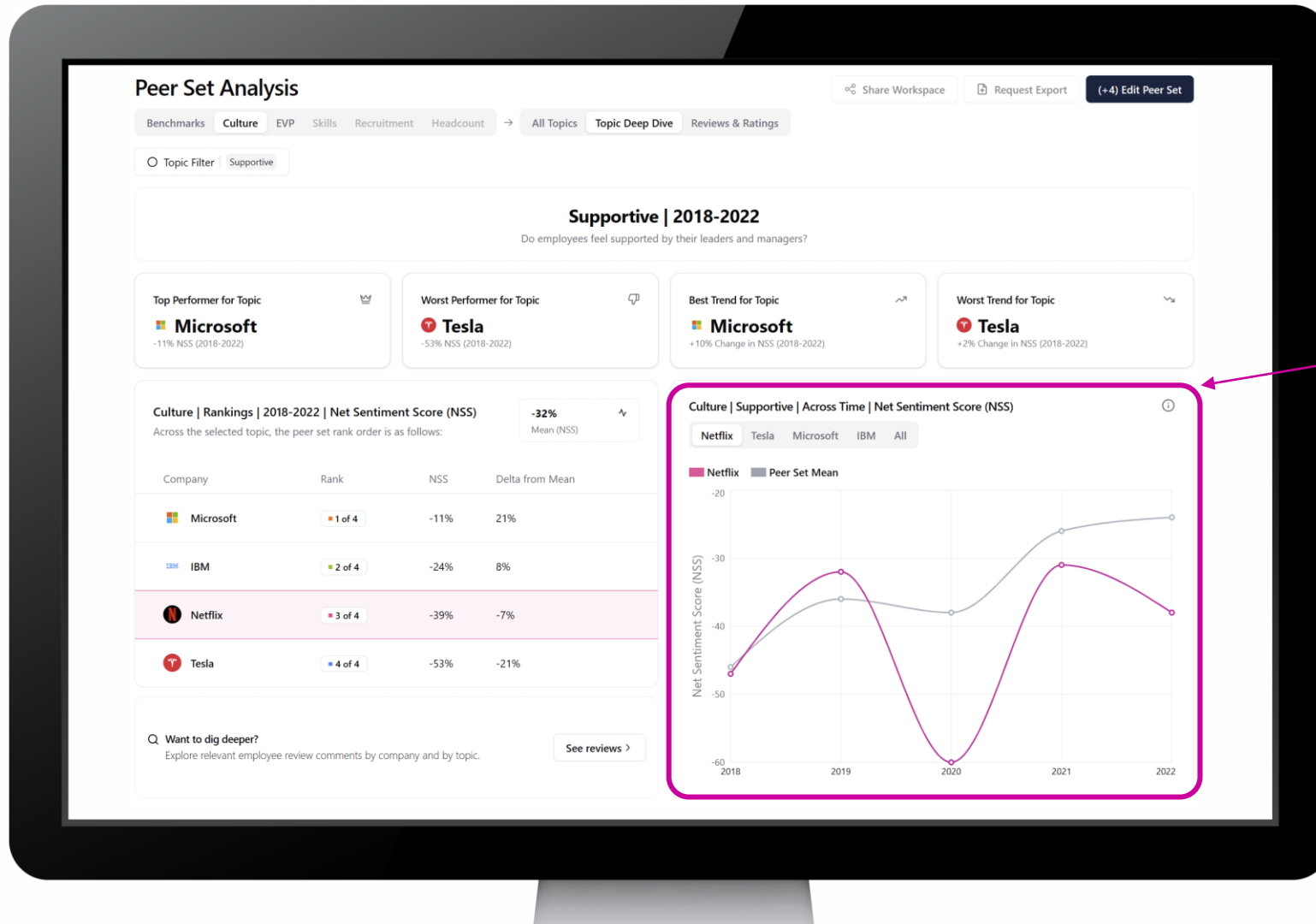
NETFLIX

- Leads this peer set for:
 - Empowerment
 - Pay & Rewards
- Lags the peer set for:
 - Collaboration
 - Career Progression

Microsoft

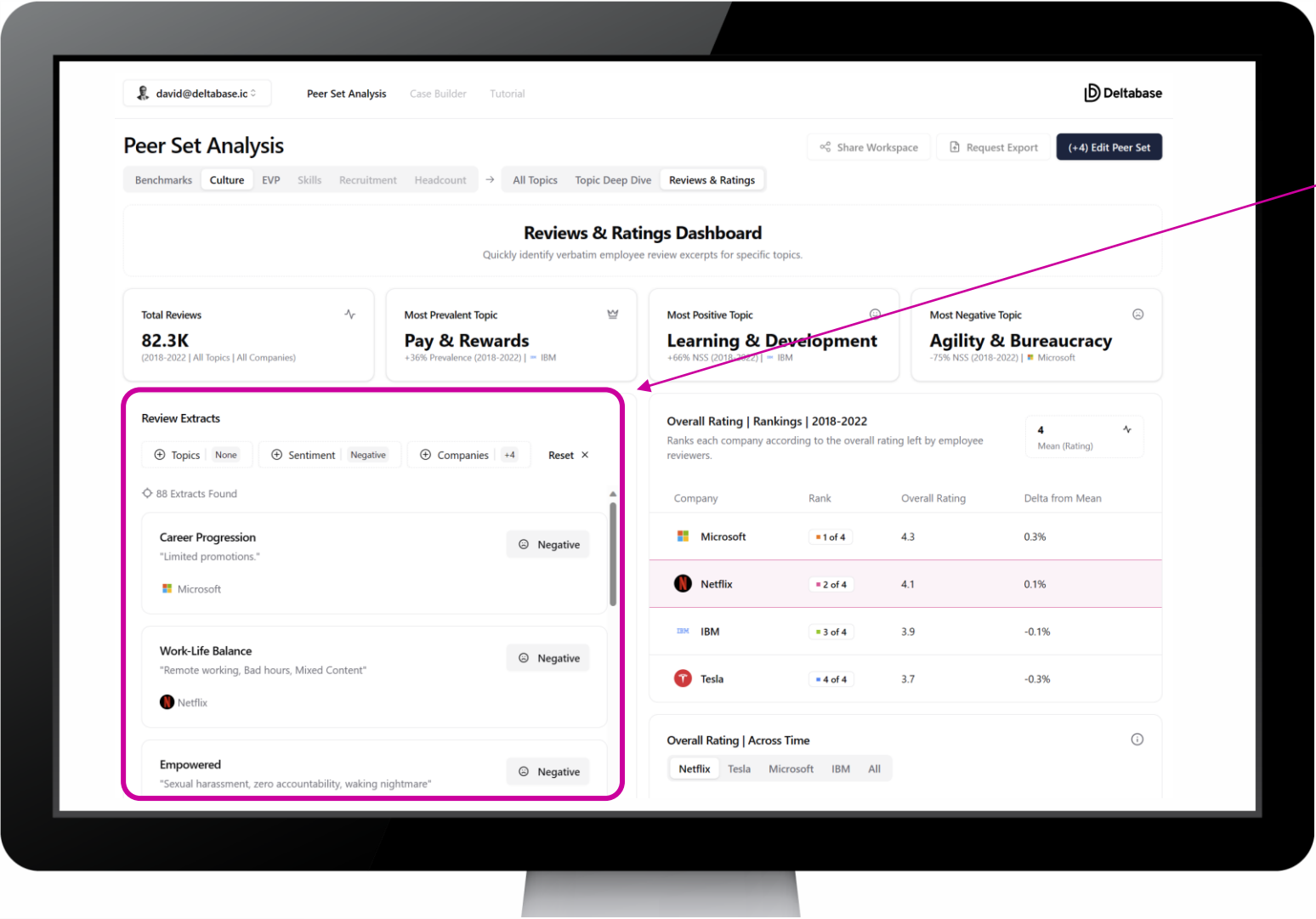
- Above peer average for:
 - Supportive leadership
 - Work-Life Balance
- Lags the peer set for:
 - Progressive mindset
 - Agility & Bureaucracy

Gain deep insight on changes in employee sentiment over time



- The data often surfaces specific real-world events
- For example, 2020 often shows the impact of the Covid pandemic and lockdowns on employees
- Analysis reveals that Netflix employees did not feel supported by management during 2020
- Other events that can show up in employee sentiment analysis include:
 - Acquisitions
 - Redundancies / lay-offs
 - Trading conditions
 - Specific culture & EX initiatives
 - Transformation programmes

Incorporate the voice of the employee into your analysis



- Explore verbatim employee review extracts to better understand context and specifics
- Build an evidence-base to support culture benchmarking and client recommendations

Features and Benefits



Topic-level sentiment scoring

AI (Natural Language Processing) allows us to make culture measurable and benchmark companies against their competitors at a topic level.



Time-series analysis

Identify specific topics that are showing an improving or worsening trend over time and measure the impact of internal or external events.



Curated review excerpts

See specific review comments mapped to topics to understand the voice of the employee.

Use Cases



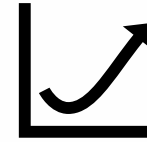
M&A Advisory

- M&A due diligence (people / HR / human capital risks & opportunities)
- M&A integration (culture compatibility assessment)
- Value Creation



Consulting

- People advisory (strategy, transformation, culture, employee experience, employee value proposition)
- Culture transformation



Business Development

- Data-led client conversations
- RFP responses
- Account planning

Geo Coverage

- Since our data sources are global, we can assess target companies headquartered in a range of locations.
- Source language is not usually a challenge for us, although some data types are more readily available in some jurisdictions.
- An evidence scan is completed to confirm adequate data coverage before we start work on any brief.

Geographies tried and tested

- ✓ UK (incl. Channel Islands, Gibraltar), Ireland
- ✓ United States, Canada
- ✓ Australia, New Zealand
- ✓ EU: France, Germany, Spain, Italy, Sweden, Switzerland, Poland, Belgium, Netherlands
- ✓ Israel
- ✓ India
- ✓ Singapore

Geographies with known data limitations

- ✓ Russia
- ✓ China, Hong Kong
- ✓ Japan
- ✓ Pakistan

All other countries: Subject to evidence scan

