

# Culture & EVP Benchmarking Platform

Product Overview  
January 2024

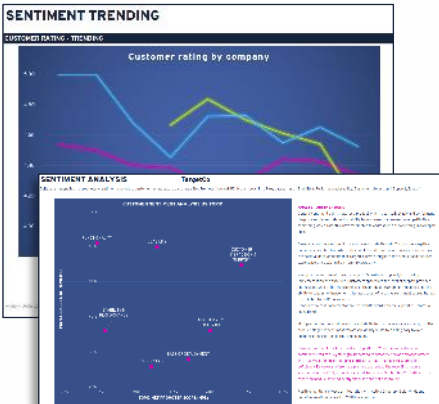
# “Deltabase is the ‘Swiss Army Knife’ of Benchmarking”

DIRECTOR, DELTABASE CUSTOMER

## Due Diligence & Value Creation Accelerators

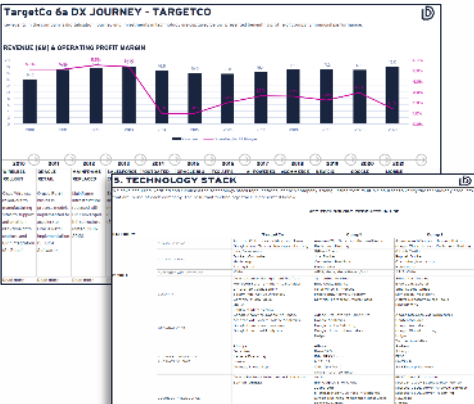
### Commercial

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



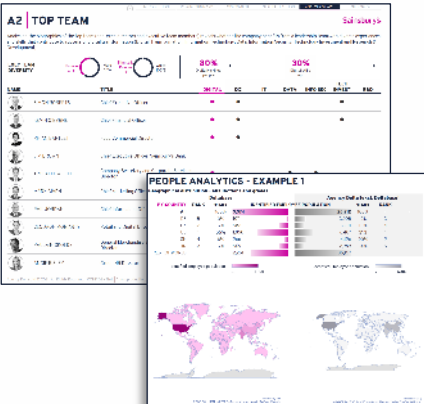
### Technology & Digital

- 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

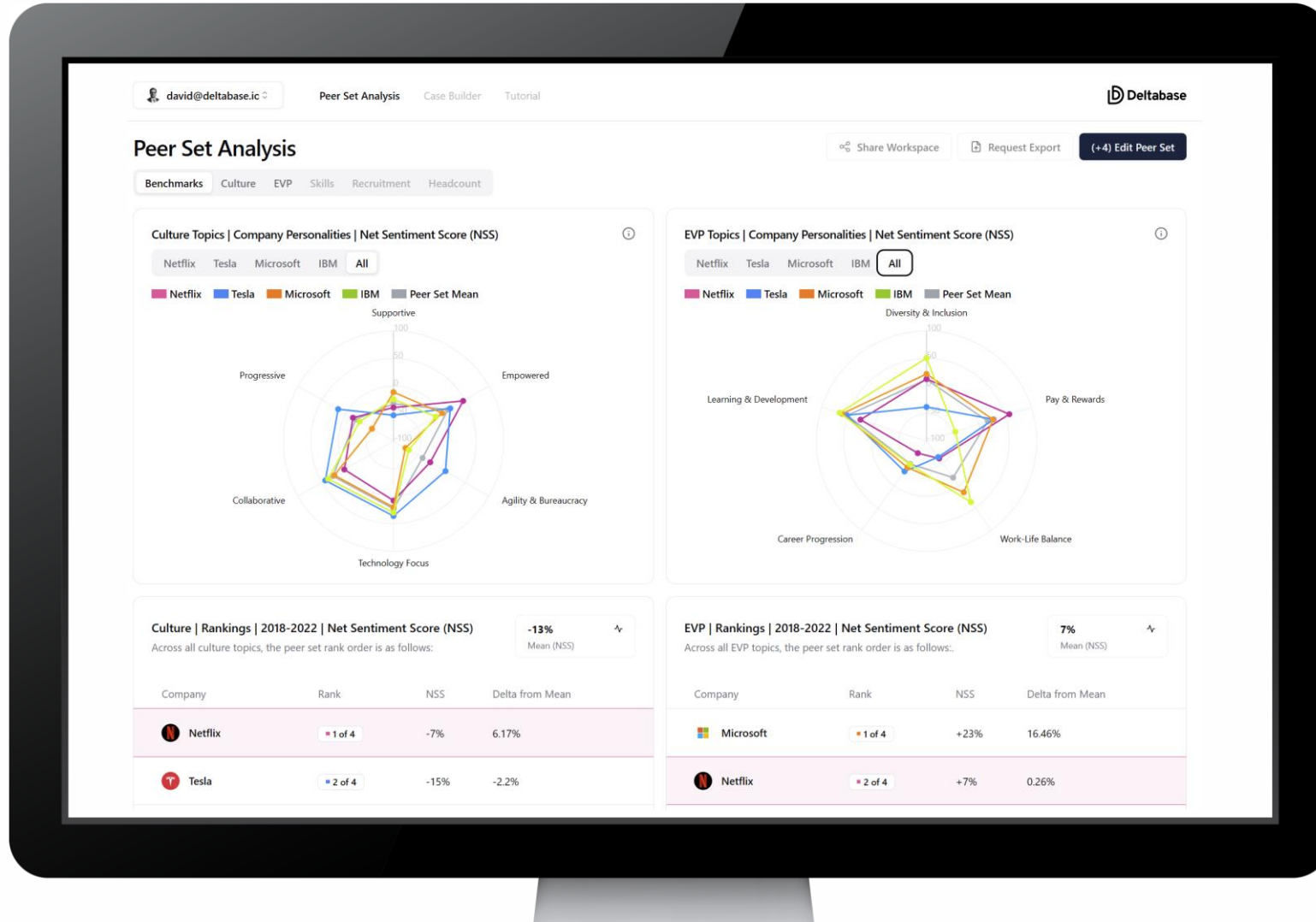
Peer Set Statistics

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



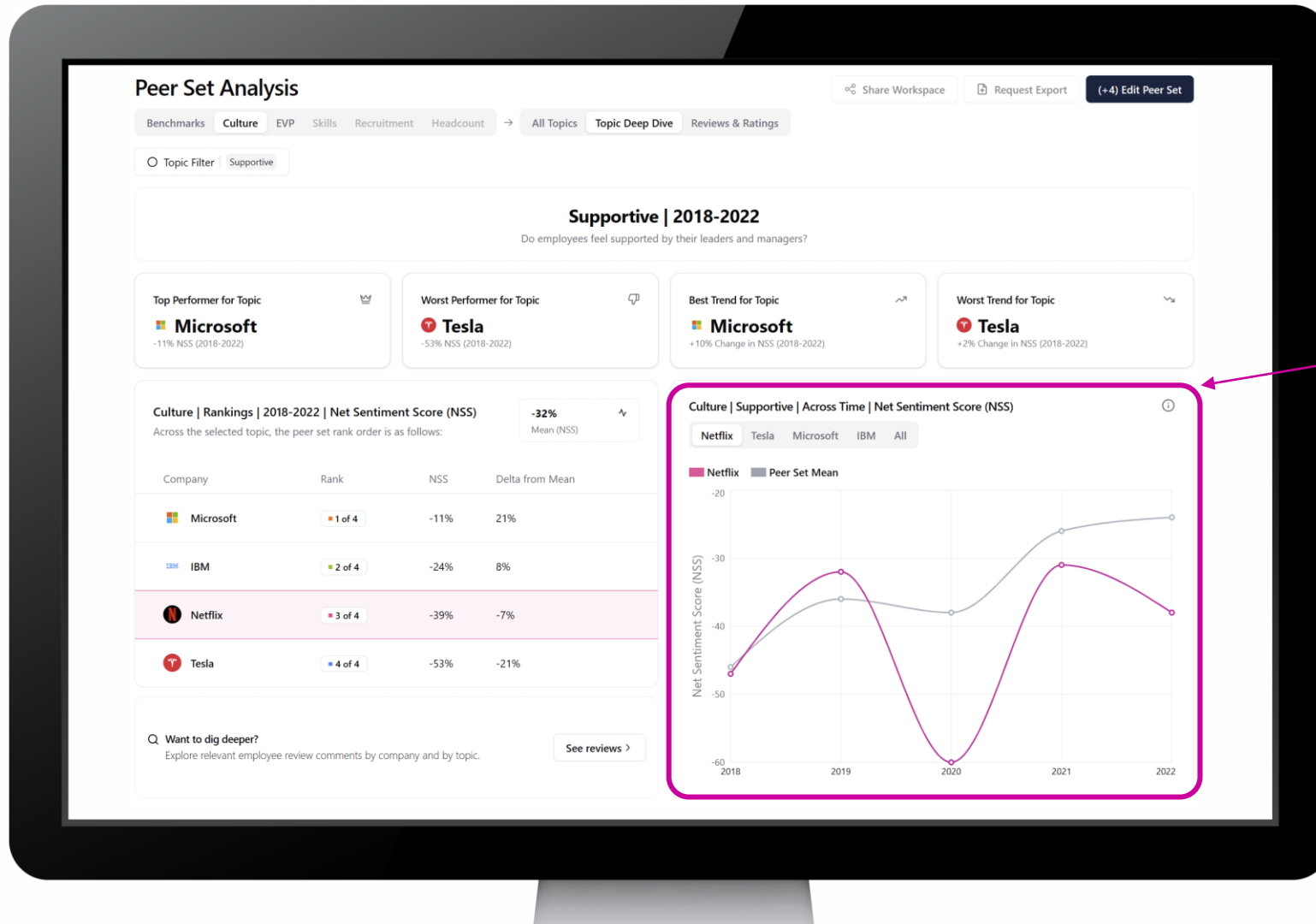
## NETFLIX

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

## Microsoft

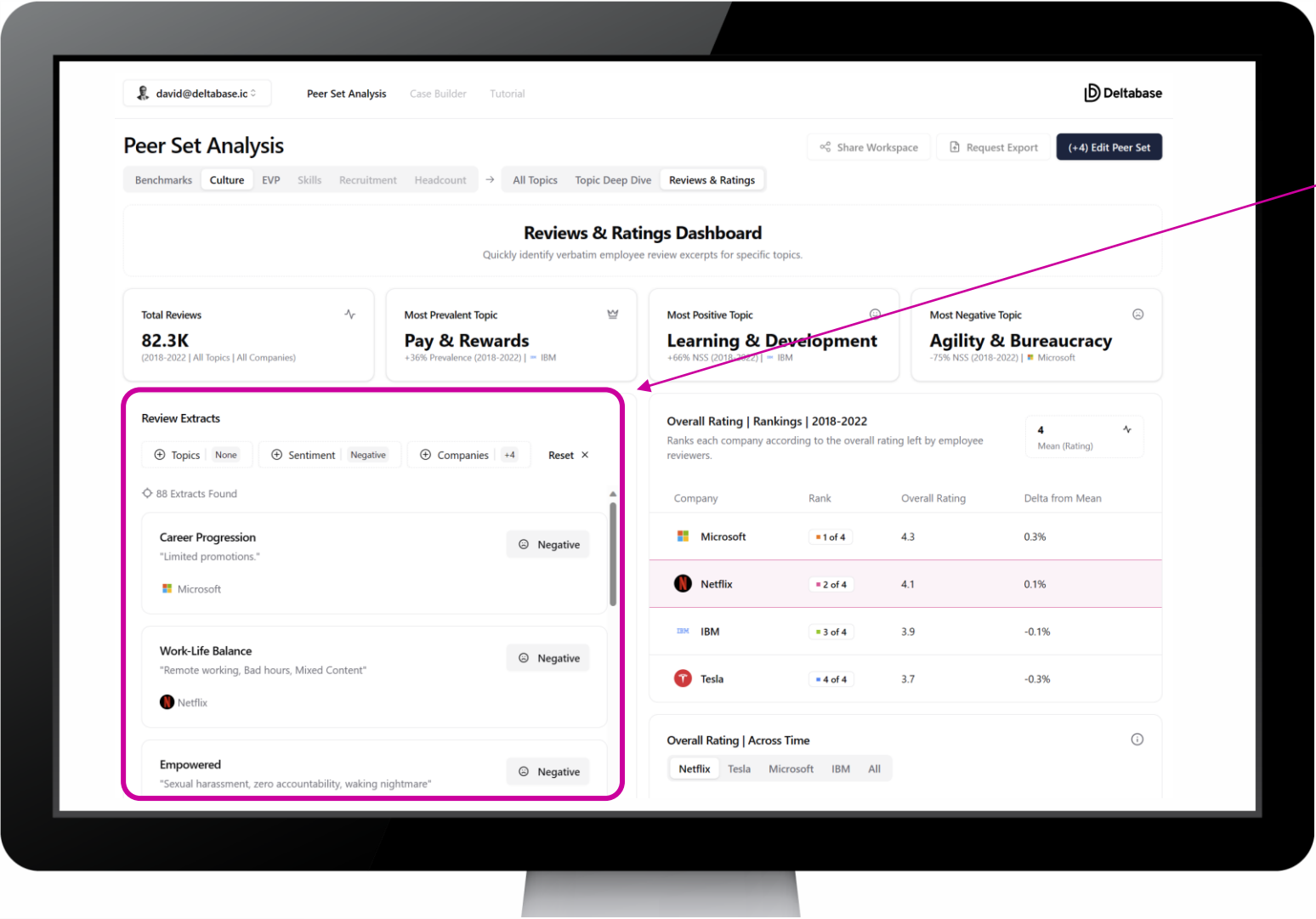
- Above peer average for:
  - Supportive leadership
  - Work-Life Balance
- Lags the peer set for:
  - Progressive mindset
  - Agility & Bureaucracy

# 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



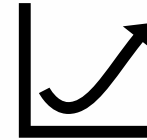
## M&A Advisory

- 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

