GoodData

ELEVATE Partners With GoodData to Power Data Analytics in Workforce Management

ELEVATE

Overview:

ELEVATE provides a modern, talent-focused and supply-oriented workforce management platform for contingent talent. The solution helps large and mid-market companies automate and streamline talent acquisition processes, reduce sourcing costs, and manage contingent resources. Powered by GoodData, its ELEVATE Analytics reporting solution provides customers and channel partner service providers with visibility into their sourcing and supplier performance, contingent talent spend, and workforce deployment. ELEVATE has been in business since 2007 and is based in Newport Beach, CA.

Challenge:

Managed Services Providers (MSPs) in contingent labor worldwide turn to ELEVATE for its technical expertise across workforce management. ELEVATE knew that offering clients flexible data analytics capabilities was a key differentiator against competitors. However, the company did not want to build tools from scratch as some competitors have done; instead, it sought an analytics platform that would not increase costs because of an expensive licensing arrangement.

Solution:

ELEVATE first turned to GoodData in October 2018 to enhance its business intelligence (BI) offerings with flexible, monetizable data analytics. In 2019, they collaborated to develop ELEVATE Analytics, a comprehensive in-app analytics tool within the ELEVATE platform. The solution powers embeddable dashboards and insight for ELEVATE, a critical selling point to leverage with prospective customers.

Results With GoodData:

- Customizable and role-based embedded dashboards
- End user drag-and-drop dynamic report generation with rich visualization options
- ML-based predictive analytics
- Multi-client analytics for MSP channel partners

"GoodData made it possible for us to meet every customer at eye level with the ability to create customizable dashboards perfectly tailored to their needs."

Rob Morris
Founder and CEO of ELEVATE

## ELEVATE Powers Data Analytics for MSPs and Customers With GoodData

Rob Morris is founder and CEO of ELEVATE, a Newport Beach, CA-based total talent management solution provider helping large and mid-market companies automate and streamline their talent acquisition processes, reduce sourcing costs, and manage contingent resources worldwide. Its offering is a modern, talent-focused and supply-oriented workforce management platform for high-performing, nimble organizations seeking to optimize their talent deployment.

ELEVATE first turned to GoodData in October 2018 to fill a data analytics gap in the VMS space. "We wanted to uplevel our own BI offerings and further differentiate ourselves by making data analytics a central part of our customer relationship," said Morris. GoodData was the right partner to help ELEVATE customers integrate their contingent labor analytics with their own workforce datasets for overall visibility of their workforce management programs.

Customers leverage the ELEVATE workforce and VMS platform to automate and streamline talent acquisition processes, reduce sourcing costs, and manage contingent resources. "Granular insights across the enterprise are more important than ever these days, and our partnership with GoodData enables us to put the power of data analytics into our customers' hands," said Morris. "There are plenty of VMS options out there, but we're able to raise the bar and empower our customers with GoodData by our side."
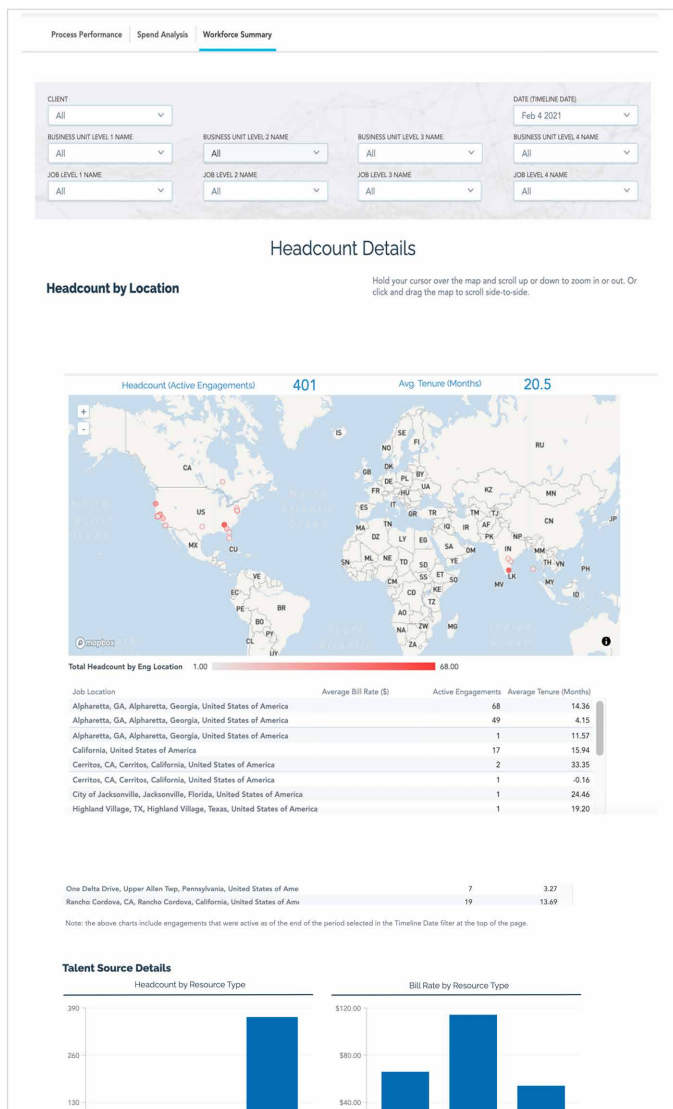
Helping MSP Customers Save Money With Flexible BI Offerings

Given the large variety of its customers' needs, ELEVATE sought a BI innovation partner that would give customers more control over data integration and modeling through a flexible solution. GoodData's "buy-and-build" offering helps ELEVATE adapt to any environment or touchpoint in the talent acquisition and management chain. It allows MSP users to collect and distribute data both internally and to their own customers at scale — all through a solution that's more agile and cost-effective than any other on the market.
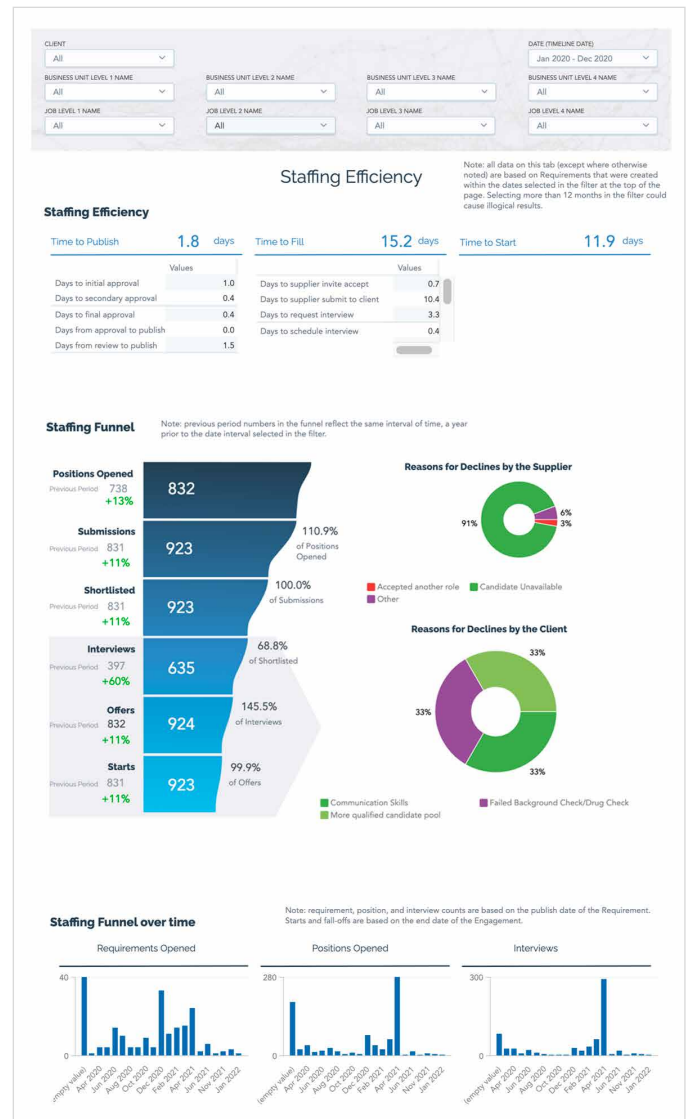
"I can't tell you how many times I've seen MSPs spend unnecessary resources and money on data analytics — either they build one themselves, or they buy an expensive third-party tool that never quite solves their data problems," said Morris. "GoodData made it possible for us to meet every customer at eye level with the ability to create customizable dashboards perfectly tailored to their needs."

GoodData empowers ELEVATE's customers with sophisticated and reliable data analytics at a fraction of the price of building in-house, and keeps them within a familiar ecosystem. The end result is a more data-driven approach to talent management activities.

Teaming Up to Adapt to Changing Workforces and Improve the Customer Experience

Workforces globally have been shifting dramatically throughout the early days of ELEVATE's partnership with GoodData. Even before the COVID-19-induced spike in remote work, companies were seeing a new kind of employee.

In early 2019, the company experienced a huge influx of interest and demand for contingent workforce services — in addition to other service offerings. That year, ELEVATE worked with GoodData to hone in on a solution that would meet this demand and drive even further differentiation within the BI landscape.

The end result was the ELEVATE Analytics solution, a dynamic reporting tool within the ELEVATE platform that offers MSPs greater visibility into their contingent talent management process metrics, spend analytics, and workforce intelligence. "From the very beginning, GoodData was committed to giving us a competitive edge over other VMS options," said Morris.

ELEVATE Analytics was designed to offer the most useful and relevant customer experience possible. "It was a big milestone for us, as it represented yet another way to offer customers the comprehensive analytics they couldn't find elsewhere," said Morris. MSPs and their customers were demanding easy access to contingent labor information in record numbers. GoodData's advanced analytics, prescriptive algorithms, intuitive dashboards, and powerful configuration tools helped ELEVATE make that possible.

"Our customers were, and continue to be, blown away by the product's embedded dashboards — ELEVATE Analytics came at a critical time for our firm and the workforce management landscape at large," said Morris. "Not only did GoodData help us meet the changing needs of talent acquisition teams, but they also created a product that went above and beyond to drive acquisition and revenue for our MSP partners. It was truly a win-win."

Growing With GoodData to Integrate Predictive Analytics Into Workforce Management

ELEVATE and GoodData are now hitting a stride in their relationship during another critical trend in IT spending globally.

According to Morris, "there is real untapped potential when it comes to predictive tools in the MSP space."

However, GoodData is already bringing those capabilities into ELEVATE's line of sight.

GoodData has made it easier to empower our customers with data-driven decision making," said Morris. "In the future, we envision them being able to turn to predictive analytics for total talent management decisions. Let's say a mid-market hiring manager needs to hire a handful of developers. Predictive insights can help hiring teams forecast where the market is going and find the right candidate to stay ahead of those trends.

Staying agile will be critical for companies to stay competitive — especially as teams remain remote and talent pools grow more competitive. "We're excited to keep building for the future of human capital," said Morris, "and couldn't imagine doing it without GoodData by our side."

Want to learn more about building a composable data and analytics solution with GoodData?

Schedule a demo

Join the conversation
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About GoodData

GoodData powers modern BI for the modern data stack. GoodData's composable data and analytics platform provides a single source of truth across organizations and to their customers. To this day, GoodData has helped more than 140,000 of the world's top businesses deliver on their analytics goals and scale their data use cases — from self-service and embeddable analytics, to machine learning and IoT.

GoodData has teams in the U.S., Europe, and Asia, with customers including leading software companies (SaaS), global financial and payment institutions, and multi-brand e-commerce platforms.

The GoodData advantage

Business:

1. One platform for all: internal teams, client companies, external partners
2. Self-service visualization for business users
3. Your own branding
4. Predictable pricing to suit your business, no pay-per-user
5. The highest data privacy and security certifications

Technical:

1. Automated scaling to different departments and companies
2. Embedded dashboards in your application or software product
3. Streamlined multi-tenant change management
4. Abundant data-source options
5. Fully hosted or deployed as a container in your application