

Powerful insights that support data-driven talent decisions

Reskilling. Upskilling. Retooling.

These terms are interchangeably used to describe the emphasis placed on aligning talent and competencies with the strategic objectives of an organization. As the shelf life for skills shortens and the type of skills required changes, it's imperative that business leaders have a clean line of sight on their talent development goals and expenditures.

EdGraph empowers enterprises with powerful insights to support data-driven decision making (D3). Important questions are no longer left unanswered, including:

- ✓ What learning is making the most impact?
- ✓ How should we prioritize our investment in learning development?
- ✓ What skills do we already have as an organization? Where are they?
- ✓ If we had a complete skills inventory of our employees, what would that look like? How is it changing over time? Will these skills support our goals now *and* in the future?
- ✓ I've recently launched and need to report to senior stakeholders about EdCast's Talent Experience Platform (TXP). How is it going so far? Are people using it?
- ✓ What can we do to drive engagement and a culture of curiosity and learning?

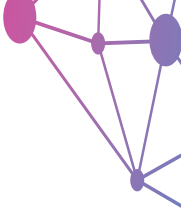
EdCast's TXP is the window for talent development. The integration of **EdGraph** provides a complete view of all platform events and learner-activity. The powerful combination of four individual models is where business value is clearly demonstrated.

User Engagement

Maintaining learner engagement is fundamental to the success of any talent development initiative. EdCampaigns, guided by robust analytics and on-platform user signals, nudge learners to maintain focus on their talent development goals.

Data Sets

EdData provides a compilation of insights about user activity, learning content, groups, channels, and assignments are shared as set of manageable insights



Business Impact Dashboards

Business Impact Dashboards: EdGraph provides a single source of actionable insights. In-app admin dashboards present data analytics that reflect content and skills recommendations, content provider performance, and user search signals. Reporting on skills inventory and upskilling efforts keeps executive stakeholder’s thumb on the pulse of the firm’s intellectual capital.

Reporting

EdGraph reports are a set of comprehensive data tables designed for admin users to access within the platform. Over 60 reports provide users with extensive insights parceled into manageable reports provides value to users, including:

- ✓ Supports drill downs to offer next level of data and insights
- ✓ Quick Access within platform for admin users to explore, analyze, and take actions
- ✓ Our Data Export Utility or AWS Athena Client supports the export of data for internal use and for integration with client business intelligence tools
- ✓ Near real-time (<15 minutes) data across all dashboards
- ✓ Comprehensive skills inventory dashboard with skills passport inventory and skills assessment results
- ✓ Industry benchmarking for top skills for each industry, pulled from a database that scrapes the web for top skills across thousands of job postings, updated quarterly
- ✓ Fully customizable dashboards and the ability to segment users (i.e. learning in the marketing versus sales department)

