



# SAS® Human Capital Intelligence

Align talent and organizational strategies



## Overview

As organizations encounter a changing work force and changing business environment, retaining critical talent is of paramount importance. Talent drives innovation and provides business differentiation to gain competitive advantage, and therefore represents a significant component of an organization's total value. Yet few organizations manage talent as a vital asset strategically.

Strategic management of human capital has not only become essential, but requires deliberate and proactive use of information. Workforce plans must support organizational goals and are most effective when demographics and trends are taken into consideration.

However, it is virtually impossible to gather relevant and specific human capital information for confident decision making when the data is hidden in scattered, outdated systems. Analysis from these systems is inaccurate, slow and requires significant help from the IT department. As a result, HR and line-of-business managers lack needed clarity and focus to achieve the organization's goals.

“Top managers agree that identifying the right people and aligning them for innovation is their single-greatest struggle and that the most important drivers of innovation are the organization's culture and people.”

*“How companies approach innovation: A McKinsey Global Survey,”  
The McKinsey Quarterly (2007).*

## Challenges

- 1. Scattered data.** Human capital data exists in several sources within most organizations. As a result, reporting on this data is time-consuming and ineffectual.
- 2. Outdated technology.** Spreadsheets and reporting tools are ineffective because they are not designed for human capital data or analysis.
- 3. No insight.** Without intelligence gained from a holistic workforce view and analysis, business leaders lack the insight to make informed decisions affecting their human capital.



# Build talent supply ahead of demand

## Key Benefits

- Align the human capital strategy with organizational goals.
- Address workforce demands at every stage of the talent life cycle.
- Identify, assess and mitigate workforce risks.
- Proactively respond to changing workforce demographics and trends.
- Plan for business change such as mergers, acquisitions or downsizing.
- Synchronize financial and operational workforce strategies.

“Imagine the ability to match some 16,000 individuals’ skills and potential to the needs of the organization’s corporate objectives, and the ability to adjust the HR profile to meet changing business requirements.”

**HR controller, Italian bank**

## Capabilities

SAS® Human Capital Intelligence provides the insight and foresight to make critical business decisions with confidence, synchronize financial and operational human capital strategies and develop a targeted talent management plan.

### Integrate data to obtain a holistic view of the work force

SAS Human Capital Intelligence provides a holistic workforce view by integrating multiple sources of data into a human capital data mart which acts as a single source of information. There it is continually updated, validated, reconciled, cleansed and managed for integrity. And, it is designed for analysis so that business users get the answers they need, when they need them.

### Analyze the work force to determine strengths and vulnerabilities

Understanding the strengths and vulnerabilities of your work force is key to an effective human capital strategy. Within a single view, business users can analyze talent to determine whether to hire or outsource, who to target for leadership, how to minimize workforce risk, predict workforce changes and analyze costs. Geographic and organizational analyses help organizations determine how best to deploy their workforce plans.

### Plan the human capital strategy and align it with business objectives

SAS makes it easier to measure and analyze key talent indicators with more than 250 prepackaged metrics and a viewer showing the status of each indicator relative to targets. Users can easily see important metrics such as revenue-per-employee or absenteeism for a given group or employee profile. Know which results have the greatest impact and where to focus. Determine where to drill deeper to discern the root cause of an issue, such as excessive turnover in a critical R&D division or a skills gap for an impending project.

### Optimize the workforce and improve productivity

With forecasting and scenario modeling from SAS, organizations can run simulations using internal and external data to evaluate strategic options and their impact on the organization. Managers can plan headcount and determine which skills will be needed in any area of the business, even as change occurs.

Descriptive and predictive modeling enables analysis of the past and present, providing the unique ability to spot future trends. Optimization helps determine the best combination of resources within a given set of constraints; such as how to allocate merit increases to maintain the best internal and external pay equity, or how to best distribute the work force to achieve a certain performance level, cost and geographic spread.

## Components

### SAS® Human Capital Management

software helps organizations analyze workforce strengths and vulnerabilities, while surfacing opportunities that allow business leaders to proactively manage human capital in support of business goals. Investigate how and when workforce trends such as aging workers or leadership shortages affect your organization. Identify skill gaps to better target retention and recruitment dollars. All offerings within SAS Human Capital Intelligence include SAS Human Capital Management.

**SAS® Talent Scorecard** is an add-on to Human Capital Management and provides the ability to measure, monitor and manage workforce plans in support of organizational goals. With human capital strategy maps and scorecards, you can:

- See how managing talent, and the entire work force, supports organizational goals.
- Set and view business strategy and see cause and effect and leading and lagging indicators.
- Engage in a larger enterprise approach to performance management, including methodologies such as Six Sigma and balanced scorecard.

Integrated capabilities for **human capital budgeting and planning** help synchronize financial and operational workforce strategies. Integrate the human capital plan with a human capital budget to make workforce planning an integral part of organizational goals.

HR leaders can foresee and reduce budget misses months in advance. Manage budget allocations through a collaborative process with a business-unit manager to:

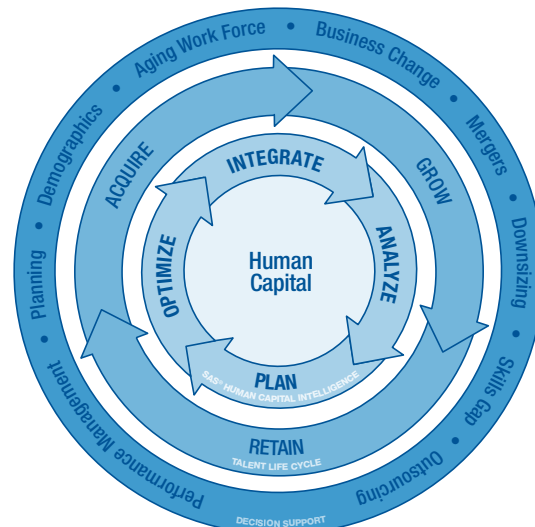
- Analyze and predict workforce trends and their financial impact.
- Create a predictive budgeting model and budget simulation.
- Control the costs of absences and the correlation with overtime.

Integrated capabilities for **predictive analytics and retention modeling** help you predict who will likely leave the organization and why. Mitigate organizational risk by devising contingency plans across the enterprise through integration of workforce, business and third-party data:

- Understand how talent shortage risks are distributed throughout the organization.
- Mitigate risk by predicting where vacancies and leadership needs are likely to occur.
- Measure, monitor and predict the effect of risk factors over time.
- Reduce risk by better addressing workforce supply and demand patterns and develop contingency plans based on trends such as seasonal absences.

### SAS® Human Capital Management Adapter for SAP R/3

is an add-on to SAS Human Capital Management. It unlocks workforce data in SAP systems, combines it with data from other sources, and gives a complete, consistent view to increase the return on investment in SAP R/3.



- Integrate data to obtain a holistic view of the work force.
- Analyze the work force to determine strengths and vulnerabilities and to support strategic decisions.
- Plan the human capital strategy and align it with business objectives.
- Optimize the work force.

**SAS® Human Capital Intelligence provides the insight to address workforce demands at every stage of the talent lifecycle and to align the human capital and organizational plans.**

## Achieve results with SAS® Human Capital Intelligence

- Gain competitive differentiation, improve performance and build innovation and agility.
- Improve employee morale and productivity.
- Gain the best fit between skills and jobs and develop essential skills for tomorrow's leaders.
- Identify, assess and mitigate workforce risk and retain critical workers and key talent.
- Reduce vacancy times and costs.
- Focus workforce spending on targeted initiatives.
- Proactively respond to business change.
- Anticipate changes in workforce demographics and prevent crises.

## The SAS® Difference

### Award-winning data integration and cleansing

With SAS, you do not have to replace current legacy systems; SAS helps you get at the trapped value by integrating data from any and all relevant systems, from all areas of the organization on multiple platforms. Designed to handle large and growing data volumes, SAS can store data in a way that is optimized for analysis so the system can evolve with your business.

### The leader in analytics

SAS is the leader in analytics, which is precisely what provides the most strategic value in managing an organization's changing work force. SAS Analytics includes forecasting, simulation capabilities, "what if" analyses and predictive modeling. SAS easily performs large-scale, complex workforce optimization projects.

### Support for performance improvement

SAS Human Capital Intelligence comes with prepackaged, human capital-specific metrics for measuring and analyzing key indicators. Moreover, you can manage talent and overall business performance on a common enterprise intelligence platform that affords scalability to meet growing demand. In addition, other SAS business and industry solutions work with SAS Human Capital Management to support enterprise performance improvement.

## About SAS

SAS is the leader in business intelligence and analytical software and services. Customers at 44,000 sites use SAS software to improve performance through insight from data, resulting in faster, more accurate business decisions; more profitable relationships with customers and suppliers; compliance with governmental regulations; research breakthroughs; and better products and processes. Only SAS offers leading data integration, storage, analytics and business intelligence applications within a comprehensive enterprise intelligence platform. Since 1976, SAS has been giving customers around the world THE POWER TO KNOW®.



THE  
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