Data in these infographics is drawn from Oracle sponsored research conducted by Loudhouse Research, an independent agency based in London. In July 2012, Loudhouse conducted a global survey of 400 respondents with decision making responsibility for talent management or HR within their organisation, with 94%+ at the level of manager, director or above.

DPOs
- 50% of DPOs see HR as a proactive business leader, compared with 12% of DDOs.
- 40% of DPOs strongly agree that HR uses workforce metrics to contribute to business strategy, compared with 19% of DDOs.

DDOs
- 24% of DDOs strongly agree that TI improves business performance, compared with just 21% of DPOs.
- 23% of DDOs are very satisfied with workforce data, compared with 54% of DPOs.
- 97% agree that TI improves business performance, compared with 95% of DPOs.

There is a clear distinction between organisations that are proficient (DPO) or deficient (DDO) at using data.

Financial benefits of TI
- Increased profitability
- Improved employee engagement
- Reduced costs of training
- Higher average revenue per employee
- In-gain a competitive advantage

Want to find out more?
Please contact Oracle +44(0)208 987 1220

The Infographic displays the results of a survey conducted by Loudhouse Research in July 2012, involving 400 respondents with decision-making responsibility for talent management or HR within their organization. 94%+ of these respondents held managerial or senior positions. The infographic highlights the difference in views and practices between DPOs (Proficient in Data Intelligence) and DDOs (Deficient in Data Intelligence). DPOs are more likely to view HR as a proactive business leader, use workforce metrics to contribute to business strategy, and are more satisfied with workforce data. The financial benefits of TI are also emphasized, including improved profitability, increased employee engagement, reduced costs of training, and higher average revenue per employee. Further details on these benefits are available for contact with Oracle.