Jitterbit HR Integration Survey

Jitterbit

Contents

About This Report

The *Jitterbit HR Integration Survey Report* is a comprehensive study that uncovers:

New technologies that businesses are planning to deploy in the next 12 months

Strategies for integrating and automating processes within the HR department

Tactics businesses are using to leverage APIs to drive new business value

The relationship among HR, IT and others when it comes to driving business value

The plan for leveraging intelligence in HR within the next 12 months

The insights collected from this survey are intended to help you anticipate business technology trends, compare strategies with your peers and better prepare your business for digital transformation.

Executive Summary

Human resource management has changed dramatically in the last five years. The practice of promising a superior employee experience to candidates, yet failing to deliver, has given way to an empowered and demanding workforce that expects a fulfilling professional experience, both financially and emotionally. Candidates and employees have multiple employment options to fall back on that are easily discoverable and full of promise if they don't find what they are looking for.

The expectation of a great employee experience was likely identified by each of us, individually, at the very start of our own professional journey. As part of the modern workforce, we are now much more informed and perhaps feel somewhat entitled, despite heavy competition for a particular job. We are also accustomed to an on-demand consumer lifestyle where the goods we want are delivered to us in a fast and personalized manner. We expect the same in the workforce and are always going to prioritize a healthy work culture that plays to our wants and needs, instead of a challenging one.

With this reality in mind, key questions to consider are how organizations are reacting to these expectations.

> // *From a technological perspective, have they set themselves up to increase morale and productivity from their employees, while also encouraging long-term careers?*
>
> // *Have they enabled the HR department to accelerate onboarding, and employee growth and development?*
>
> // *Are typically laborious employee-related processes, such as establishing and coordinating employee expense management, easier to handle?*

To answer these questions, Jitterbit surveyed over a 100 professionals across multiple departments and industries within HR to uncover organizational pain points. The survey specifically investigated organizations' state of technology solutions, whether they are new or old, siloed or patched together, and their attempt to optimize operations.

One Survey Discovered Three Key Findings:

1

HR departments currently have a low number of integrations between critical systems, but have big plans for the future.

2

There are several perceived challenges in both accessing key HR-related insights and integrating key HR systems. Not just one.

3

HR managers and their teams have similar goals in mind for the optimal employee experience.

At first blush, the number of active integrations that exist within HR seems low. According to data received in the survey, almost half of the respondents have just one to three of their HR systems integrated with data from another source. When we dig deeper into the data, however, we see that these same executives have big plans for future integrations. Within the next twelve months, recruitment, compensation management, onboarding/ offboarding, and learning and development have been identified as top priorities.

Survey results show that HR managers and their teams aren't just worried about one challenge related to good decision-making, they are concerned about several. For example, when it comes to uncovering good insights, the delta between accessing and consolidating data from multiple HR-related systems (the top issue) is very small. Similarly, lack of skills and resources to analyze data and poor and inconsistent data quality (the bottom two issues), was also very short. Finally, cost, security, complexity, governance and access to the proper resources were all significant issues for system integration success.

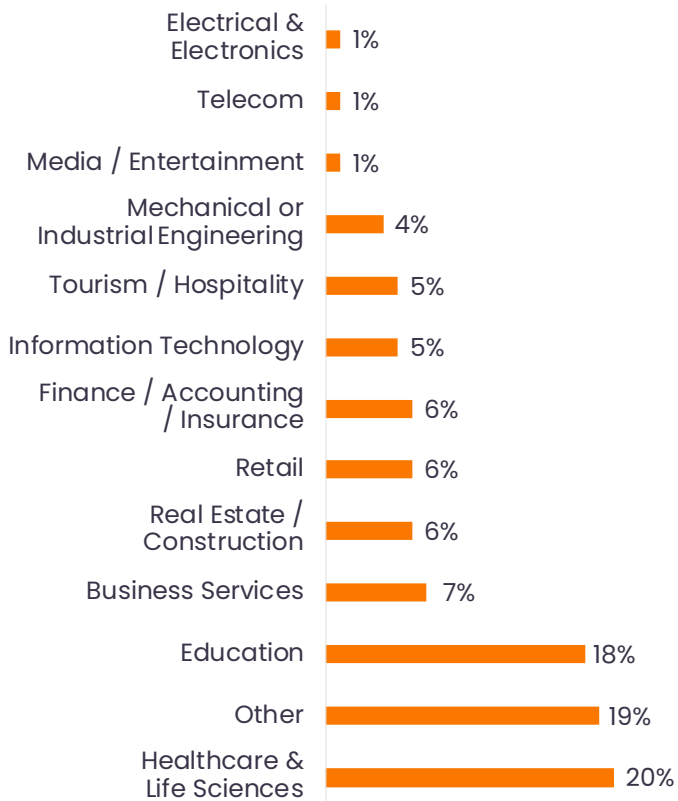We asked survey respondents about their top management drivers for HR. Potential answers included increased productivity, morale, and high retention. The fact that results put a spotlight on many of these items, and not just one or two, shows the importance of an optimal employee experience placed on all ends of the HR spectrum.
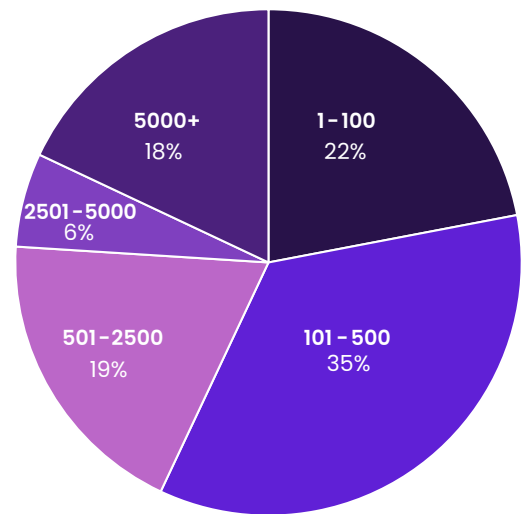
Methodology

We surveyed over 100 companies of varying sizes with respondents working across various departments and functions.

Industries Represented

Industry	Percentage
Electrical & Electronics	1%
Telecom	1%
Media / Entertainment	1%
Mechanical or Industrial Engineering	4%
Tourism / Hospitality	5%
Information Technology	5%
Finance / Accounting / Insurance	6%
Retail	6%
Real Estate / Construction	6%
Business Services	7%
Education	18%
Other	19%
Healthcare & Life Sciences	20%

Number of Employees

- 1-100: 22%
- 101-500: 35%
- 501-2500: 19%
- 2501-5000: 6%
- 5000+: 18%

Experience Level

- Manager: 66%
- Director: 26%
- Executive: 8%
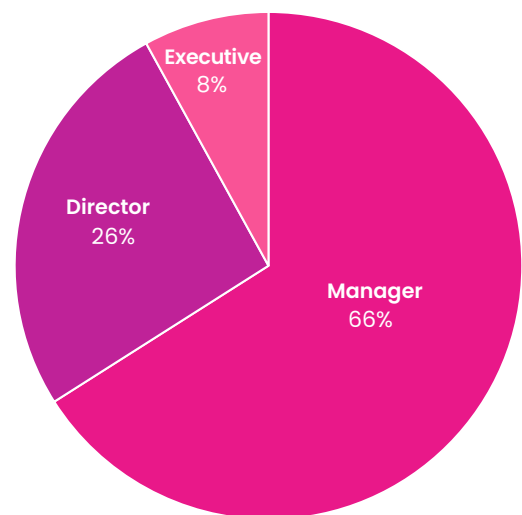
How many systems are integrated within your HR department?

KEY INSIGHT

According to the data received in the survey, 89% of respondents have at least one of their HR systems integrated with data from another source. Additionally, 45% of respondents have between one and three HR-related systems integrated. Thirty one percent of respondents have between four and ten HR-related systems integrated, and just 12% of respondents have over 11 HR-related systems integrated.

Given these low levels of integration, HR managers and their IT teams likely have a long way to go before they see the true benefits of full system integration. It may be possible that key stakeholders are simply not aware of the dynamic nature of their existing solutions. Or, it may be that there are too many perceived barriers in place relating to multi-system integration. However, the fact that just 6 percent of respondents have no integrations indicates that, slowly but surely, progress is being made. It just takes a few integrations to begin to optimize the employee experience in a meaningful and obvious way, such as linking applicant tracking data with HRM data, or performance data with compensation.

Number of HR Systems Integrated

Category	Percentage
None	6%
1-3	45%
4-10	31%
11-15	8%
16+	4%
I don't know	5%
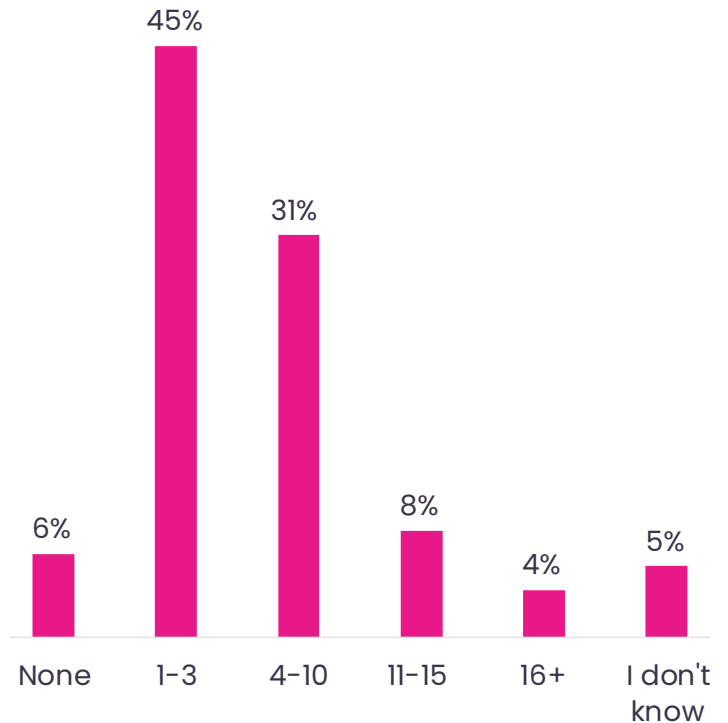
Which HR management systems are your organization looking to integrate in the next 12 months?

KEY INSIGHT

Once we asked about the state of HR-related system integration, the next question was to pinpoint exactly where those integrations existed within HR, and where they were likely going to be within the next year. According to respondents, four key areas currently integrated were recruitment (66%), learning and development (55%), onboarding/offboarding (52%), and compensation management (45%). Although future plans were a bit more diversified, most of these areas were still of keen interest to respondents: recruitment (32%), compensation management (30%), onboarding/offboarding (28%), and learning and development (18%).

Given the importance of finding the right talent, onboarding them properly, ensuring they are paid adequately, and encouraging their growth, these results are not surprising. However, HR managers and their teams must be sure to remember that asset provisioning, scenario planning and other facets of the employee experience are also critical human resource functions, and should be prioritized as such.

■ HR Management Systems Currently Integrated

■ HR systems looking to integrate in the next 12 months

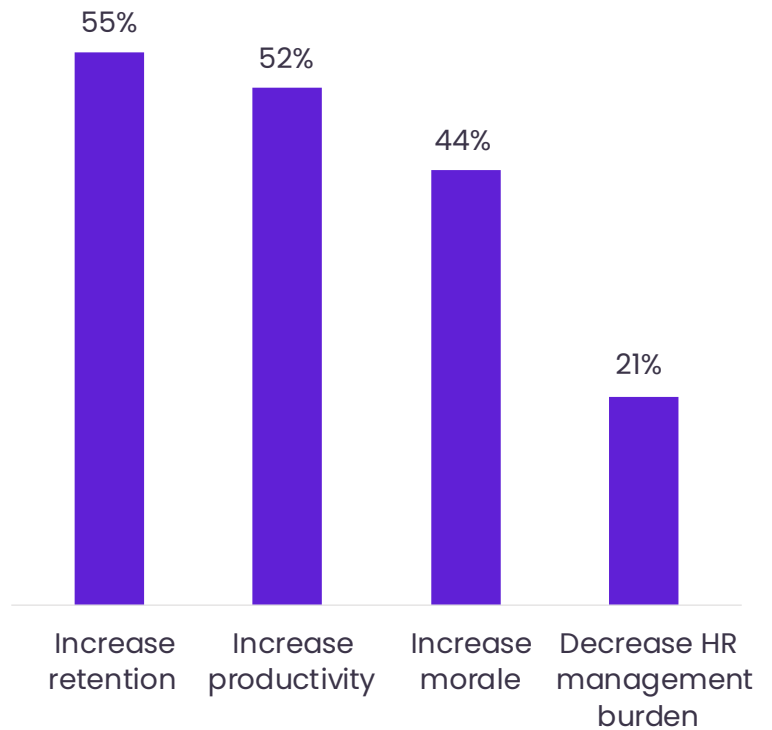| Category	Currently Integrated	Looking to integrate
Recruitment	66%	32%
Onboarding/Offboarding	52%	28%
Compensation Management	45%	30%
Learning and Development	55%	18%
Asset Provisioning	19%	12%
Scenario planning	11%	15%
I don't know	3%	15%
None	7%	17%

Rank your top HR management drivers among the choices below, starting with the MOST important

KEY INSIGHT

Survey respondents were asked to rank their top motivations for improving the overall HR experience. According to 55% of respondents, increased retention is a top HR management driver. Additionally, increased productivity was considered a top HR management driver by 52% of respondents. Increased morale was prioritized by 44% of respondents, and decreasing the HR management burden came in a distant fourth at 21%.

Retaining employees, making sure they are productive, and ensuring their high morale are important benchmarks for a consumer-like experience. However, organizations must also be conscious of the needs of their HR managers as well. These individuals are under a lot of pressure to ensure the entire process is smooth for candidates, new employees, existing employees and for the folks around them, such as IT and procurement. HR managers must also demonstrate the value of systems integration by closely following employee morale, productivity, and the costs of replacing the workforce with new talent.

Top HR Management Drivers

Driver	Percentage
Increase retention	55%
Increase productivity	52%
Increase morale	44%
Decrease HR management burden	21%

How hard is it for you to get access to all of the information you need from various HR-specific systems and data sources?

KEY INSIGHT

According to data collected in the survey, less than a third of HR executives believe it's easy (23%) or very easy (8%) to access HR information within their current systems. Nearly one third (29%) have indicated that they find it difficult or very difficult. Almost half of the respondents were indifferent about the accessibility of their current systems.

Difficulty accessing data is an opportunity in the making for HR managers and their fellow stakeholders. If they can find a way to drive improved insight through the coordination of information, they can have an immediate impact on both the demanding nature of their job, and the morale, productivity, and lifetime value of their employees. This insight may start with just one or two integrated systems, but even a small investment and process improvement may be enough to justify long-term value to the organization.

Difficulty Accessing HR Information

Category	Percentage
Very easy	8%
Easy	23%
Neither easy nor difficult	41%
Difficult	25%
Very difficult	4%
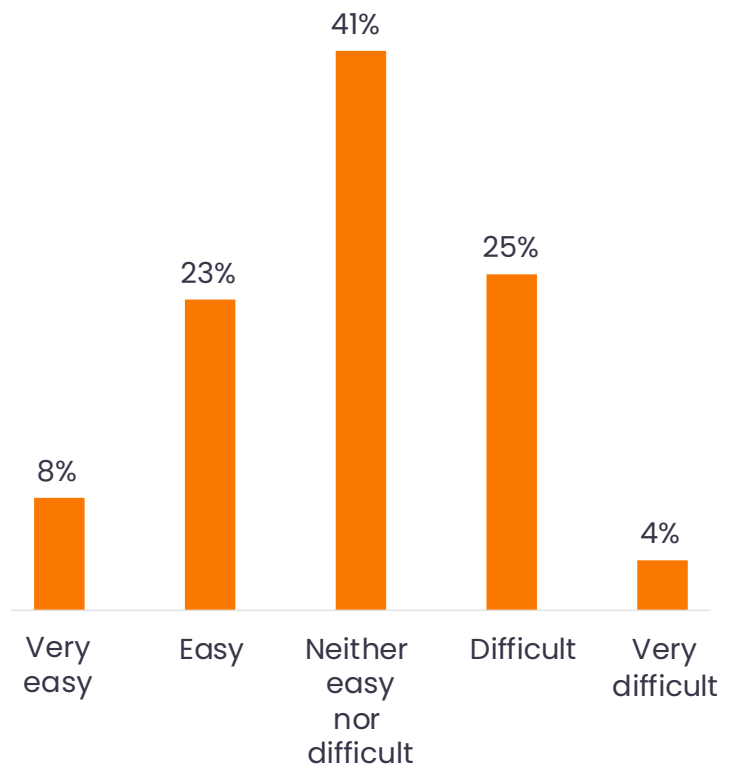
Rank the barrier to gaining your desired level of HR business insights, starting with the MOST important

KEY INSIGHT

When asked to rank the top perceived barriers that exist for achieving their desired level of business insights, there was not a significant percentage gap between the highest and lowest issue/concern. On the high end, accessing and consolidating data from multiple HR-related systems was an issue for 45% of respondents. On the low end, lack of skills and resources to analyze data and poor and inconsistent data quality were issues for 30% of respondents. In between these findings was the issue of reconciling data from different sources (40%), and lack of the right business intelligence/analytics tools (33%).

Multiple issues related to perceived barriers for effective HR-related business insights is not particularly surprising, given that 48% of respondents are integrating only one to three HR-related systems together. It may be that organizations are taking a slow and steady approach to system integration. This is a completely legitimate strategy, especially when it comes to an issue as critical as effective workforce management. However, organizations should remember the benefits that potentially exist on the other side of a solid integration strategy: increased productivity, morale, and time to value.

Barrier	Percentage
Lack of skills and resources resources to analyze data	30%
Poor or inconsistent data quality	30%
Lack the right business intelligence/analytics tools	33%
Reconciling similar data from different sources	40%
Accessing and consolidating data from multiple HR-related systems	45%

How do you currently connect your HR applications with your other apps and data sources? Does your HR department have a defined integration strategy?
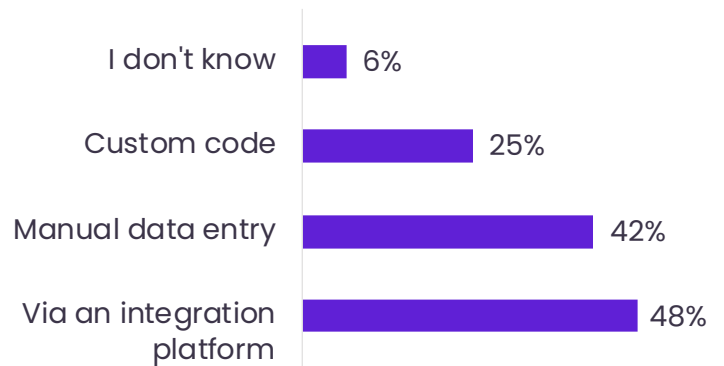
KEY INSIGHT

While a significant number of respondents report testing the waters of a fully-featured integration platform, there are also many using obsolete processes to run their departments. Case in point: 42% of respondents said that they still rely on manual data entry to connect their HR applications, while 46% say their organization doesn't have a defined integration strategy at all.
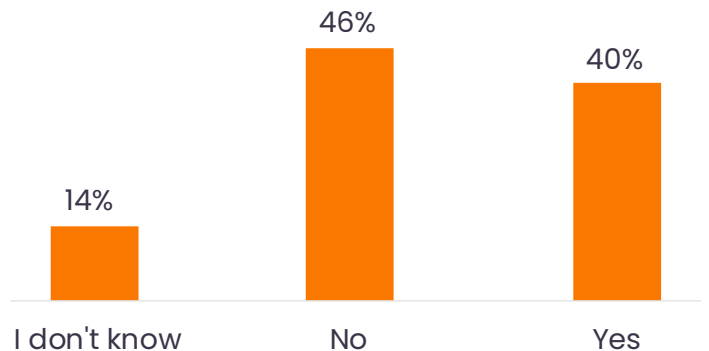
Another 25% said that they use custom code to connect HR apps, which can be valuable for specific use cases but often breaks down as more and more applications need to be integrated.

On the flip side, 48% of respondents said they use a dedicated integration platform to connect their HR apps, a number that is expected to rise as organizations begin to understand the benefits that end-to-end integration can bring. Likewise, 40% reported having a defined integration strategy, a number that should also rise as those who don't have an integration strategy, realize they are quickly falling behind.

How HR Apps are Currently Connected

Category	Percentage
I don't know	6%
Custom code	25%
Manual data entry	42%
Via an integration platform	48%

Defined Integration Strategy

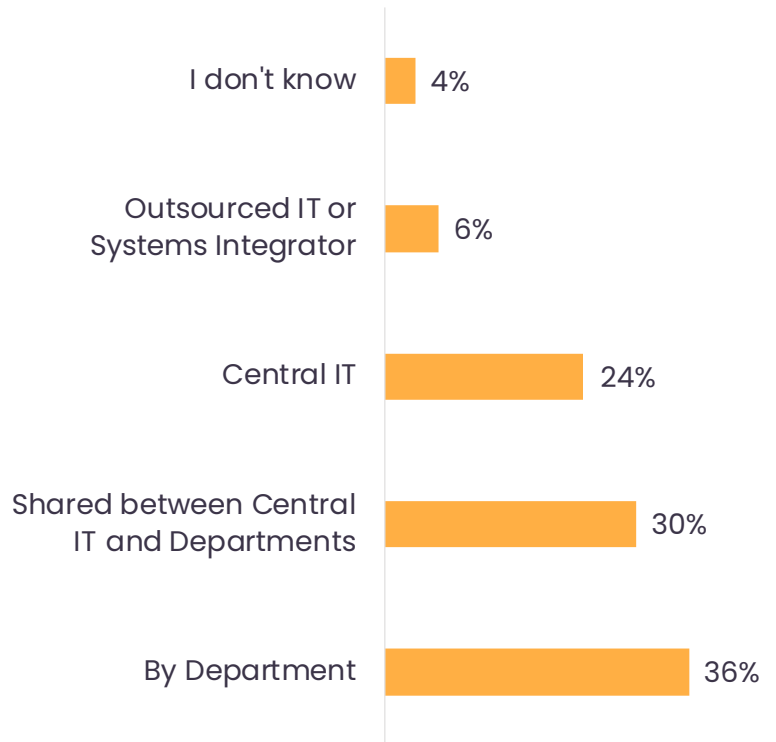| Category	Percentage
I don't know	14%
No	46%
Yes	40%

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Who is responsible for ensuring that HR data is properly shared between multiple relevant applications?

KEY INSIGHT

Another finding from the survey reveals that many organizations could stand to create stronger relationships between the HR and IT departments. When asked whose responsibility it is to implement integrations, 36% said it falls on the HR department itself. Meanwhile, 30% said that the responsibility falls jointly on central IT teams and individual departments alike, and this is an ideal situation for most organizations.

An effective integration strategy needs to be something that key executives from the entire organization need to have a stake in, because there are so many different yet related systems involved in good decision-making. When it comes to HR management integrations, however, it is especially critical that both HR and IT have a key role in strategy and organization, because it's difficult to pull off successfully if responsibilities aren't shared. When seamless integration is a shared goal, however, it creates a win-win situation because the end result is improved and creates more efficient experiences for both departments.
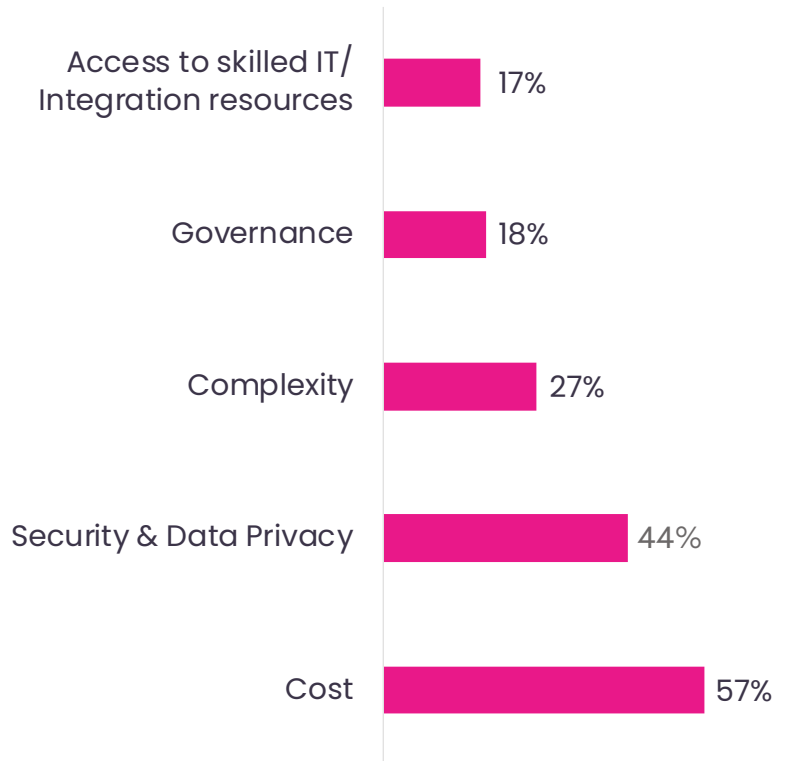
Category	Percentage
I don't know	4%
Outsourced IT or Systems Integrator	6%
Central IT	24%
Shared between Central IT and Departments	30%
By Department	36%

Rank your organization's top perceived barriers when considering integrations, starting with the HIGHEST barrier

KEY INSIGHT

For HR departments that are thinking about integrating their systems, the main barrier is relatively unsurprising: cost (57%). Budget is always a subject of contention when implementing new systems or processes, and that concern has only intensified over the past year, due to the uncertainty induced by a global pandemic and a challenging economic recovery.

While cost is always a factor, organizations should view HR systems integration as an investment that will actually save them both time and money in the long run. Cumbersome and antiquated processes such as data entry can lead to lost productivity and low morale, both of which can become extremely costly in their own right. Integrating HR software also helps improve employee longevity, helping businesses avoid the expensive processes of recruiting and onboarding new team members.

The importance of improving employee morale, in particular, cannot be over emphasized. If team members are unhappy, their tendency is to spend time complaining to others, negatively impacting productivity in the process. Even worse is when an unhappy employee quits, leading to huge costs and a host of logistical issues.
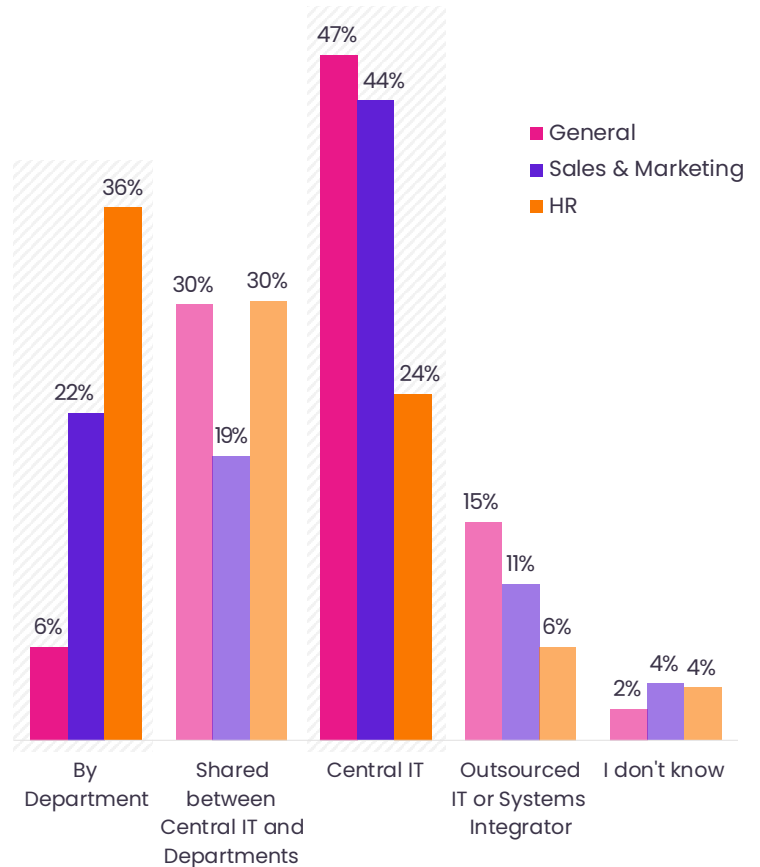
Barrier	Percentage
Access to skilled IT/ Integration resources	17%
Governance	18%
Complexity	27%
Security & Data Privacy	44%
Cost	57%

Analysis: HR professsionals are much more likely to take ownership of data sharing among critical applications

KEY INSIGHT

At the same time as the Jitterbit HR Integration survey, Jitterbit also surveyed executives in the sales and marketing departments, and also those in a more general role spanning multiple job functions. One of the key findings to emerge when comparing the data is that HR professionals are much more likely to take the onus on themselves when it comes to integrating the software and applications they use to perform their duties. According to the survey, 36% of HR respondents said they believe their department is responsible for integrations. That number was just 22% for sales and marketing professionals and only 6% for the general sample.

With many systems collecting mountains of data on a daily basis, the whole premise behind cohesively integrating it all is to make lives better — both within HR departments as well as for employees up and down the organization. HR professionals often use software and platforms which are very unique to their space, so they need to be careful not to set a trap for themselves and work closely with the IT department to create and build a sustainable model.

Legend:
- General
- Sales & Marketing
- HR

By Department: 6%, 22%, 36%
Shared between Central IT and Departments: 30%, 19%, 30%
Central IT: 47%, 44%, 24%
Outsourced IT or Systems Integrator: 15%, 11%, 6%
I don't know: 2%, 4%, 4%

Conclusion

The HR department in any organization plays a critical role in its overall success. It is responsible for overseeing the most important asset any organization can have: people. Without the proper people in place, being productive, feeling good about their job, and committed to long-term success, it's hard to see how an organization can remain competitive.

The challenge within HR, however, is the dynamic nature of the job. HR managers must address recruitment, applicant tracking, provisioning, the coordination of finance and payroll, training and certification, scenario planning, and other critical functions. It is no wonder that, according to a 2019 Netscope Cloud Survey Report, aside from Marketing, HR managers have the highest number of applications they must work with on a day-to-day basis.

The State of API Integration report within HR underscores the need to leverage an enterprise integration platform-as-a-service technologies to rapidly deliver on the innovation and competitive advantages promised by the cloud, APIs, and artificial intelligence. A company's API integration strategy will be the #1 reason why businesses succeed or fail in their digital transformation in the next five years.

To support this need, Jitterbit's Employee Experience API360 solutions empower organizations to provide a consumer-grade experience for both employees and employers. It establishes quick, cost-effective integration strategies that synchronize employment-related data and processes through pre-packaged and reusable process templates, resulting in faster decision-making thanks to the aggregation of key insights. Jitterbit's unique pre-built process templates eliminate customer coding and accelerate automatic connections to commonly used objects, fields and processes across business applications. As a result, they drive efficiencies by cutting deployment time by 50 percent to 80 percent and accelerate time-to-value. Typical integration projects can take weeks; customers have reported Jitterbit reduces that go live to just five to ten days.

For more information and to see examples of the various use cases in action, please visit jitterbit.com, and contact a representative for more information.

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Jitterbit empowers businesses to optimize their connectivity and scalability through a single integration and workflow automation platform. Our mission is to turn complexity into simplicity so your entire organization can work faster and more efficiently.

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