

## PayScale Insight:

# Modern Market Pricing & Comp Planning

In an ever-changing market, you need a compensation solution that gives you the power of data and the flexibility of smart software to manage your unique organization. PayScale Insight makes the traditional approach to compensation benchmarking a thing of the past – no more aging of data or benchmarking to generic job descriptions. With PayScale Insight you can:

- Streamline your organization-wide benchmarking projects
- Respond quickly to off-cycle market pricing needs
- Define your competitive positioning
- Analyze progress toward goals

PayScale solutions have been used by **HR Generalists**, **Department Heads**, **C-Level Executives** and **Certified Compensation Professionals** in companies of all sizes and across industries to:

- Price jobs
- Create ad-hoc reports
- Create or formalize compensation strategies
- Provide compensation guidance to line managers
- Fill in data gaps left by other salary sources or old-school surveys

### PayScale Insight Will Help You:

- Create and maintain compensation plans from scratch
- Compare your pay practices with current market rates
- Retain and engage top talent with pay that accounts for unique skills and certifications
- Identify and resolve internal pay inequities
- Identify compensation “trouble spots”
- Determine the cost of making broad changes to employee pay
- Align your compensation practice with your compensation strategy



### What PayScale Customers Say:

“PayScale helped me set market-based pay ranges across multiple unique jobs in many locations and to understand the impact on our business.”

**Michael Meic**  
-Creative Channel Services

“It’s really more than just benchmarking, there’s a lot of reporting capabilities, you can see exactly how your company and all of its positions stand, role by role. It’s easy to use. I love it.”

**David B. Adams**  
-Volunteers of America

More than 2,500 organizations across North America rely on PayScale for accurate compensation information and superior software tools.



# Flexible Analysis Tools Allow Visibility and Control

## Identify internal and market inequities with a side-by-side market

**comparison.** PayScale Insight's built-in compensation analysis views enable you to easily identify which positions or employees are out of line with the current market or your internal pay ranges.

## Market to Internal Ranges View:

Job Code	Organization	Location	Grade	Annualized Base Min	Annualized Base Mid	Annualized Base Max	Salary / Hourly	Annu. Base Mkt - 25th	Annu. Base Mkt - 50th	Annu. Base Mkt - 75th	Annu. Base at Target	Min to Annu. 25th Delta   %	Mid to Annu. 50th Delta   %	Max to Annu. 75th Delta   %
2032	Seattle Office	Seattle	2	\$25,900	\$35,000	\$44,100	46% / 54%	\$31,174	\$35,000	\$39,493	\$35,000	\$-5,274   -16.92%	\$-0.45   0.00%	\$4,607   11.67%
2032	Houston Office	Houston	2	\$23,380	\$31,600	\$39,820	44% / 56%	\$27,979	\$31,612	\$35,850	\$31,612	\$-4,599   -16.44%	\$-11.67   -0.04%	\$3,970   11.07%
2032	LA Manufacturing	Los Angeles	2	\$26,200	\$35,400	\$44,600	45% / 55%	\$31,291	\$35,447	\$40,335	\$35,447	\$-5,091   -16.27%	\$-47.46   -0.13%	\$4,265   10.57%

• Your Pay Range
• Market Ranges
• Variance to Market

## Efficient grid interface makes it easy to:

- Update your reports with current market data, so you know when the market is moving and can stay competitive
- Analyze data based on job location, department, pay grade, position, performance rating and more
- Easily export, print and share reports with employees and executives
- Quickly import your job positions from excel and PDF reports

## Incumbent View:

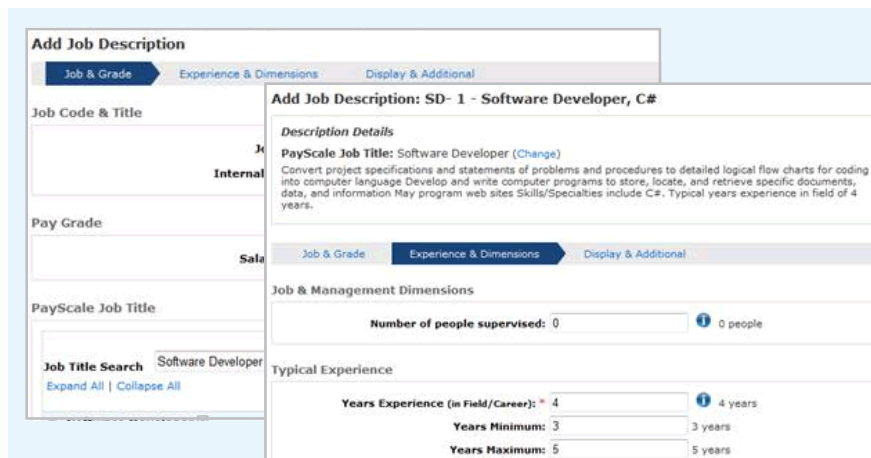
Job Code	Incumbent Name	Organization	Incumbent Location	Annualized Base Pay	Incumbent Job Title	Grade	Annualized Base Min	Annualized Base Mid	Annualized Base Max	Annualized Compa-ratio	Annualized Range Penetration	Salary / Hourly
2027	Adams, Christina	Vancouver Office	Vancouver	C\$47,500	Account Manager	2	C\$39,110	C\$47,700	C\$56,290	0.996	48.84% <div style="width: 48.84%;"></div>	93% / 7%
2027	Alexander, Maria	Vancouver Office	Vancouver	C\$47,500	Account Manager	2	C\$39,110	C\$47,700	C\$56,290	0.996	48.84% <div style="width: 48.84%;"></div>	93% / 7%
2024	Allen, Ryan	Toronto Office	Toronto	C\$69,500	Program Manager	4	C\$53,700	C\$66,300	C\$78,900	1.048	62.70% <div style="width: 62.70%;"></div>	92% / 8%
2031	Anderson, James	Toronto Office	Toronto	C\$29,499	Customer Service Representative	1	C\$27,220	C\$32,800	C\$38,380	0.899	20.42% <div style="width: 20.42%;"></div>	84% / 16%
2021	Andrews, Vincent	Toronto Office	Toronto	C\$52,657	Senior Account Executive	3	C\$47,800	C\$58,300	C\$68,800	0.903	23.13% <div style="width: 23.13%;"></div>	100% / 0%
2033	Arnold, Alexandra	Vancouver Office	Vancouver	C\$38,000	Driver I	1	C\$34,200	C\$41,200	C\$48,200	0.922	27.14% <div style="width: 27.14%;"></div>	31% / 69%
2021	Bailey, Sara	Toronto Office	Toronto	C\$60,000	Senior Account Executive	3	C\$47,800	C\$58,300	C\$68,800	1.029	58.10% <div style="width: 58.10%;"></div>	100% / 0%
2026	Baker, Nicholas	Toronto Office	Toronto	C\$52,303	Account Executive	3	C\$37,470	C\$45,700	C\$53,930	1.144	90.12% <div style="width: 90.12%;"></div>	94% / 6%
2031	Barnes, Paul	Toronto Office	Toronto	C\$30,377	Customer Service Representative	1	C\$27,220	C\$32,800	C\$38,380	0.926	28.29% <div style="width: 28.29%;"></div>	84% / 16%
2028	Bauman, Chad	Toronto Office	Toronto	C\$42,500	Driver II	2	C\$30,050	C\$36,200	C\$42,350	1.174	101.22% <div style="width: 101.22%;"></div>	36% / 64%
2029	Bell, Kelly	Toronto Office	Toronto	C\$38,900	Sr Customer Service Representative	2	C\$32,620	C\$39,300	C\$45,980	0.990	47.01% <div style="width: 47.01%;"></div>	83% / 17%

# Price Your Positions and People, Not Generic Job Descriptions

**Get data matched to your workplace and workforce.** Instead of using generic job descriptions that leave you with broad market ranges, PayScale's market pricing wizard lets you define your real-world position and view market data from profiles matched to you, resulting in a precise and accurate match to the market. Your job defines the benchmark job we price.



## Define and Price Your Position



**With PayScale, you get immediate access to salary data representing:**

- Over 11,000 job titles in 11 countries
- Location specific data: major metros, and smaller cities and towns
- New data updated daily
- No cost of living adjustments or artificial aging

## Unmatched Data Detail

Gain unmatched insight into the factors that influence pay with comprehensive compensation reports including detailed compensation influencer charts.



## Comprehensive Compensation Reports

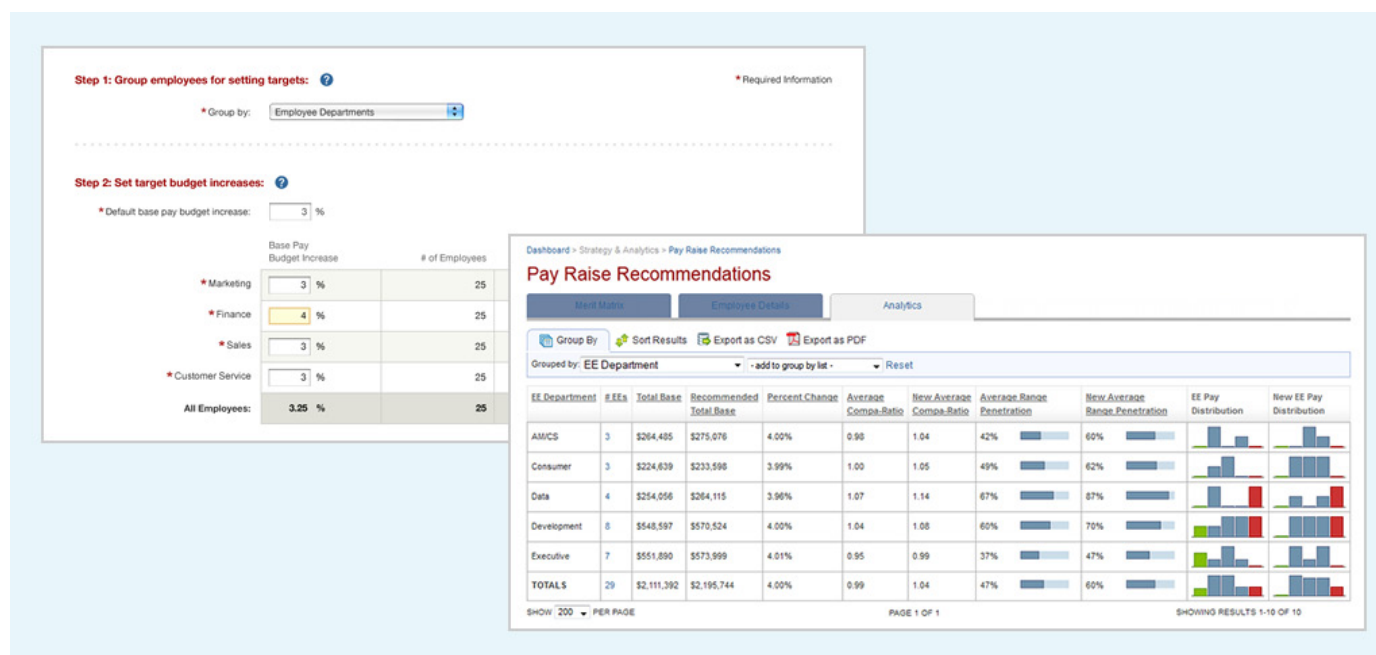
In addition to a percentile breakdown of standard pay elements, PayScale provides a deeper level of detail on the unique factors that influence pay such as skills, certifications, level of education, years of experience, and more.

# Powerful Guidance Helps Your Line Managers Execute Compensation Changes

**Creating a compensation philosophy means nothing if it doesn't get put into practice in your organization.** PayScale doesn't stop at giving you the best salary matches for your organization's jobs. Features like the Raise Recommender help you implement compensation policies that reflect where your organization wants to go.

## Raise Recommender-Merit Matrices Help you Pay for Performance

**PayScale introduces a way for you to ensure your compensation strategies get implemented effectively.** The raise recommender allows you to select a style of compensation, whether you want to strongly reward performance, or use only salary ranges. Once you choose your approach, Raise Recommender creates matrices for each manager or department with recommended raise amounts that can then be used as is or further modified. It makes what was once a terrible chore into a value added service from HR to the rest of the organization. Raise Recommender will also help ensure you stay within management limits for compensation increases or total compensation budget while remaining alignment with strategic compensation goals.



# Streamline Compensation Planning

## PayScale Insight Benefits:

**Data Matched to your Specific Workplace and Workforce**  
Feel confident that the market data you base your decisions on accurately reflect your organization's positions and employees by benchmarking job description profiles that you define rather than a generic job description.

**Unmatched Data Detail**  
Gain unmatched insight into the factors that influence pay with in-depth compensation reports that include detailed compensation influencer charts (workplace skills, experience, certifications, etc.) see what really matters in the market and adjust your compensation strategy accordingly.

**Streamlined, Organization-Wide Benchmarking**  
No more lengthy survey participation. Upload your entire organization in minutes, define your positions one time and you are set to benchmark up to 5000 unique positions (or employees) at any time, against current market rates, with a few mouse clicks.

**Compensation Strategy Management**  
Set your pay ranges based on where your organization aims to pay, and further refine the target pay ranges for different categories of employee, such as function or level. Range midpoints and range widths are automatically applied based on the strategy you set.

**Built-in Compensation Analysis Views**  
Easily spot pay issues before they become crises with unique side-by-side compensation analysis views. Quickly identify grade structures that are out of line with the market, positions in industries with fluctuating pay, employees that are flight risks or have out-of-band salaries.

**Spotlight on Comp Hotspots**  
Red circle/green circle indicators pull your attention to employee salaries that are below the minimum or higher than your salary ranges. Identify trouble spots within certain pay ranges or departments. Avoid overpaying or underpaying talent within your organization.

**Flexible What-If Modeling**  
Identify the market competitiveness of proposed compensation strategies for mergers, acquisitions, new locations or recruiting efforts before implementing them by leveraging the system's what-if scenario modeling capabilities.

**Raise Recommendations**  
PayScale allows you to easily create raise recommendation matrices and share them with your line managers or executives to help flow compensation strategies and policies through the organization.

**Analytics and Executive Reporting**  
Assess whether your compensation practice is aligned with your compensation strategy, identify compensation "trouble spots" and determine the cost of making broad changes to employee pay.

### Unmatched Data Detail

Salary By Skill	Average	10%	25%	50%	75%	90%
Base Salary - Your Search	\$89,963	\$70,035	\$80,259	\$89,959	\$99,673	\$110,594
C++	\$86,963	\$70,035	\$80,259	\$89,959	\$99,673	\$110,594
C	\$86,945	\$69,295	\$75,367	\$88,935	\$98,543	\$109,376
Java	\$89,576	\$69,890	\$80,027	\$89,663	\$99,352	\$110,290
SQL Server (Microsoft)	\$87,555	\$69,007	\$76,414	\$87,548	\$97,110	\$108,337
SQL	\$87,206	\$68,642	\$78,009	\$87,101	\$96,612	\$107,771
HTML	\$83,968	\$64,486	\$74,621	\$84,071	\$93,108	\$102,804

Currency: U.S. Dollar (USD)

### Compensation Strategy Management

**Compensation Strategy Manager**

Set Range Width (what is this?)  
Set Range Widths Based on Midpoint

Set Range Widths Based on Midpoint

+/- 15 % for an annualized midpoint of 150000 or less  
+/- 30 % for an annualized midpoint of 150000 or more  
Vary from +/- 15% to +/- 30% for midpoints in between

### Side-by-side Compensation Analysis

Annualized Base Mid	Annualized Base Max	Salary / Hourly	Annu. Base Mkt - 25th	Annu. Base Mkt - 50th
\$35,000	\$44,100	46% / 54%	\$31,174	\$35,000
\$31,600	\$39,820	44% / 56%	\$27,979	\$31,612
\$35,400	\$44,600	45% / 55%	\$31,291	\$35,447

Your Pay Range

Market Ranges

### Red Circle/Green Circle Indicators

Location	City	Salary	Position
Seattle Office	Seattle	\$140,000	Director, Sales
Seattle Office	Seattle	\$18,000	Human Resource Manager
Seattle Office	Seattle	\$20,000	Product Manager
Seattle Office	Seattle	\$89,000	Program Manager
Seattle Office	Seattle	\$79,000	Senior Graphic Designer

### Analytics and Executive Reporting

Internal Ratio	EE Pay Distribution	Average Range Penetration	Total Base	Cost to EEs up Minimum
		104%	\$1,676,053	\$430,72
		71%	\$2,413,077	\$469,36
		84%	\$2,703,768	\$299,76



# The PayScale MarketMatch™ Algorithm

**PayScale's approach to pricing jobs and matching them to your unique business situation is unique.** We use a modern methodology in both sourcing our data and in matching it to your real-world scenarios. While some providers ask you to use data that was obtained from a survey a year or more ago, our research model is built on the concept of sourcing updated salary profiles from real people all day, every day. In fact, we update our data twice daily to provide our customers with fresh information that helps you be more nimble to changing market dynamics. Our approach is sometimes referred to as 'crowdsourcing'. It's the only way that makes sense in 2012. That approach gets us the biggest and freshest data set in the world. We then combine that with a proprietary algorithm to match jobs to salaries taking into account the many variables that can affect pay. It's a little bit like how Google matches your search terms to the best, most relevant results. The PayScale MarketMatch™ Algorithm is a powerful mathematical and statistical method for ensuring that you always have the best possible match to the unique positions you are pricing for your business.



## Services & Support

**PayScale Insight is software as a service (SaaS).** That means you'll never have to worry about hardware, installation or maintenance. Whenever you log in with your browser, you'll have access to the latest and greatest data and tools from PayScale.

As part of your Insight subscription, we provide implementation and account management services including position matching services to help you get the most from PayScale and get up and running quickly. We also have a team of HR and compensation consultants that can provide additional solution consulting services to help you address strategic issues relating to your company compensation philosophy and strategy and implementing and communicating it effectively in your organization. Our teams are dedicated to your success and here to help.