



First Friday Webinar

May 2024

Strategic Edge

*How PEOs Drive Competitive Advantage
through Dynamic Data*



PRISMHR

Agenda

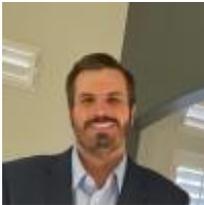
- Panel Intro
- Topic Overview
- Opportunity within Data Types
- Data as a Product
- Data Tools and Platforms
- Closing Thoughts



Webinar Panel



Jon Avrach
Sr. Director, Solution Architect & Evangelist @ Sigma Computing



Lloyd Closson
CTO @ G&A Partners



Dustin Schodt
VP of Operations @ Sequoia Consulting Group



Scott Cormier (moderator)
VP of Product Management & Design @ PrismHR



Strategic Edge w/ Data



Leveraging Data as a Strategic Edge

- The Increasing Value of Data ...**
Never has it been more powerful for business strategy decision support
- Create New Opportunities ...**
Topline, Bottomline, Customer Retention, and Growth
- Data Science Technology ...**
Advancing more rapidly than ever and being woven into all types of tools & platforms



Leveraging Data as a Strategic Edge

Trends associated with Data ...

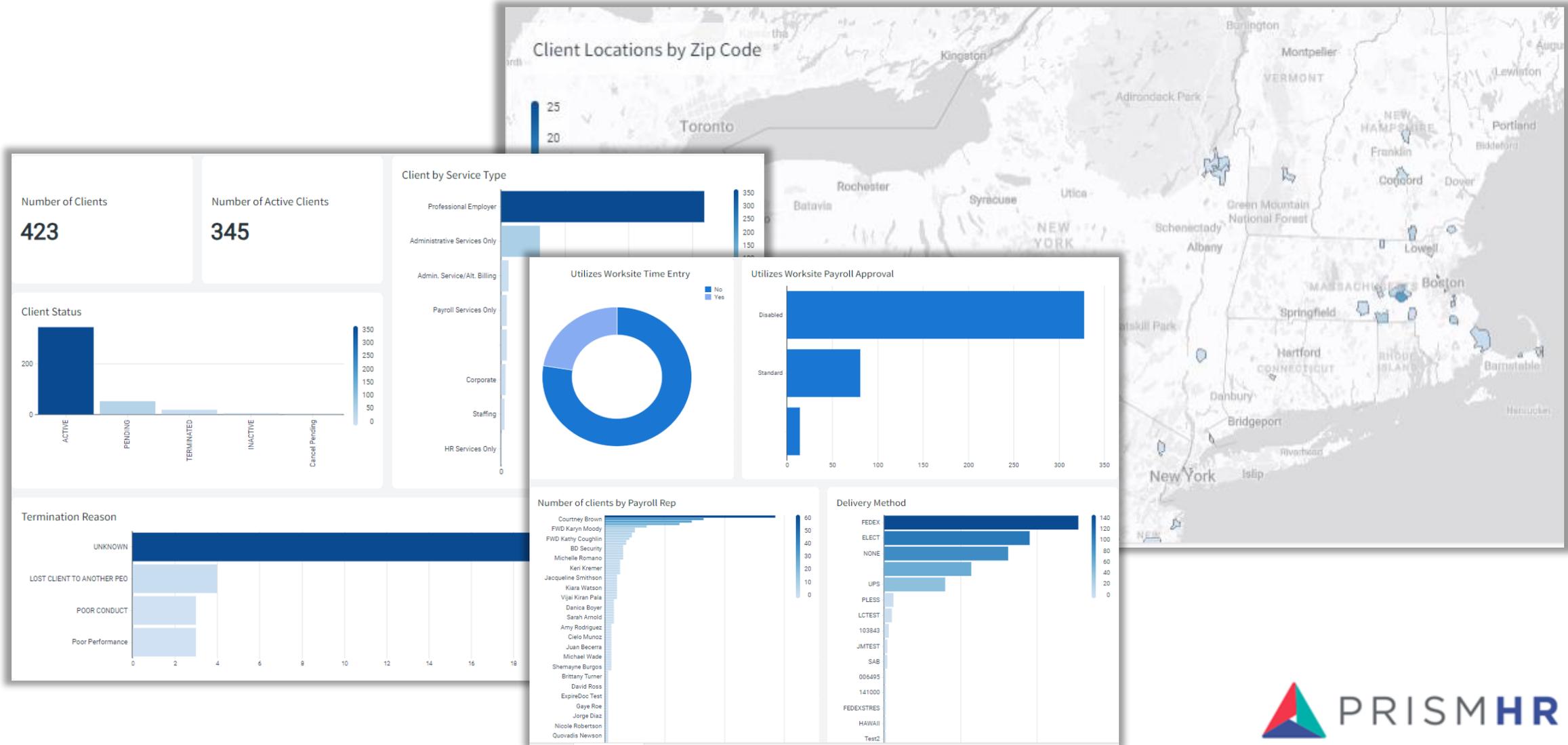
- Increasing % of competitors are launching new data and analytics offerings
- Companies are **extracting novel insights** from data that were sitting in different systems
- New entrants across markets and industries are launching data and analytics businesses that **undermine competitors value prop**

Call to Action

Create a Data Strategy

The creation of a strategy ranks as the number one challenge to - and reason for companies' success at data and analytics

Leveraging Data as a Strategic Edge



Webinar Poll #1 - Data as a Strategic Edge

How do you view data within your organization?

- A. Data is our competitive advantage, and we actively leverage it for strategic decision-making.
- B. We recognize the importance of data but need to improve our utilization.
- C. Data is underutilized, and we could do more to harness its potential.
- D. We haven't prioritized data as a strategic asset.

Different Data Categories ...

Different Strategies & Opportunities



Opportunity within Data Categories



Operational Data

Day-to-day business need, internal processes to validate events, tasks, decisions.

Quality control, spot issues before they grow into a problem (SMB issue, Compliance, Expense)



Strategic “Pull” Data

Leveraged to **identify trends / insights** that could change sales & marketing strategy

Combining Data Sources to reveal new strategies



Client Segment Data

Data associated with an **SMB Industry, Vertical, Business Type** that adds value or opportunities for additional services

Highlight insights / trends within the SMB



Dynamic “Push” Data

Data triggered or automated based on specific events and/or actions within the platform

Visual focus ... Always on Dashboards, Office Wallboards.

Opportunity within Data Categories



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Specific requirements from select SMBs based on industry / vertical requirements

Highlight insights / trends within the SMB



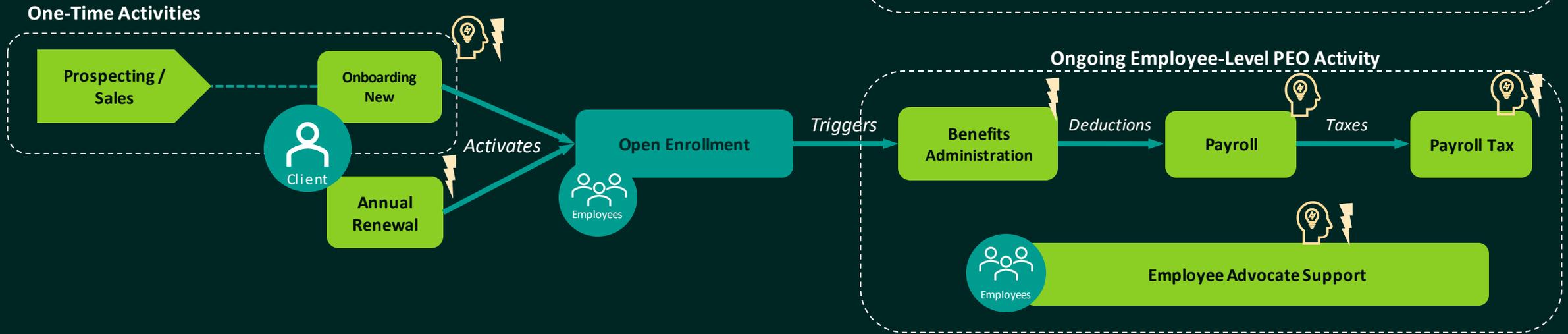
Dynamic “Push” Data

Automated that could alert based on events / actions

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PEO on a Page

Data Automation and Gen AI



 Gen AI

 Data/Audit Automation



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Webinar Poll #2 - Data Automation / Low Code Usage

Has your company implemented data automation methods for manual processes like audits or financial reconciliation?

- A. Yes, we actively use data automation or low-code platforms
- B. We've explored these methods but haven't fully implemented them
- C. No, we haven't utilized data automation or low-code platforms yet

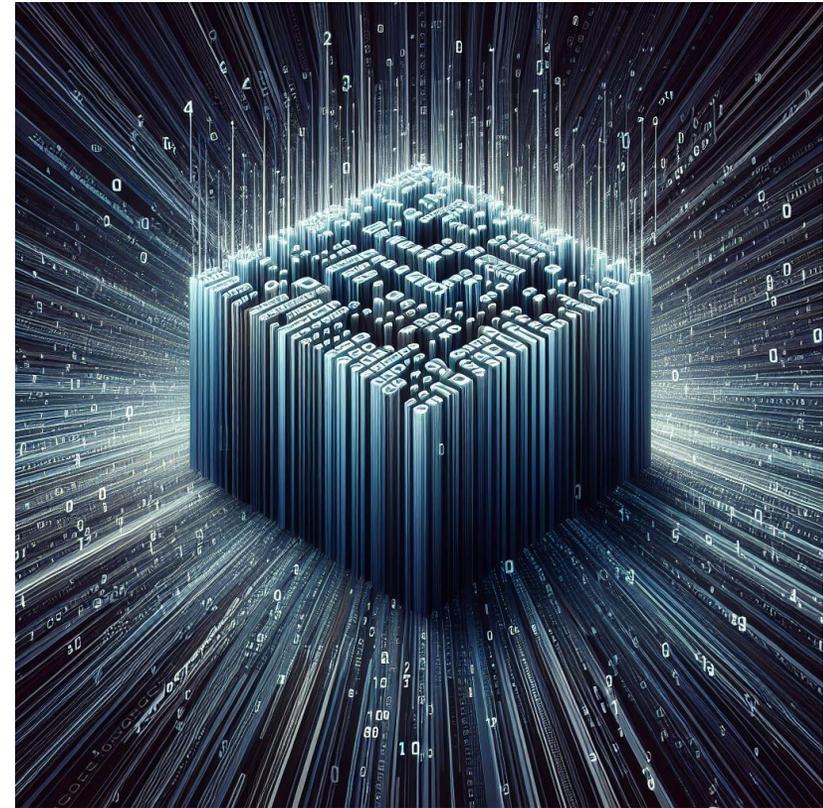
Can Data be a Product?



Data as a Product

How can data be ***shaped into a new offering*** that will retain existing customers and attract new ones?

- New Client Services
- Support & PS Consulting
- Sales and Marketing



Data as a Product

Benchmarking Service

Pay and Labor Cost Forecasting

Hiring Metrics

Employee Engagement

EE Turnover Rate

Payroll Workflow
(Speed and Accuracy)

Taxes at a Glance
(SMB / Client View)

Onboarding Workflow
(Open Stats, Aging)

Benefit Enrollment

Client Growth Visuals



The Tools and Platforms



Data Tools and Platforms

- **Rapidly-evolving data tools** continue to bring new and more efficient ways to interact with data
- More options for both **Unstructured** and **Structured Data**
- **Democratization of Data** is replacing "traditional" Standalone Reporting
- Customers have higher expectations of In-App Reporting, **Visualizations and Dashboards**
- **Rise of new Data Warehouse** offerings and **combining Data Sources** unlocking new value and product / offering opportunities

Webinar Poll #3 - Familiarity with Gen AI

How familiar are you with artificial intelligence (AI)?

- A. I regularly use AI tools (e.g., ChatGPT, MS Co-pilot, other Virtual assistants)
- B. I've used AI occasionally, but not regularly
- C. I've heard of AI, but haven't used it
- D. I'm not familiar with AI

Data Tools and Platforms



tableau



sigma



Looker



Power BI



Gemini



AI



OpenAI



MISTRAL
AI_



Meta AI



snowflake



PostgreSQL



SQL



databricks



Azure



aws



Google Cloud



ORACLE
CLOUD



salesforce



PRISMHR

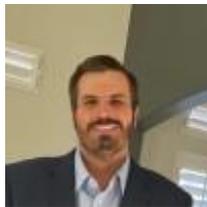
Webinar Q & A



Closing Thoughts from Panel ...



Jon Avrach
Sigma Computing



Lloyd Closson
G&A Partners



Dustin Schodt
Sequoia Consulting Group



Scott Cormier
PrismHR

Data Strategy Wrap-up ...

What is this group excited about when it comes to Data and Business Strategy?

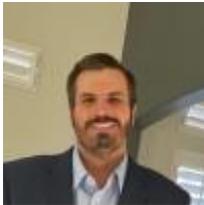
Fun Question ...

What data-centric or tech product (work or personal) would you recommend to the audience? Why?

Thank you for your time!



Jon Avrach
Sigma Computing



Lloyd Closson
G&A Partners



Dustin Schodt
Sequoia Consulting Group



Scott Cormier
PrismHR

