

How data will help you score and keep your next tech hire.



PayScale

You need an innovative thinker who has the skills to develop your **Next. Great. Thing.**



No worries.

PayScale is here to help you land those hard-to-find, talented individuals who have the precise skills to take your company to the bottom line of your dreams.

How do we do it? With the industry's leading cloud-based compensation data and software. Together they give you an accurate and immediate snapshot of the skills that are hot for technology right now, in your specific market.

Our data goes way beyond basic job title information, so you can budget appropriately, benchmark against similar companies and have the confidence to compete for—and win—top talent.

If you need a data analyst with Python programming skills and don't know what to pay, PayScale can help you quickly understand the value of those skills and price your position accurately. If there's a hiring trend affecting the tech industry, our data will show you. And with a database of 60 million crowdsourced profiles updated daily, you'll be working with the largest, freshest data on the planet.

Data-driven decision making from PayScale helps you recommend hires, defend your comp choices to management, and become a true strategic business partner within your company.

Pure genius.

THE TALENT MARKET IS TOUGH. HERE'S HOW TO BE TOUGHER.

Anyone who's been on the lookout for an experienced solutions engineer or web developer knows that the market for this kind of talent can be slim to nonexistent. That's where we come in.

PayScale helps you



Provide accurate market data in real-time to executives and employees for full transparency



Price jobs correctly and develop strategic comp plans in a competitive market



Move quickly to hire in-demand tech talent

We've got other data and tools to sharpen your competitive edge. Including data reporting that allows you to be very specific about the position's unique skills—from AWS to Agile Software Development to Machine Learning and more. Our programs even help you create and manage a customized pay strategy to keep pace with the hottest jobs and skills.

“67% of tech and engineering hiring decision makers said they want to increase headcount in 2019; 41% said finding talent with the right technical skillset has become more difficult.”¹

—Tech Republic

By transforming boundless data into actionable insights, PayScale enables you and your company to price jobs—not people—using timely, reliable and evergreen information.

In a world where finding tech talent is increasingly difficult, PayScale's location-based dynamic pricing makes something else easier: competing for top candidates from all over the globe.

Ready to get your edge on?

IT'S TIME TO CLOSE THE EQUITY GAP

Finding qualified tech talent is hard enough in the best of times. Making sure they represent a diverse field is even harder, especially when other industries are hiring tech experts at unprecedented rates.

PayScale helps you evaluate individual contributions and analyze compensation across a range of positions throughout your organization to ensure your process is balanced and fair. And because the salaries you offer are based on data, not intuition, you can show in-demand candidates what the market is paying, making it easier to navigate challenging conversations about compensation.

Once your employees are onboarded, we'll help you keep track of total compensation and assess their performance as they gain more experience—making it easier for you to keep, and often promote, the people you worked so hard to hire. Especially when you consider the high cost of turnover: \$617 billion for U.S. businesses over the last 10 years. According to the Work Institute, that number could jump to \$800 billion by 2023.

Data-informed discussions about compensation benefit both you and your employees by creating a culture of transparency that promotes equity, engagement and retention.

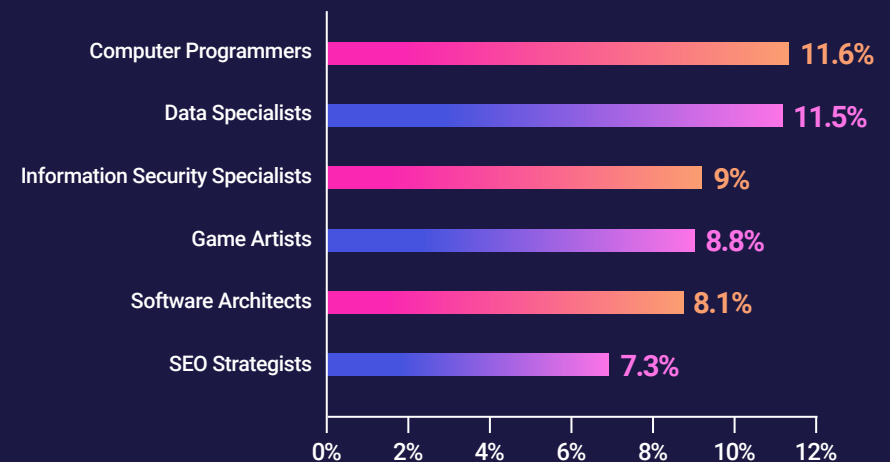
Fairness and opportunity are good ideas in any demographic context. They're even better in states with pay equity laws (like NY, NJ, CA and WA).

Sound fair?

Despite Improvements, the tech industry's gender pay gap remains above the national average at

5.4%²

The Widest Gender Pay Gaps



THE DATA TO DRIVE YOU FORWARD

There's probably no field changing faster than technology. And fast times call for nimble responses.

PayScale helps you stay ahead of the latest changes by enabling you to make compensation decisions based on information that's updated monthly. We'll also help you streamline salary benchmarking and compensation management, allowing you to make critical decisions faster than ever.

For those of you expanding into new markets, we'll help you establish pay ranges that are competitive with the local marketplace. If you're merging with or buying another company, we'll make it simple to bring all of your data sources together and put them to work.

And because our information is based on facts, not feelings, your compensation is more accurate, allowing you to put together a comp plan that will grow with your business.

Our science-based approach is good for you, too. Need an extra boost of confidence when selling your strategy to execs, managers, recruits and employees?

We've got your back.

PUT US TO WORK

MarketPay

For compensation teams that need the most data sources, this modern comp solution uses the country's largest and most current survey data and available crowdsourced data to provide the insights you need to proactively value and price the hottest jobs in today's competitive market.

Now you can price in-demand jobs correctly, provide accurate data to executives and employees quickly, and evaluate pay strategies so your organization can hire the right people, with the right skills and at the right salary, all while increasing your ROI. And with MarketPay you can keep tabs on the hottest positions in the market with evergreen data that refreshes quarterly.

Insight Lab

For the HR pro who needs data to get compensation right, this comprehensive management solution has all you need to succeed in today's competitive and challenging tech market. It helps you develop a smart hiring strategy that works with your organization, helping you pay fairly and competitively, and involve all the right people to make informed decisions.

Insight Lab provides the most up-to-date, crowdsourced data and streamlines your process by integrating smart software with visual analytics, giving you the big picture, and doing the grunt work so you don't have to. Instead, you're free to focus on the things that really matter: paying your employees fairly and keeping them longer.

¹ <https://www.techrepublic.com/article/why-41-of-it-hiring-managers-say-finding-tech-talent-is-becoming-harder/>

² <https://www.zdnet.com/article/despite-improvements-the-tech-industrys-gender-pay-gap-remains-above-national-average/>

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