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**HR Analytics – Driving Return on Human Capital Investment
*CedarCrestone teams with Oracle to release an important white paper on
HR Analytics: Driving Return on Human Capital Investment***

ALPHARETTA, GA – December 14, 2009 – In today’s economy, it is critical for organizations to make employee retention and development a major business focus to ensure that valuable employees are not lost as the economy improves. However, many organizations struggle to understand their workforce—the performance and productivity of the workforce, the applicants they are recruiting and retaining, the internal talent they are grooming for advancement, and the compensation and benefits that allow the organization to be competitive.

“As we transition from retrenchment to growth,” says Lexy Martin, Director of Research and Analytics and the white paper’s author, “organizations have an opportunity to excel instead of just survive. In past downturns, organizations slashed training programs, benefits and compensation, and people in across the board reductions. This time, organizations are still turning to cost cutting measures and reductions in staff and services, but with a twist. They have analytics that can help them make the wisest decisions.”

This time, they can sift through far more data and crunch far more numbers to determine who is performing and who will be needed, with what skills. They can look at which people are achieving performance goals. This time, with a view of competencies in place and skills needed for the future along with performance metrics, organizations can thoughtfully manage their workforce with training, development, benefits, and compensation.

This time, organizations can be supported by workforce analytics to drive return on human capital investment and to see the value the workforce delivers to organizational performance. This paper introduces the comprehensive, prebuilt Oracle HR Analytics application and shows how the increased power of metrics and analytic insight can align core HR business processes with organizational goals and strategies and help ensure organizations make the right business decisions today for tomorrow.

"Oracle was pleased to collaborate with CedarCrestone to develop this in-depth analysis of the workforce analytics market. Their long-standing HR Systems Survey provided an excellent foundation and key insights into the trends and developments in HR systems," said John O'Rourke, vice president, Oracle BI/EPM Product Marketing. "The market

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interest and adoption of Oracle HR Analytics makes it clear that firms recognize the value of workforce management and analytics tools.”

CedarCrestone is a Platinum partner in the Oracle PartnerNetwork.

About CedarCrestone

CedarCrestone delivers real client success by providing consulting, technology, and managed services for the deployment, management, and optimization of ERP solutions. Please access our research reports on HR analytics or the 2009-2010 HR Systems Survey at www.CedarCrestone.com/research.

About Oracle PartnerNetwork

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