Solution Provider Profile

Performitiv

October 2024

Company At-a-Glance	
Name of Product/Offered	Performitiv
Headquarters	Chicago, IL
Year Founded	2015
Geographic Coverage	Global
Top Customers	ADP, BMW, Cigna, CISCO, JetBlue
Website	www.performitiv.com

Performitiv Solution Overview and Value Proposition

Performitiv is an innovative learning analytics platform that empowers organizations to harness the power of data to optimize their learning and development (L&D) initiatives. With a steadfast focus on measuring impact and driving business results, Performitiv provides a suite of solutions designed to unlock insights, track learner progress, and demonstrate the true value of learning investments.

By integrating with various learning technologies and data sources, Performitiv provides a unified view of learner engagement, performance, and outcomes. This enables L&D professionals to make data-driven decisions, identify skill gaps, and personalize learning experiences to meet the unique needs of their workforce. With its focus on actionability and measurable results, Performitiv is a strategic partner for organizations seeking to elevate their L&D strategies and achieve a competitive advantage.

Value Proposition

Performitiv's core value proposition centers on its ability to empower organizations to move beyond traditional learning metrics and unlock a deeper understanding of the impact of their L&D initiatives. By providing actionable insights and data-driven recommendations, Performitiv enables businesses to:

- **Measure Learning Effectiveness:** Performitiv's platform captures and analyzes a wealth of learner data, including engagement, progress, and outcomes. This

allows organizations to measure the effectiveness of their training programs and identify areas for improvement.

- **Demonstrate ROI:** By linking learning data to business outcomes, Performitiv helps organizations demonstrate the tangible impact of their L&D investments and prove a clear return on investment.
- **Personalize Learning Experiences:** Performitiv's insights enable organizations to tailor learning experiences to the unique needs and preferences of individual learners, maximizing engagement and knowledge retention.
- **Foster a Culture of Continuous Learning:** Performitiv's focus on data-driven insights and personalized learning fosters a culture where learning is valued and integrated into the flow of work.

Key Capabilities & Solutions

- **Learning Analytics Platform:** Performitiv's platform serves as a central hub for collecting, analyzing, and visualizing learning data from various sources. It offers customizable dashboards, reports, and visualizations that provide a broad view of learner engagement, performance, and outcomes.
- **Executive Reporting:** Performitiv's executive reporting tools enable leaders to gain a high-level overview of L&D performance, track key metrics, and make strategic decisions based on data-driven insights.
- **Integrations:** The platform integrates with various learning technologies, HR systems, and data sources, facilitating data synchronization and enabling a holistic view of the learning ecosystem.
- **Benchmarking:** Performitiv provides benchmarking data that allows organizations to compare their L&D performance against industry peers, identifying areas of strength and opportunities for improvement.
- **Mobile Learning Technology:** Performitiv's platform is designed to be mobile-first, ensuring that learners can access learning resources and track their progress on any device, at any time.

Services

In addition to its platform, Performitiv offers a range of services to support organizations in their L&D initiatives:

- **Consulting:** Performitiv's team of experts provides strategic guidance and support to help organizations develop and implement effective L&D strategies.
- **Implementation:** Performitiv offers implementation services to ensure a smooth and successful deployment of their platform.

- **Training and Enablement:** Performitiv provides training programs to help organizations maximize the value of their platform and empower their L&D teams.
- **Ongoing Support:** Performitiv's dedicated customer success team provides ongoing support and assistance, ensuring that organizations continue to achieve success with their L&D initiatives.

Why Performitiv

Several factors differentiate Performitiv from other learning analytics providers:

- **Focus on Actionable Insights:** Performitiv goes beyond simply collecting and reporting data, providing actionable insights and recommendations that empower organizations to optimize their L&D strategies and drive business results.
- **Integration with Learning Technologies:** The platform integrates with various learning technologies, HR systems, and data sources, facilitating data synchronization and enabling a holistic view of the learning ecosystem.
- **Expertise and Experience:** Performitiv's team comprises seasoned learning professionals, data scientists, and technologists with a deep understanding of the L&D landscape and the power of data analytics.
- **Commitment to Customer Success:** Performitiv is dedicated to partnering with organizations throughout their L&D journey, providing the support and guidance needed to achieve their goals.
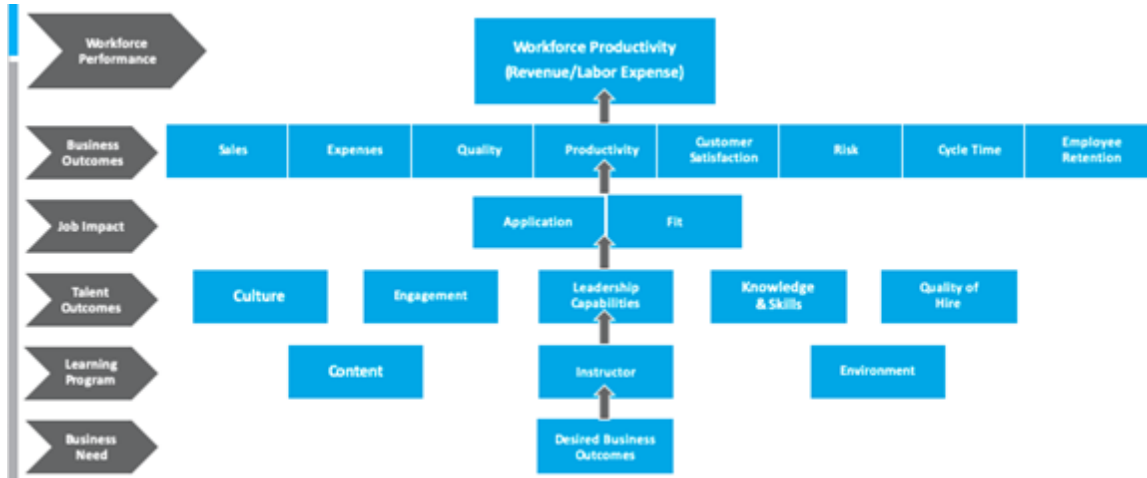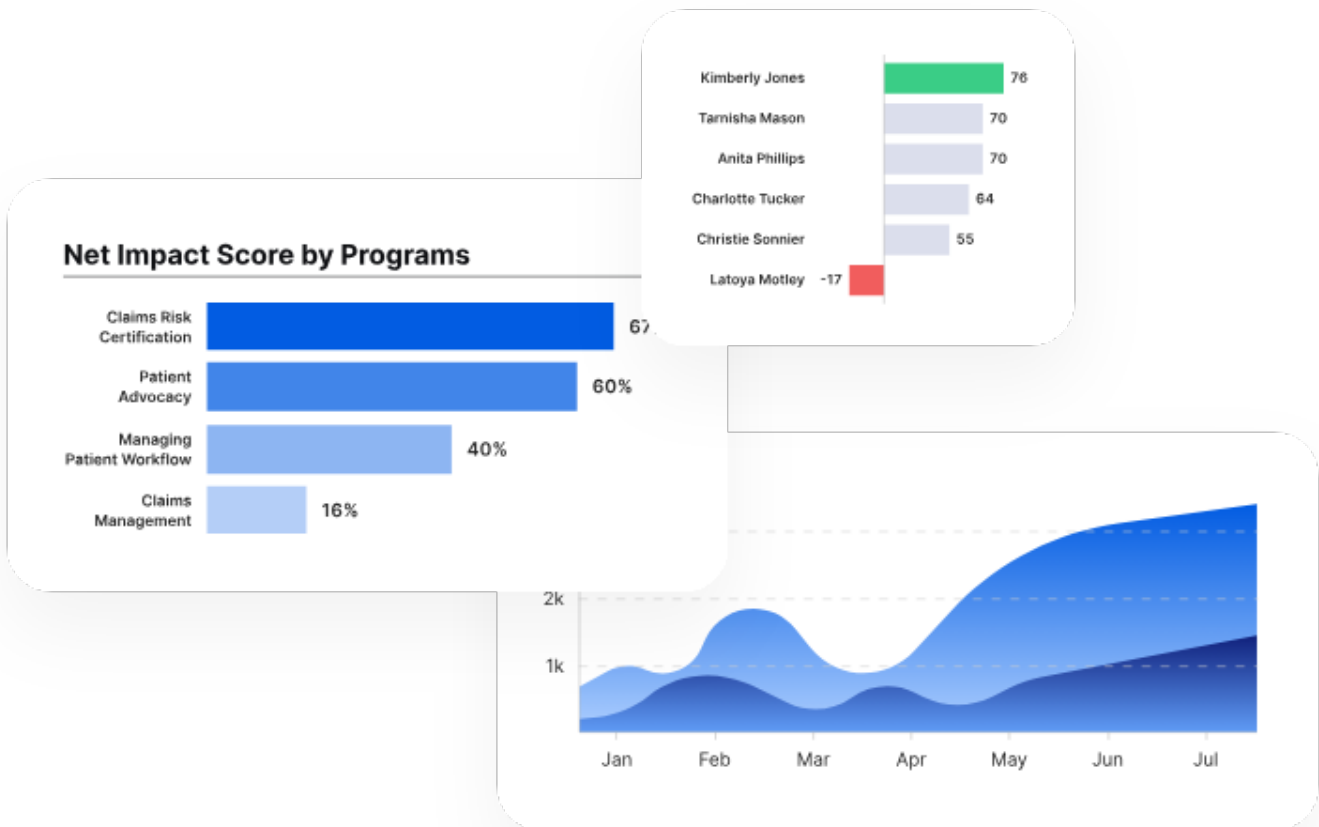
Screenshots

Figure 1: Impact Process Map

Figure 2: Details to Identify Scrap and Continuously Improve

Figure 3: Net Impact Analysis

All screenshots provided by Performitiv.

Analysis by Brandon Hall Group™

Situational Analysis

Many organizations struggle to effectively measure the impact of their L&D investments and connect learning activities to tangible results. Traditional approaches to evaluating learning often rely on subjective feedback and limited data, making it difficult to demonstrate the true value of L&D initiatives to stakeholders.

Challenges to the Business

The proliferation of various learning technologies and platforms leads to another challenge – disconnected data sources. This makes it difficult to consolidate and analyze data extensively, hindering a holistic understanding of learning's impact. A one-size-fits-all approach to L&D often results in disengaged learners and suboptimal outcomes, emphasizing the need for solutions that enable personalized learning experiences.

Implications for the Business

Without a clear understanding of the impact of L&D investments, it is difficult to justify budget allocations and prioritize initiatives that drive business results. A lack of personalized learning experiences can hinder employee engagement and skill development, leading to decreased productivity and innovation.

Questions to be Answered by the Business

To truly harness the potential of their learning and development (L&D) initiatives, organizations must address several key questions:

- How can the organization move beyond traditional metrics and gain a deeper understanding of the impact of its L&D initiatives?
- How can the organization connect learning data to business outcomes and demonstrate a clear ROI?
- What strategies can the organization implement to personalize learning experiences at scale?
- How can the organization leverage technology to streamline data collection and analysis, enabling more informed decision-making?

Performitiv as the Answer

Performitiv offers a solution for an area where most companies have a blind spot. Their LMS is generating data, but they're not sure what to do with it or how it relates to data from other parts of the business. Performitiv takes what can be a labor-intensive, tedious task and makes it more automated and seamless. It does this by leveraging a series of APIs to extract data from a wide variety of sources, then running artificial intelligence-driven analysis.

Performitiv becomes the central data hub for talent, pulling data from other systems so items such as survey results, key performance indicators and operational data can be used in the analysis.

A key feature is the benchmarking analysis. Companies constantly want to see how they stack up against other organizations, and Performitiv pulls millions of data points from external sources so companies can compare across industries, programs and modalities.

Another clear differentiator is Performitiv's focus on actionable insights. The platform integrates with various learning technologies, HR systems, and data sources, aggregating and analyzing vast amounts of data to reveal hidden patterns, trends, and correlations. This enables organizations to gain an understanding of learner behavior, engagement, and performance, and more importantly, to connect these insights to key business outcomes.

For companies that want to get to a more mature learning measurement approach but feel they might not have the tools or skills, Performitiv offers a unique solution that puts everything right at the user's fingertips. The platform simplifies the use of analysis tools such as cross tabs and filters so companies can start to get an accurate picture of just how much of an impact learning is having on the business.

Contribution Team:
Claude Werder, Michael Rochelle, Mike Cooke, Rachel Cooke, Roberta Gogos, Alan Mellish, Matt Pittman, Pat Fitzgerald

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