



HR TECH AWARDS

powered by lighthouse research & advisory

**TOTAL REWARDS AND
EMPLOYEE WELLBEING**

BEST DEI-ENABLING SOLUTION

2023

TRUSAIC



Case Study: 2023 HR Tech Awards

Each year, technology companies across HR, talent, and learning apply for the HR Tech Awards to demonstrate the value they bring to their clients and to the broader industry. These case studies represent a sampling of the capabilities from the award winners in our program.

[Learn more about the HR Tech Awards.](#)

Company Name:	Trusaic
Website URL:	www.Trusaic.com
Insert Logo (JPG/PNG):	
Key Customers:	Houghton Mifflin Harcourt, Boston Beer, Jackson Family Wines, Shine Technologies, ArtCenter College of Design, Mother Jones

About the Company

Trusaic is a workplace equity technology company committed to advancing social good by helping organizations achieve pay equity, foster a more diverse and inclusive workforce, assist economically disadvantaged individuals with finding work, and ensure employee access to affordable healthcare. Trusaic's mission is to create a better working world through data-driven, people-centered technology designed to solve the most complex workforce challenges.

Trusaic provides state-of-the-art analytics combined with comprehensive expertise in compliance to address complex and ever-changing regulations that impact employee well-being. Though regulations are often considered burdensome, Trusaic provides employers with an opportunity to demonstrate transparency and integrity, cultivate a more equitable work environment and create a stronger enterprise.

Trusaic specializes in data expertise – data wrangling and prepping from across diverse platforms including both structured and unstructured data. The Trusaic team works side by side with companies to interpret their data and create actionable strategies that enable them to take better care of their employees while also taking care of their bottom line.



Trusaic's PayParity solution is designed for mid-to-enterprise level organizations across industries including manufacturing, retail, financial services, healthcare, government, education and more. Trusaic also partners with organizations across the HR compliance continuum, including brokers, law firms, third party administrators and compensation consultants. Trusaic currently works with more than 1,000 organizations across a wide range of industries. PayParity has certified integrations with leading human capital management (HCM) solutions from global leaders such as Workday, SAP, UKG, and ADP Marketplace. This is a testament to these organizations' confidence in PayParity as a trusted solution for their customers.

Through Trusaic's strategic partnership with EDGE Strategy, organizations working with Trusaic can also attain EDGE Certification, the leading global business standard for gender and intersectional equity. The independently verified EDGE Certification benchmarks organizations' progress on pay equity, representation, and effectiveness of inclusion policies and practices.

Proving itself as a company that "walks the walk," Trusaic was one of the earliest employers (known as Equal Pay Champions) to sign California's Equal Pay Pledge and commit to conducting an annual company-wide gender pay analysis, reviewing hiring and promotion processes and procedures to reduce unconscious bias and structural barriers, and promoting best practices that will close the pay gap to ensure fundamental equity for all workers. Trusaic was named by Real Leaders as a Top Impact Company in 2023, recognizing it as a values-aligned business dedicated to driving positive change.

Problem(s) Your Technology Solves

PayParity is a comprehensive DEI solution with a deep focus on predictive pay equity management. The technology enables employers to achieve and demonstrate fair pay, especially for underrepresented groups, and promote diversity and inclusion in hiring, while meeting all reporting requirements and remaining compliant with evolving pay equity and pay transparency laws and regulations.

PayParity analyzes workforce pay equity at the intersections of gender, race/ethnicity, age, disability, sexual orientation, and other critical demographics at once in a single statistical regression analysis. This view provides complete visibility into an organization's compensation. The platform not only identifies pay disparities; it pinpoints the systemic root causes driving them and provides custom remediation strategies. PayParity ensures an organization's efforts are measurable in order to implement actions that are meaningful and effective.

PayParity also enables companies to communicate their commitment to equal pay and demonstrate progress to critical stakeholders inside and outside the organization.

Given the complexity and constantly changing nature of workforce data, the solution also offers continuous adjusted and unadjusted pay gap monitoring and adjustment of pay practices to eliminate the danger of "backsliding" and maintain pay equity as the organization and its workforce evolve over time.



The platform's innovative **Salary Range Finder**[™] tool prevents new pay inequities from ever being created by ensuring a fair offer is made at the time of hire and during the annual compensation cycle. The tool retrieves internal pay equity audit data and overlays it against external labor market data provided by industry-leader Lightcast[™] in real time. It then generates an equitable salary range for a desired job and the relevant geographical location. This allows HR professionals to confidently share equitable salary ranges in job postings as required by various state pay transparency laws. By using the Salary Range Finder *before* sharing salary ranges in job postings, the tool can also help employers prevent pay inequity across its workforce -- not just for new hires -- preventing internal wage compression. The PayParity platform also ensures fair compensation between remote and hybrid work environments.

The platform's **Talent Flow** feature measures workforce diversity and equity, and analyzes employee sentiment, addressing unconscious bias and enabling organizations to develop an inclusive and diverse culture that creates a sense of belonging for all employees. It reviews opportunities for all positions and by protected classes to uncover hiring rates across demographics, the rate of promotion opportunities, and the demographics of employees in positions with promotion opportunities.

PayParity[®] also assists organizations with DEI reporting, identifies jurisdictions that require government filings, prepares the reports, and aids in filing.

By actively addressing pay equity, Pay Parity enables organizations to attract and retain top talent, improve their reputation, boost employee engagement and morale, improve well-being and reduce employee turnover. The platform also improves cost management – minimizing salary negotiations, preventing corrections and reducing recruitment and employee compensation costs -- keeping employee pay and the company budget in balance.

Client Case Study

Mother Jones

Since it launched in 1976, Mother Jones has made an indelible mark as a leading progressive American magazine focusing on news, commentary, and investigative journalism. Today, it is among the country's largest independent news organizations, reaching more than 8 million readers monthly across multiple platforms, including digital, email, events, podcast, and print.

Mother Jones is a nonprofit entity that uses a specialized software platform to manage payroll and HR for its 85-employee workforce. Recently, employees requested a pay equity audit to ensure the organization was compensating its workforce equitably across race and gender — and for good reason. The U.S. Census Bureau reports that although the gender pay gap has narrowed since the signing of the Equal Pay Act of 1963, women earned 82 cents for every dollar a man made, according to 2020 data from the Bureau of Labor Statistics. Also, according to the Federal Reserve, the average Black and Hispanic or Latino households earn about half as much as the average white household.



As for the Mother Jones staff's initial reasoning for challenging the organization's pay-parity situation, Vice President of People & Culture Marla Jones-Newman says that, as investigative reporters, employees share a healthy, skeptical attitude about most everything.

"They ask very pointed questions," she says. "We believe that by conducting a pay equity audit, we will answer their questions and concerns with our research." To help meet this objective, Mother Jones and Jones-Newman turned to Trusaic, whose PayParity solution makes it easy for organizations to conduct pay equity audits. PayParity customers can view compensation data to identify pay disparities at the intersections of gender, race/ethnicity, age, disability, and more. It also can measure progress in real-time and help organizations course-correct when necessary. Mother Jones identified PayParity after researching pay equity solution providers, and accessed the technology through Trusaic's strategic relationship with ADP Marketplace, a digital HR storefront of solutions that integrate with ADP®. Trusaic offers comprehensive online resources and thought leadership content to educate companies interested in finding the best features and benefits for their unique needs.

Before PayParity was in the picture for Mother Jones, some of the magazine's staff did what Jones-Newman describes as an "anecdotal check" on pay equity, which included comparing salaries and open roles in other companies. And because of their effort, there was a feeling of inequities between gender and ethnicity.

"Bottom line, we needed to determine if there exist any racial or gender disparities in pay within our workforce," Jones-Newman says, noting that when she first joined Mother Jones, the project had reached "sort of a stopping point."

After Mother Jones decided on the PayParity solution, Trusaic's first step was to create a survey to compare the staff's findings and hypotheses with actual data from the company. After receiving all relevant data from Mother Jones, Trusaic verified that the data submitted was correct. While the Mother Jones team awaits the final written report, Jones-Newman says she received a preliminary verbal analysis. The good news is, according to the survey, there are no disparities between employees based on gender or race when purely looking at pay. Next, she'll need to communicate any data disparities between the original informal employee research effort and Trusaic's findings.

Pay equity audits matter, and the impact of pay equity (or inequity) on an organization is measurable. For example, aside from equitable pay being the right thing to do, regularly conducting transparent audits can help boost employee trust in the company, which can help improve retention.

"Because the PayParity data is not completely aligned with what the employees reported, there will be a lot of communication work on my end," she says. "We verified the information from 2021 data. We'll also do another run where we verify the information so far in 2022 because there's obviously been a lot of changes since 2021. I believe the research will continue to show that there are no systemic disparities."

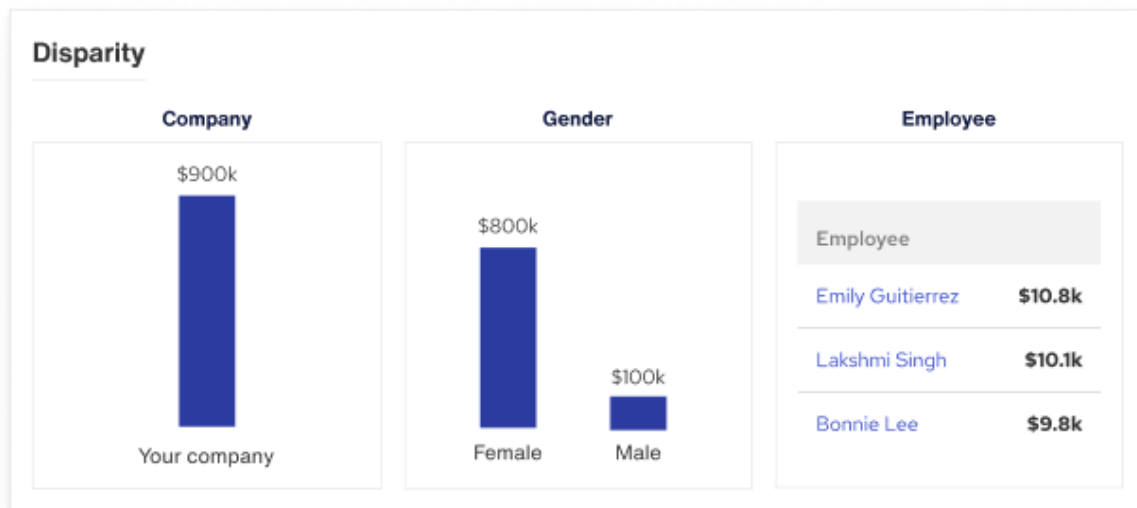


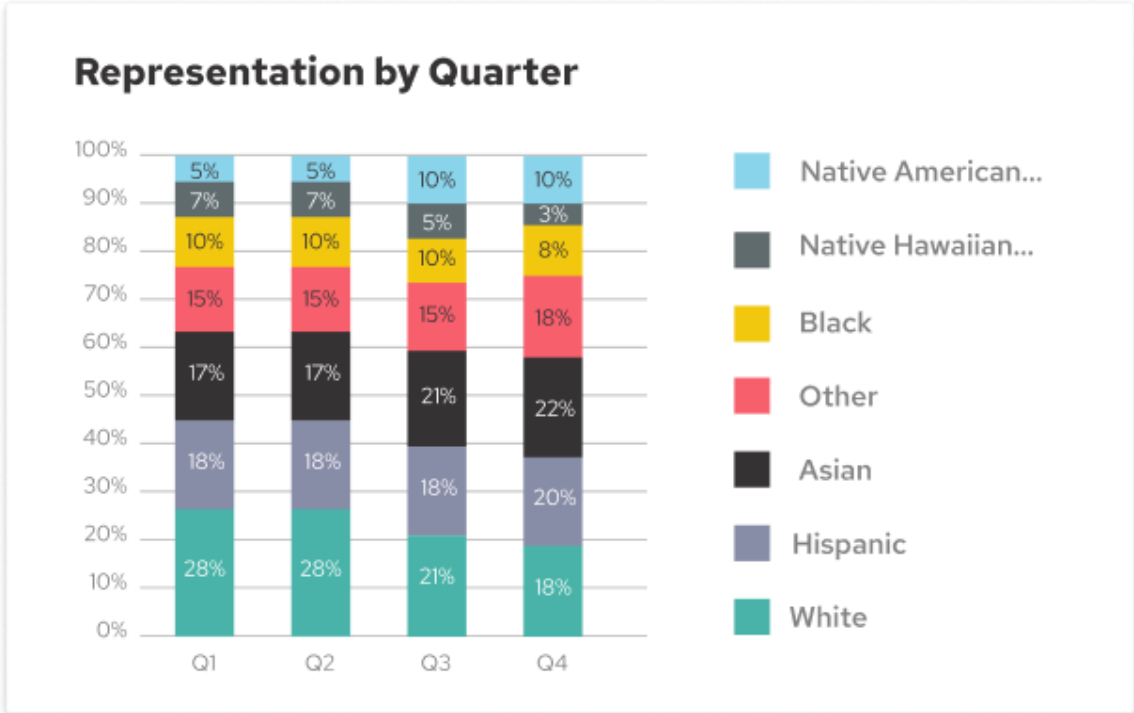
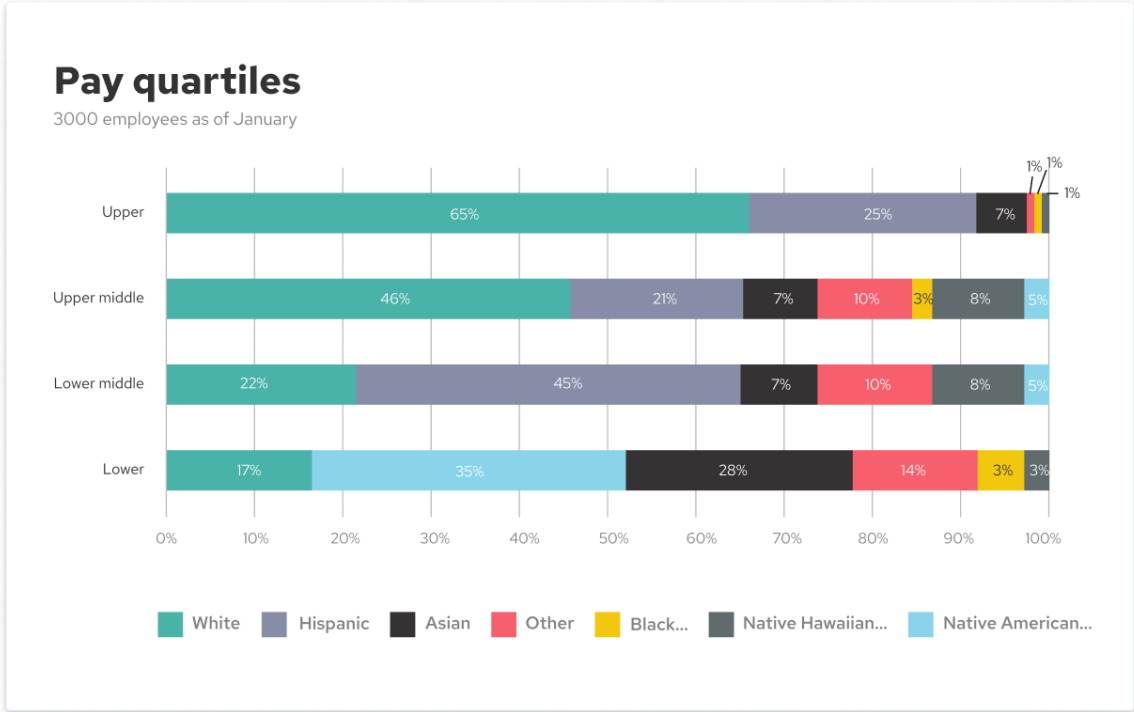
Jones-Newman says the customer service from Trusaic has been top-notch. Mother Jones will utilize PayParity as a retention tool because it will offer tangible, reliable evidence that Mother Jones pays its employees fairly. Along the same lines, Mother Jones recently created and released a compensation statement for each employee that conveys how much employees are paid and what added compensation they receive by quantifying the cost of a generous benefits package.

“That gives our people a true understanding of how good their overall compensation plan is,” she says, noting that Mother Jones includes the new compensation statement as part of its job offer letter. “Being a nonprofit, our salaries may be a bit below comparable jobs in the for-profit sector, but we do offer a very generous overall compensation package,” she says. In the end, Jones-Newman says Mother Jones is, most of all, meeting employee expectations with the help of Trusaic

“The entire process has been transparent, which is a critical part of our culture,” she says.

Product Screenshots





Eliminate pay disparity

Budget

\$5,000,000

Race
 Gender
 Age

Calculate

Summary

Employee raises **1,500**

Spend **\$5,000,000**

% disparity remaining **0%**

Employee raises

Emily Guitierrez **\$10.8k**

Lakshmi Singh **\$10.1k**

Bonnie Lee **\$9.8k**

[View more](#)
[Download](#)

Root cause

Cluster #1

Hispanic females

Employees

12

Pay Disparity

\$162,000

Shared attributes

Office Location

Dallas, TX

Department

Marketing

Cluster #2

Black or African American females

Employees

8

Pay Disparity

\$76,000

Shared attributes

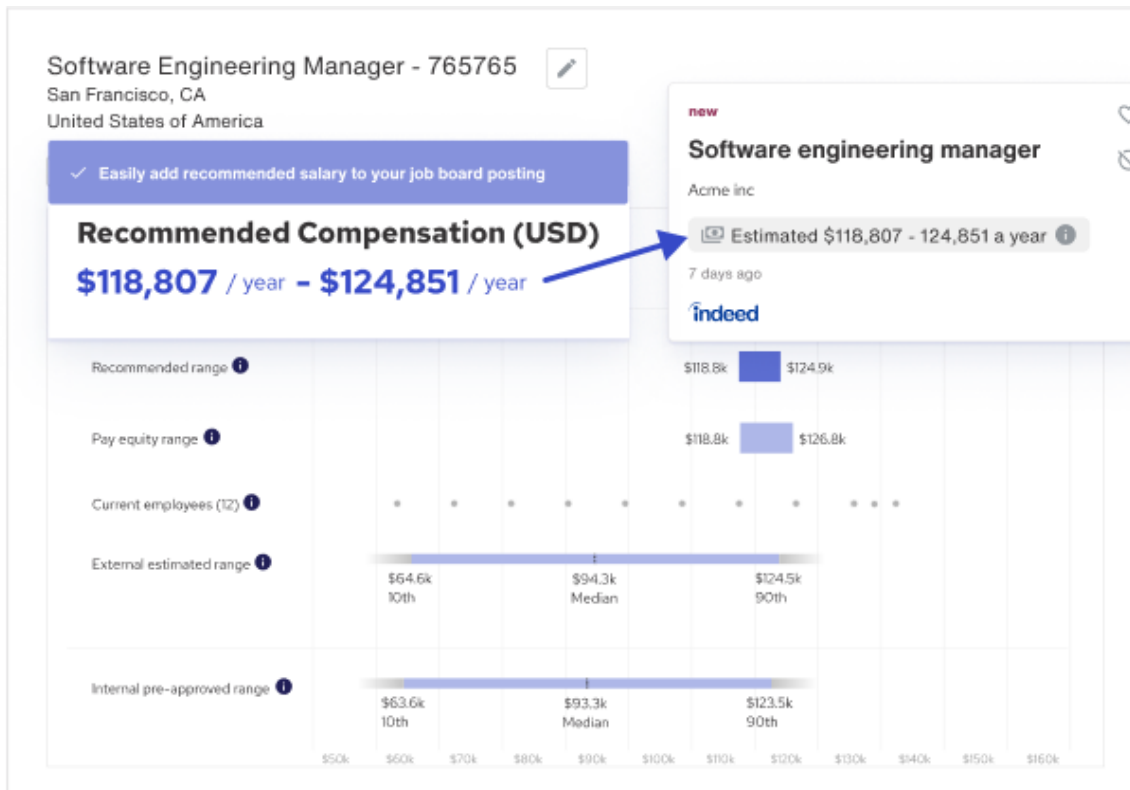
Office Location

Los Angeles, CA


Manager

Ralph Castro





Job Categories	Salary Compensation Band	Numbers of Employees (Report employees in only one category)										
		Race/Ethnicity										
		Hispanic or Latino		Male							Female	
		Male	Female	White	Black or African American	Native Hawaiian or Pacific Islander	Asian	Native American or Alaska Native	Two or more races	White	Black or African American	Native Hawaiian or Pacific Islander
A	B	C	D	E	F	G	H	I	J	K		
Executive/Senior Level Officials and Managers	\$9,239 and under											
	\$9,240 - \$14,429											
	\$14,430 - \$20,679											
	\$20,680 - \$28,999											
	\$29,000 - \$42,999											
	\$43,000 - \$62,999											
	\$63,000 - \$82,999											
	\$83,000 - \$102,999											
	\$103,000 - \$128,999	1	2		1		1			1		
	\$129,000 - \$193,799			2					1	3		
\$193,800 - \$233,999						1				3	1	
\$234,000 and over												

 **Report with complete confidence**



About Lighthouse Research & Advisory

Through a blend of advisory, proprietary research, and events, the team at Lighthouse Research & Advisory **sets a new standard** for analysts and influencers in HCM to help our partners achieve real results.

Advisory: Unlike other firms, Lighthouse doesn't force providers to use a membership to work with us. However, we find that those utilizing our membership offerings generate the best results.

Lighthouse offers everything from long-term membership options to advisory days for employers and solution providers that want access to the team's insights and expertise. Employers typically use advisory for technology landscape insights, but they also ask about industry-specific research and other trends. Solution providers use advisory services for annual partnerships supporting product roadmap, competitive differentiators, and buyer priorities.

Research: Our team surveys thousands of employers and workers annually across topics like:

- Talent acquisition and candidate trends
- Learning and employee mobility
- Mental health and employee benefits
- Performance, retention & engagement
- Frontline worker trends
- HR technology usage and adoption

Some of these studies are scheduled in advance based on inputs from our Research Advisory Board (HR and talent executives at employers representing millions of global workers).

One of **our key differentiators** is a focus on **custom research** projects for solution providers that want product/market validation, buyer insights, and other value from quantitative and qualitative data. We have worked with three of the four largest HCM providers in the world as well as a wide range of new and established firms on this type of research, bringing innovative, groundbreaking insights and expertise to solution providers large and small.

Events and Content: From our lead-generating events like our annual HR Summer School which has reached tens of thousands of HR professionals to our more focused livestreams and other content like speaking and reports, we know the HR community better than anyone. Unlike traditional analysts that are detached and inaccessible, we measure our success in the impact we have on the profession and discipline of human resources.

From a practical perspective, we offer event partnerships, both licensed and custom content, and other packages for providers that want to stand out with research-based, relevant content for today's HR, talent acquisition, and learning executives.

Learn more at [LHRA.io](https://lhra.io)

