



CASE STUDY

How we created more value post-merger

At SaaS company PeoplePath

Company Name
PeoplePath

Type of Company
Leading global provider of talent relationship management platforms

Locations
Munich, Germany
Seattle, United States
Pilsen, Czech Republic

ABSTRACT

The merger of two companies most often implies a whole bundle of operational, cultural and organizational challenges. One of the bigger ones is the alignment of the leadership team of the former stand-alone companies to form ONE new leadership team.

This case study demonstrates how we helped PeoplePath to create more value post-merger by implementing a strictly data-driven management through the use of ValueWorks.

Our intelligent operating system for the Executive Management became the “single point of truth” software-platform to steer the business for the whole leadership team. Thus ValueWorks provided for the whole Executive Management a comprehensive SaaS-specific KPI-framework as the basis for accurate business insights and deep drills in real-time.

3h

EFFORT

Time invested by PeoplePath to set up ValueWorks was 3 hours.

+ 20%

VALUE

Value create since the implementation of ValueWorks.

100%

EXECUTIVE ALIGNMENT

All management decisions are based on one unified platform solution

CASE

PeoplePath was founded in 2020 as a merger of the talent-relationship-management platforms Intra-Worlds (based in Munich) and Conenza (based in Seattle). PeoplePath provides cloud-based platforms designed to engage and manage relationships with candidates, current and former employees and has over 60 employees.

Co-CEO Stephan Herrlich approached ValueWorks in 2020 searching for a balanced scorecard-like BI solution that could provide actionable insights to fuel further growth for PeoplePath post merger.



“Our biggest challenge is aligning our team across our locations on both sides of the Atlantic and across all business functions.”

Stephan Herrlich,
Co-CEO of PeoplePath

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SETTING UP VALUEWORKS

In particular Stephan was looking for an executive management solution, that could provide accurate reports and detailed business insights and direction from one unified data-model with focus on the following functionalities:

- Fast adoption of meaningful best-practices and industry-specific reporting benchmarks
- Linking of OKRs and KPIs to allow insights into the speed and degree of execution of teams and individuals across all business functions

After screening the Analytics market, Stephan decided to go with ValueWorks' unified platform solution and even became a co-innovation partner in order to be able to customize ValueWorks' platform to his special needs.

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VALUEWORKS PROVIDED PEOPLEPATH WITH THE FOLLOWING FUNCTIONALITIES:

- The relevant KPI-framework for PeoplePath's strategic, operational and financial reporting needs as a SaaS-company
- Integration of all deployed operating systems of PeoplePath within 3 hours at no sunk costs: Salesforce, HubSpot and Google Analytics for Marketing and Jira for Product-Development
- Introduction of a companywide OKR-tool linked to PeoplePath's KPI to cover the whole loop from planning to execution.

ValueWorks has become the standard for all Senior-Management meetings and is the start to all major management decisions.

OUTCOME AND INVESTMENT FOR PEOPLEPATH

Stephan Herrlich, Co-CEO of PeoplePath sees the following benefits of ValueWorks:



 **PeoplePath**

- ” Overall ValueWorks has helped us to run our business more efficiently, as data-driven decisions can now be derived more quickly, as relevant data is now accessible in a faster, easier and better understandable way for all executives. “
- ” Through the cooperation with ValueWorks, we can execute more effectively on our strategic plans. “
- ” Implementing SaaS-specific KPI's like “Net Revenue Retention” and the respective Deep Drills provided by ValueWorks have helped us to gain real-time access into crucial value-drivers of our business. “
- ” One example of an increased business-transparency and better co-operation at PeoplePath is the deep drill of the “Marketing Qualified Leads” and the “Lead Source”. Due to the help of ValueWorks, the leadership team can now adjust the focus of marketing activities to those measures with the biggest impact. “

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on our website:
www.valueworks.ai

ValueWorks is a business intelligence platform that provides a cloud-based, fully responsive, integrated and intelligent enterprise software. It supports the management process from planning and reporting to execution. It is the first solution aimed at management or executive users.

