



Case Study: idea technologies

"The soft stuff is always harder than the hard stuff. Human interactions are a lot tougher to manage than the numbers, so the trick is to make the soft stuff hard."

- Roger Enrico, CEO, Pepsi Co.

Starting from a development of a database to contain psychometric information on diverse people in 1995, the Lateral Alternative has developed a suite of data-mining tools, customized data capture utilities and specialized reporting systems to explore the relationship between psychometric and demographic data of employees, and the results they achieve in their jobs. This sophisticated statistical analysis is able to expose the factors which drive top performers, and permit companies to use 'soft' instruments to predict 'hard' results: directly relating psychometric data to the bottom-line. This product is called Performance Predictor.

"The challenge in producing Performance Predictor was to develop a scalable, rapid, exhaustive, statistically sound data-mining engine that would be flexible enough to accommodate different psychometric tests and the very different ways in which these report their results. The Performance Predictor engine achieves the fullest flexibility coupled with high-speed number-crunching, without requiring a massive hardware investment."

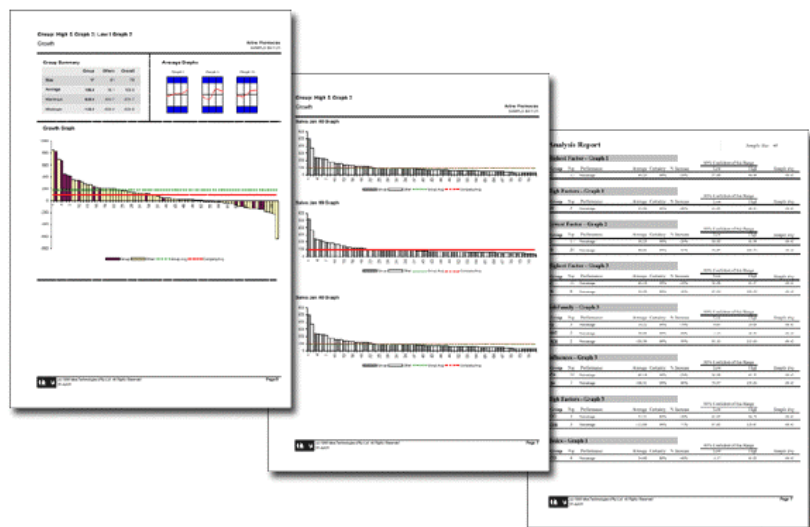
- Craig Mason-Jones, Managing Director
The Lateral Alternative

A Performance Predictor exercise is typically undertaken by a client who employs a large number of people in a similar position, where concrete performance figures are available. The initial analysis involves capturing various psychometric and demographic data for each employee, along with objective performance figures. The Performance Predictor engine then does a detailed, multi-dimensional analysis, and discovers those factors which differentiate above- and below-average performers. A comprehensive report explains the benchmark that is created. Ongoing monitoring and feedback is used to ensure that the benchmark is fine-tuned and kept up-to-date with changes in the business environment.

Unlike using psychometric instruments in isolation, Performance Predictor validates the instruments in-situ, and simultaneously ensures that the resulting benchmark is sensitive to ethnic and cultural differences. This ensures that a Performance Predictor based recruitment process complies with South Africa's stringent labour laws.

The Performance Predictor system includes a central database, web-based data capture facilities, custom applications for data capture and secure transmission to Idea Technologies, and a custom-developed statistical analysis engine written in C++.

Clients of Idea Technologies who have undertaken Performance Predictor exercises include Dimension Data, Southern Life, Nedbank, Beacon Sweets and Seeff Estate Agents.



Analysis reports produced by Performance Predictor