

## Tech Brief

### Visier

March 2021

### Company Background

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# visier®

Company At-a-Glance	
Headquarters	Vancouver, BC
Year Founded	2010
Market Focus	Fortune 2000 enterprise customers
Customers	6,000+
Top Key Clients	Micron, Bridgestone, Electronic Arts (EA), Merck, Amgen, Bosch, Mercer, Kohler
Key Industry Verticals	Financial Services, Healthcare, Life Sciences, Technology, Manufacturing
Website	<a href="https://www.visier.com/">https://www.visier.com/</a>

Visier creates a unified picture of your workforce with a complete analytics and planning solution designed to bring you insight into your employee experience and organizational effectiveness. Starting with the right questions, Visier enables HR and business leaders with fast, clear insight to guide you in driving better business outcomes. Part of your BI ecosystem and your HR technology stack, Visier encompasses a breadth of solutions, providing you with thousands of best practice questions intuitively organized by topic to bring clarity to your business.

## Analyst Insights

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Data, in itself, has little value. However, the analysis of the data for improving decision-making is incredibly powerful at an enterprise level. Despite the tools and technology available today, many companies are still performing manual analyses of information.

Research shows us that one of the most common challenges brought up by corporate leaders around analytics and measurement is not knowing how to properly use these tools; a problem which can severely limit the impact and value HR can offer the business. While some HR teams are advanced enough to have a grasp on this problem, the vast majority of firms are not yet to that level of measurement maturity.

This may help explain why Visier's people analytics and workforce planning platform has built a strong foothold in the HR data analytics space as a trusted technology partner. Created by BI experts, Visier's solution helps you ask the right questions to get clear answers to your most important business challenges by integrating data from all your applications and automating time-consuming manual processes, guiding you to better decisions and greater business impact.

Customers benefit from Visier's extensive library of pre-built analytics solutions, helping your data tell a story and bringing data accuracy, consistency and credibility to the HR team's analysis capabilities. And whether you're an analytics expert or beginner, Visier's robust learning library is full of useful guides, white papers, research reports, data sheets, on-demand webinars and more to help you up your analytics game.

From talent acquisition to retention, DE&I to learning, or organization design to cost control, if your HR team needs to connect people data to business outcomes and increase your value to the organization, platforms like Visier are well worth further exploration.

*Ben Eubanks*  
*Chief Research Officer*

## About Lighthouse Research & Advisory

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[Lighthouse Research & Advisory](#) is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

[Ben Eubanks](#) is the Chief Research Officer at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, [Artificial Intelligence for HR](#), was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of [We're Only Human](#), a podcast focused on the intersection of people, technology, and the workplace.

He hosts [HR Tech Talks](#), a livestream show on LinkedIn and YouTube featuring a variety of vendors from across the HR technology industry. In addition, he founded and operates [upstartHR.com](#), a community serving HR leaders that has reached more than one million readers since its inception.