

## DID YOU KNOW?

- A **10%** improvement in **employee productivity** can generate a **40%** improvement in **EBITDA**.
- Superior **human capital performance** leads to sustainable performance and **competitive advantages** for all firms.
- Human capital efficiencies measurement and management is the most effective way to **materially enhance financial performance**.

### HC Moneyball is the first human capital data-analytics platform that enables CFOs, CEOs and other senior executives to:

- **Measure and track** human capital efficiencies in terms of financial outcomes, in real time, by transforming HR information into equivalent financial ratios
- **Correlate** human capital metrics to financial metrics to help you identify drivers of financial outcomes
- **Benchmark** your organization's financial and human capital efficiencies to a selected set of competitive organizations to understand your relative performance
- **Accurately predict** the impact and timing of HR expenses on overall financial performance from ROI to EBITDA

### HC Moneyball's interactive, self-configurable dashboards:

- Empower C-suite executives to make **smart, strategic decisions**
- Allow strategic investors (VCs and PE) to **understand the "health" of the human capital** (QofEE) of target organizations
- Clarify understanding of the **competitiveness of the organization** from a human capital perspective

### ROI in the first year:

- The typical **annual investment** in the HC Moneyball platform falls between **\$10,000 and \$30,000** and even at the high end, you will **generate a several-fold payback** during the first year if you:
  - ✓ Improve employee productivity by 0.5%
  - ✓ OR, save one employee
  - ✓ OR, make 1 better hire.