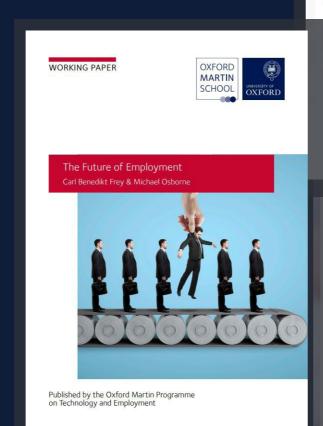# PREPARING THE WORLD FOR THE FUTURE OF WORK

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THE PROBLEM

The world of work is evolving at an unprecedented pace

Dynamic forces such as Covid19, Artificial Intelligence and Remote Working are rapidly evolving, complex topics that are fundamentally reshaping how and where we work

Most private and public sector leaders appreciate the need to act, but few have access to the data or insights needed to chart an effective path
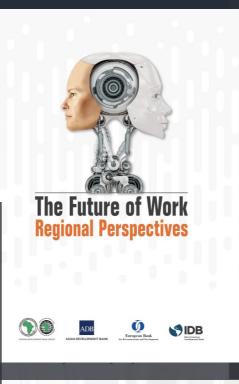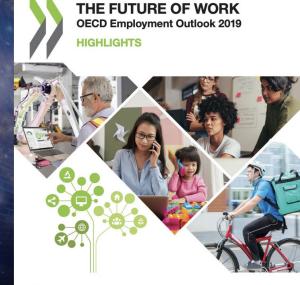
"COVID-19 has accelerated our transition into the age of the Fourth Industrial Revolution.

We have to make sure that the new technologies in the digital, biological and physical world remain human-centred and serve society as a whole, providing everyone with fair access."

KLAUS SCHWAB

FOUNDER AND EXECUTIVE CHAIRMAN
THE WORLD ECONOMIC FORUM

FAETHM TODAY

A globally unique SaaS platform used across 21 industries and 26 countries

CLIENT INDUSTRIES

- Banking • Insurance • Utilities
- Heavy Manufacturing
- Healthcare • Food & Beverage
- Energy • Professional Services
- Construction • Technology
- Airlines • Mining • Pharma
- Retail • Media • Automotive
- Education • Charity • Telecoms
- Government • Agriculture

GLOBAL PARTNER NETWORK

- Global consulting firms
- Human capital management firms
- Technology vendors
- Cloud suppliers
- Education providers

FAETHM OFFICES

CLIENT LOCATIONS

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OUR CLIENTS

We have achieved rapid uptake across Corporate and Public Sector clients

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OUR INSIGHTS

Faethm is a globally recognised thought leader on the future of work
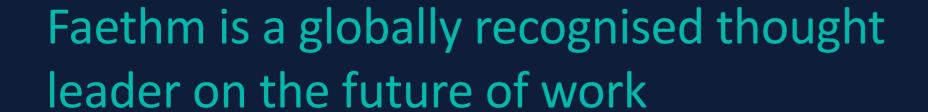
We have partnered with leading market commentators, government agencies, and thought leaders to bring our unique perspectives on the evolution of the workforce and the workplace to the world

OUR RECOGNITION

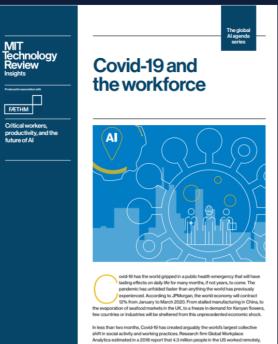**FÆTHM**

WORLD ECONOMIC FORUM

Feb 2018: Centre for 4th industrial Revolution
May 2019: Global AI Council

TECH Rocketship AWARDS 2018-2019 | INVEST IN GREAT BRITAIN & NORTHERN IRELAND — THE AI & DATA REVOLUTION — WINNER —

Dec 2018: Faethm wins UK Government Tech Rocketship Award for AI

UK Parliament

Dec 2018: Invited to London to brief House of Commons Select Committee on Education

Skills Bridge

Jan 2019: National skills platform for Luxembourg Government driven by Faethm

MIT Technology Review

May 2019: Impact of AI on Asia Whitepaper Series
Apr 2020: The US impact of Covid19

Gartner

Oct 2019: One of 5 Global 'Cool Vendors' in HCM

SXSW

Mar 2020: Invited to present Faethm at SXSW 2020

BCG

Q4 2020: BCG launches major FoW report on USA, Germany and Australia using Faethm data

COVID-19 BUSINESS RESILIENCE

In response to COVID-19, Faethm has developed a Business Resilience model to shape workforce and workplace strategies

01 What level of Remote Productivity can be achieved across the workforce, based on task 'remoteability' and degree of human interaction?

02 What is the risk profile of the employee base, given employee job, age and location?

03 Which technologies are available to immediately replace on-site tasks? How can the technology investment roadmap be re-prioritized?
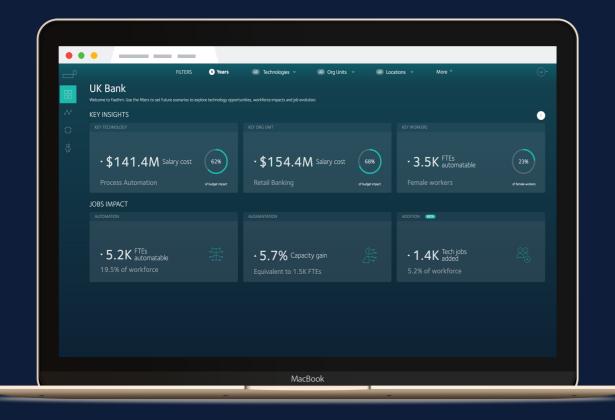
04 What are the flow on effects to the workplace in terms of size, shape and use of commercial spaces?

05 How do you refocus recruitment to reflect the shift to remote working?

06 When the curve flattens, how can an orderly return to work be achieved? Who remains remote, who returns to the office, and in what order?
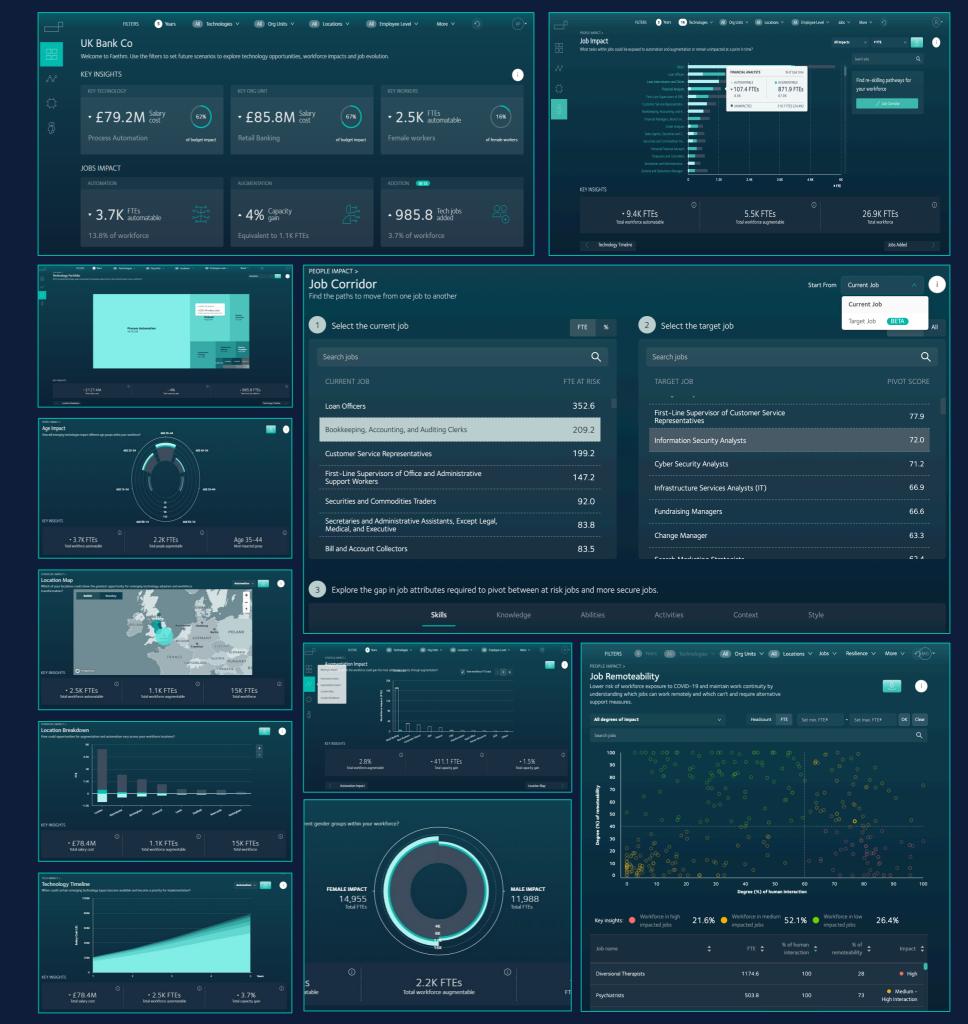
Our analytics inform workforce interventions at a job, business unit and organisational level to reduce workplace transmission of COVID-19 by informing the 'remotability' of staff and the degree of interaction between workers, co-workers and the public

THE ENTERPRISE PRODUCT

Our flagship Enterprise Product is built to meet the strategic workforce needs of senior leaders within large employers

The product surfaces the insights senior leaders need to make large-scale workforce decisions

THE FAETHM PLATFORM CONSTRUCT

FAETHM SaaS PRODUCTS

FAETHM PLATFORM (160M+ DATA RECORDS)

1 JOBS ONTOLOGY

A rich ontology of current and future occupations that analyses workforce driver impact (i.e. Tech Automation, Augmentation, Addition) at a task level

Job Analytics - 5,608 occupations, covering more than 76,000 job titles, described by 244 work attributes (soft skills, knowledge, abilities, context, activities, behaviours) and an unlimited set of technical skills.

Task and Capability Analytics Work atomised into 26,000+ tasks, and defined in 32 future capabilities

4 AI ENGINE

Neural Network - NLP - Boosted Decision Trees - Random Forest - Support Vector Machine

2 TECHNOLOGY ADOPTION MODEL

Shows the pace of change and impact of emerging technologies over time

A proprietary technology taxonomy of 16 application categories and 6 infrastructure categories

Adoption S curves at a country and Industry level detailing when a technology will be available and likely be adopted by a company

Client adoption curves based on country, industry and company AI maturity

Faethm R&D and Expert Elicitation

3 BUSINESS RESILIENCE MODEL

Shows the workforce risk and impact of COVID19 at a role level

Remote work assessment Identifies jobs and tasks that can be completed remotely
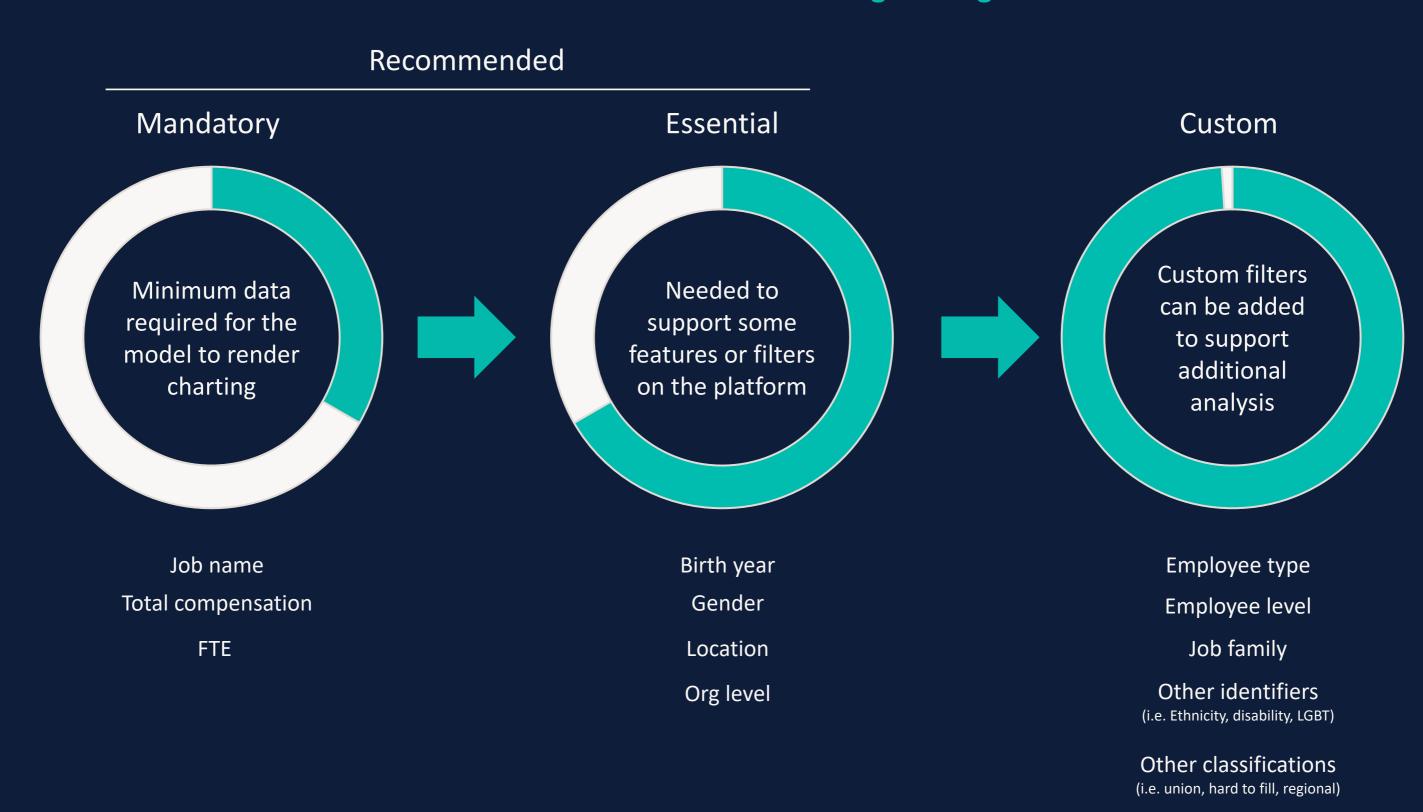
Worker risk assessment Identifies jobs and tasks that require high proximity to others, exposes contagion risks

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DATA REQUIREMENTS

All data is DE-PERSONALISED and the ANONYMITY filter ensures no reverse engineering to individual

Recommended

Mandatory

Minimum data required for the model to render charting

Job name

Total compensation

FTE

Essential

Needed to support some features or filters on the platform

Birth year

Gender

Location

Org level

Custom

Custom filters can be added to support additional analysis

Employee type

Employee level

Job family

Other identifiers
(i.e. Ethnicity, disability, LGBT)

Other classifications
(i.e. union, hard to fill, regional)

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SAFEGUARDING YOUR DATA

Faethm has multiple safeguards in place to protect your data during and after the data upload process

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You are in complete control of what data to upload, and which of your employees oversees the secure client upload process

All data is pseudo-anonymised - we do not collect or store any personal employee information

Your data is encrypted – in transit and at rest – and is segregated from all other Faethm client data

Your data is stored on Microsoft Azure in your region.

You control user access at all times

Secure client upload process

1. A Faethm Client Insights Manager is assigned to oversee the process

2. You provide the mobile phone number (with country code) of the person you want to manage the workforce data upload (Client Lead)

3. Your Client Lead defines the level of workforce data and completes the Faethm template – we never see any employee names

4. Your Client Lead chooses the country in which your data will be stored (in line with your company's data security policies).

5. Faethm independently sets up your segregated client account

6. Your lead uploads workforce data through a secure process (mobile phone authenticated, password protected secure file transfer site)

PLATFORM SETUP MILESTONES

Faethm platform setup process

Average elapsed time: 3 to 4 weeks (after workforce data is received)

Submit Workforce Data (1 day)

Complete and upload data template

Data Mapping (5-15days*)

Faethm maps role names to database

Data and Access Live (1 day)

Faethm loads data, runs insights meeting and provides user access.

Data Quality Review (1-2 days)

Faethm reverts with DQR for actioning.

Data Validation (2-10 days*)

Validate role mappings from Faethm.

Client-led

Faethm-led

*Dependent on number of unique roles in the workforce dataset and clarity of job titles and business structure.

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