

# 7 OF 10 HR PROFESSIONALS CHOOSE PAYSCALE OVER TRADITIONAL SURVEYS

We conducted a survey and the results are in. PayScale is the preferred choice for compensation market data, software and intelligence.

## WHY PAYSCALE?

Traditional Surveys, such as Salary.com, Mercer or Towers/Watson, gather data from employers, combine it and publish a report on an annual or other periodic cycle. As a participating employer, you get the reports for free, but they are actually costly in terms of time spent answering elaborate surveys to participate, and then, once you receive the survey, time spent aging all the data to make it relevant. They also use broad profiles of jobs and geography, forcing you to make best guesses about where your specific positions fit best.

PayScale gathers data directly from employees at companies like yours who complete a survey to find out how they compare to peers. Employees have an inherent motivation to provide accurate data because they truly want to know their own value. Over 2200 organizations use PayScale's software and intelligence to get the greatest return on their talent. Smart businesses use PayScale insights to recruit, retain and motivate their people.

## PAYSCALE LEADS THE WORLD IN COMPENSATION KNOWLEDGE

with the freshest and most detailed data from over 35 million salary profiles.

**GET A FREE REPORT AT**  
[www.payscale.com/freereport](http://www.payscale.com/freereport)

*“I want to see HR and its ability to track data come into the 21st century. The minute you can properly track and trend data, HR becomes a true strategic business partner vs. the traditional stereotype of administrative and soft skills. Tracking the right information, the information that matters is critically important. PayScale leads the industry in fresh and timely data. Combined with their ability to create custom, trend-based reports, strategic HR decision making is unleashed.”*

- Jim Cook,  
CFO Mozilla



# Here are the top 10 reasons why HR professionals choose PayScale:

## BROADEST DATA SET

Our database is the largest anywhere and covers all geographies, industries and company sizes. We give our customers access to all of this information at all times under one agreement and one price.

## FRESHEST DATA

We continually gather and publish new data so that our data is always up-to-date, with no aging or blending or local differential adjustment required, ever.

## HIGHLY SPECIFIC AND ACCURATE REPORTS

We use over 13,000 job titles and over 250 compensable factors to create a specific, customized match to the position you are pricing. There is no need to match a job to a pre-defined traditional survey level.

## DATA SOURCE TRANSPARENCY

We offer an unusually high degree of data source transparency. Our report shows you, in detail, why we generated the results we did. No other survey offers this information.

## GUIDANCE IS BUILT IN

PayScale not only offers data but also software and intelligence that help you align your compensation strategy with your business strategy.

## PRODUCT IS EASY TO USE

PayScale's software is so easy to use that even non-compensation professionals can achieve maximum business impact. Our tools are 100 percent online and available on your schedule.

## A SUPERIOR LEVEL OF SUPPORT

Our customer service team gets you up and running quickly and answers your questions as you go. The professional consulting option helps you establish a compensation strategy that aligns with your business goals.

## MORE EDUCATIONAL RESOURCES

A PayScale subscription includes access to all of our white papers, blogs and webinars.

## NO PRELIMINARY WORK REQUIRED

You are saved weeks of administrative work to prepare and submit your data to traditional sources each year.

## MOST VALUE FOR THE MONEY

With PayScale, you get access to our complete data set with one simple subscription price. There is no need for you to buy multiple slices of data or another platform to make sense of it.

*“Traditional salary survey providers are like the 10 o'clock news. I don't wait until 10 o'clock to watch the news anymore. PayScale is information on demand.”*

- Shad Glass,  
HR Director at Kimray