## HR Analytics: New Startup with international Potential

*People-Analytix ltd offers services with worldwide potential and huge demand*

***Zürich, 13. Februar 2018*** – People-Analytix ltd. founded in January 2018 – is at least formally - just a few days old. However, long-standing enterprises stand behind the new start-up. People-Analytix is a joint venture, which evolved from the three well-established companies as a spin-off. x28 contributes billions of data about human resources and employment market, Integration Alpha shares the knowledge of over 40 data scientists and peopleWORKS – the company of Christoph Küffer, a longtime HR-Manager and recently the CEO of People-Analytix - brings in the HR-competence.

The service of People-Analytix has emerged over 12 months, as a result of a co-creation-process. Several Swiss companies, such as Swisscom, Sanitas and Suva, have expressed their needs regarding HR Analytics. As a result, the start-up created an online platform for employers, which enables them to recognize the required skills (as well as competences) in their work force with almost no effort and to develop those alongside their business strategy. Vice versa, the platform benefits employees through helping them recognize in a few klicks, which career opportunities are available for them based on their skills – inside or outside of the company. Task assignments of jobs alter through technological advancement, so do the necessary skills. Job titles lose its informative value, whereas the required skills gain in importance. People-Analytix manages with the help of artificial Intelligence to offer employees future jobs and the development prospects, based on their skills.

People-Analytix does not only bring the solution in terms of the prominent subject of HR Analytics to the market, but it also supports companies in an omnipresent challenge concerning automatization and skill shift. Knowing which skills are available and which are missing for the near future, is the main competitive advantage nowadays.

People-Analytix has its office in Zürich und starts with eight ambitious coworkers.

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