



illumin8 HR

impact through insights

Case study:

Strategic partnership with Activ8 drives revenue growth for Visma Raet



Transitioning from business intelligence tools to driving **analytical user experiences**



Making complex HR Analytics **accessible and easy to use** for everyone



Drive growth of data driven decisions by people and teams in HR

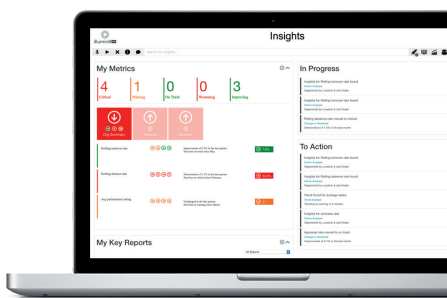
At a glance

About:

Visma Raet is Europe's leading cloud company specialised in world-class HR cloud software and HR services, which support the HR needs of over 10,000 organisations.

Industry:

Private and public sector



Summary

Visma Raet have partnered with Activ8 Intelligence to bring their 2000+ HR customers an industry-leading people analytics product that makes complex analytics accessible and easy to use for their end users. As well as driving sales with a compelling analytics offering, the Activ8 partnership enables Visma Raet to share IP ownership with other development partners and come together to drive an innovative product roadmap.

The challenge

Previously, Visma Raet supplied PowerBI to their clients. However, there was a lack of widespread usage of the reports, despite the significant effort involved in creating them. With PowerBI, Visma Raet also required an internal resource of six people to develop new custom reports for clients.

With increasing downward pressure on prices, increasing third party costs and a proposition that was not maximising customers' valuable data, Visma Raet evaluated their options. Changing to another BI provider would not solve the fundamental customer usage and satisfaction issue. Furthermore, Visma Raet's strategy was to increase their product portfolio by partnering with proven best-of-breed products in the HR space.

"Speed to market was an important factor as well as avoiding risks associated with in-house developments. After evaluating the internal development option alongside reviewing the market, we looked at Activ8 in detail."

- Sander Odijk, Director M&A, Partners & Alliances, Visma Raet

Visma Raet were also very clear about the challenge they were looking to solve for the HR community.

"HR Management is all about making decisions and not something that should be left to chance or guesswork. From extensive studies we know that decisions that rely on human interaction alone are most often flawed.

"The more complex the scenario, the more likely the decision is to be wrong if it is based solely on the judgement of individuals. The best way to improve decision making is to look for and include data in the decision process."

- Micha Schopman, Product Manager, Visma Raet

The solution

Visma Raet concluded that Activ8's solution, illumin8HR, could differentiate their HR product suite in an increasingly busy marketplace by going further than simply providing dashboards to end users.

The discussions and demos showed that illumin8HR could handle Visma Raet's growing datasets from their partners and other third parties used by their customers, consolidating the full breadth of HR data. Visma Raet were confident the product was compelling enough to excite their large customer base to generate additional revenues and increase customer retention. Schopman commented:

"We needed a solution that would enable us to truly drive analytical user experiences and helped our end users to understand what is happening, why, impact, what could potentially be done and provide capabilities to track progress and promote teamwork to solve difficult challenges.

"The illumin8HR solution will have an impact on the way we work today and will change the way we work tomorrow by making better informed decisions with better and more predictable outcomes."

The outcome

illumin8HR replaced the standard dashboarding provided by Visma Raet's former BI tool and gives Visma Raet an opportunity to increase client revenue with an evolving people analytics roadmap.

As analytics IP was important to Visma Raet's investors, they chose to become a development partner with Activ8, meaning they benefit from:

1. IP on their balance sheet and a royalty free licence
2. A pooled development partner budget
3. Driving the roadmap alongside other product innovators
4. The option to embed developers in Activ8's team



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"The Activ8 product gives us a leading people analytics solution that aligns with our best of breed partnership model and provides significant opportunity to impact Visma Raet's customer retention, margins and new business sales."

Sander Odijk,
Director M&A, Partners & Alliances, Visma Raet



"This is a unique people analytics partnership between Activ8 and Visma Raet. Bringing the expertise and ideas of our development partners into our product thinking decisions has created an exciting product roadmap that makes People Analytics accessible for HR decision makers and people managers."

Heidi Lopez,
Managing Director, Activ8 Intelligence