



Fact Sheet

Proves ROI & Removes Guesswork

SMD Link is a patented cloud-based talent software with built-in analytics that identifies cause-effect relationships between talent management and business outcomes in an actionable and customizable manner. The technology provides a clear ROI; is a one-size-fits-one, customizable approach; and simplifies analytics & reporting. By truly connecting data with analytics, SMD Link ultimately yields better decisions and wiser investments.

Many companies continue to make assumptions or correlations based on their data, while SMD Link can prove which HR decisions are best through its cause-effect analytics (structural equations modeling). SMD Link quantifies the impact of employees on business outcomes; calculates an expected ROI for investments in employees, and defines the relationship between HR processes and business outcomes. The ROI is calculated based on the complex algorithms from the statistical models built in SMD Link.

Unlike Other Talent Management Suites

Actionable: SMD Link's patented technology is the only one of its kind to move from analytics to action in just four clicks. The complex algorithms are transformed into simple reporting for front-line managers and individual employees. Many talent management suites only offer high-level data reporting that requires additional analysis to become actionable. With SMD Link, data and reports won't sit idle. Action planning in SMD Link is generated from behavioral assessments that the tool uses to pinpoint targeted activities and courses.

- Click One: SMD & the company prioritize business drivers
- Click Two: Company selects business drivers to work on
- Click Three: Employee(s) chooses corresponding recommended/customizable actions
- Click Four: Employee submits a business-focused action plan based on business drivers

Customizable: SMD Link is a one-size-fits-one, customizable approach based on algorithms that link the company's individual HR data to the business outcomes with the greatest impact. Many talent management suites generalize feedback, meaning the results and action planning are not tailored to each individual.

Benefits HR Professionals & C-Suite/Business Owners:

SMD Link truly simplifies the role of HR professionals, and elevates their role in the organization. With SMD Link, they are able to do the following:

- Redirect money to employee initiatives that impact critical business outcomes rather than the latest HR fad that promises to make employees happier

- Make investments yield tangible outcomes that impact key stakeholders (e.g., shareholders, customers, employees)
- Impact the bottom line just like other functions such as sales
- Be included in the “conversation” because they can demonstrate how they impacted the bottom line

The C-Suite or business owners who have always asked the “What is the value?” question now have an answer. With SMD Link, they can:

- Measure the specific ROI of their HR investments and see the bottom line
- Focus on the drivers that have the largest ROI on their business and watch associates in action
- Uncover which drivers impact their business the most, and then prioritize them (see dollars in action)
- Choose the competencies critical to their business, observing their business grow or improve

Built for a Wide Range of Solutions

The platform includes solutions for the following HR activities:

- Employee surveys
- 360 feedback assessments
- Competency building
- Assessments & hiring

Applicable for Numerous Industries

SMD Link has solved complex problems in a variety of industries, including the following:

- Energy
- Entertainment
- Finance & Insurance
- Healthcare
- Information Technology
- Manufacturing
- Pharmaceutical
- Transportation/Warehousing
- Retail
- Utilities

For more information on SMD Link, visit www.smdhr.com.

ABOUT SMD

Strategic Management Decisions (SMD) is a talent management and analytics company enabling businesses to monetize people management, ultimately accelerating and optimizing business results and ROI. With SMD Link, its patented cloud-based talent software with built-in analytics, SMD can identify cause-effect relationships between talent management data and business outcomes to transform complex analytics into actionable results. SMD's analytics reporting and customizable action-planning tools transform complex algorithms into simple reporting for front-line managers and individual employees. Since the launch of SMD Link, more than 500,000 assessments have been conducted and analyzed on the platform. The platform includes assessments for hiring, employee engagement, employee development (360), and career development.

Founded in 2008, SMD has infused innovation into a function that has seen few advances in decades. Recognized for its state-of-the-art practices, SMD is truly redefining how human resources operates, and how it can have an impact on the bottom line. SMD clients include UPS, Bank of America, University of Maryland Medical System, Dignity Health, Yusen Logistics, Sony Pictures, Norm Thompson, Burgess-Norton, Feeding America and Niagara Bottling.

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