



Business Challenge

To quickly deploy an interim talent tracking system for the North American business unit that could be utilized until the long-term enterprise solution was fully implemented

Complexities

- » Geographically dispersed workforce
- » Sensitive employee data
- » Inconsistent data capture
- » Numerous legacy systems in use
- » Difficult to consolidate & analyze data

Key Requirements

- » Powerful, flexible database
- » Simple, easy-to-use tool
- » Web-based access
- » Accurate real-time reporting
- » Extremely secure solution
- » Mail Merge & Export tools
- » Rapid deployment

“TrackVia provides an unprecedented offering in the marketplace. They have perfectly balanced features, performance, ease of use, and pricing into a perfect OnLine Database package.”

Todd Markle
 Director, Organization Development
 Nielsen

Nielsen Situation

Nielsen is the world’s leading marketing and media information company. The success achieved by the North American business is greatly influenced by the drive, creativity and talent of its employee workforce.

The Human Resources organization within Nielsen was intimately familiar with the importance of effectively managing the corporate workforce. The team was specifically interested in better tracking talent within its ranks – identifying attributes such as which employees have high potential, which are mobile, prior review scores, and overall corporate tenure.

Todd Markle, Director of Organization Development at Nielsen, knew the HR team was in-process of overhauling the potpourri of legacy systems being used to track talent with a long-term solution. However, the implementation of that solution was still months away. He needed an interim stop-gap solution that could be deployed ASAP, and that would allow the team to immediately jettison legacy solutions such as Excel, PowerPoint templates, and email. Markle outlined a number of key requirements:

- » Intuitive, flexible, easy to use system
- » Secure, Internet access
- » Real-time collaboration
- » Custom reports and filters
- » Document creation of ‘report cards’ & single-click export to Excel
- » Fast implementation

Markle and his team assessed the viability of standardizing on a legacy Access database, but passed because of accessibility and security challenges, amongst others.

Ultimately, the Nielsen team moved forward with a cloud-based database platform from TrackVia. Within weeks, the team went live with an online talent tracking system powered by TrackVia’s OnLine Database and Application Platform.

About Nielsen

In a world increasingly defined by global markets, connected consumers and volumes of digital information, The Nielsen Company employs advanced data collection methodologies and measurement science to help businesses turn new and traditional sources of data into customer intelligence to better manage their brands, launch and grow product portfolios, optimize their media mix and establish meaningful customer relationships.

Nielsen is the world’s leading marketing and media information company. We’re passionate about measuring and analyzing how people interact with digital platforms, traditional media and in-store environments - locally as well as globally. We provide the most complete understanding of how consumers get information, consume media and buy goods and services.

Above all else, our ongoing commitment is to align our business with our clients’ needs to ensure they have a competitive edge in an expanding global economy.

The privately held company is active in more than 100 countries, with headquarters in New York, USA.

Nielsen Solutions

TrackVia OnLine
Database
Professional
Edition



TrackVia
Application
Platform



Ease Of Use & Speed Of Deployment

Prior to selecting TrackVia, Markle had minimal formal IT or technical skills. Nonetheless, with TrackVia's intuitive user interface, he was able to stand-up a fully-functioning talent tracking solution. "Working with TrackVia is particularly refreshing for anyone accustomed to the rigors and challenges of coordinating with 3rd party developers or IT," noted Markle, who continued, "TrackVia is a treasure. It is easy to use, agile, and powerful. It truly allows a non-technical business user to go from 'idea' to 'launch' in a matter of days."

Workflow Efficiencies

After deploying TrackVia, the Nielsen team was able to capture significant workflow efficiencies. Managers and leaders no longer had to fill out multiple evaluation forms on their teams, and the HR team stopped having to chase these forms down, consolidate the data, and clean it up. Markle noted, "With TrackVia, our managers could enter their assessments one-time, the data was automatically consolidated, and all of us could see the results in real-time. The efficiencies gained by using TrackVia were tremendous!"

Reporting Visibility & Flexibility

The Nielsen team found reporting on their data from within TrackVia to be a breeze. "You don't need a dedicated analyst to produce reports with TrackVia. You can query your data yourself using TrackVia's filter builder", which creates real-time reports driven through the use of intuitive user selections and drop-downs. TrackVia further enriched this experience by providing easy-to-use toggles to change from Table, Summary, Map, Calendar, and Charts & Graphs views. And, with a single-click, TrackVia's import/export wizard allows an authorized user to export any view to Excel.

In addition to real-time, online reporting, the Nielsen team was able to produce fully formatted, single-page 'employee report cards' by using TrackVia's document creator engine. With a handful of clicks, TrackVia merged database fields on an employees' historical evaluations into a Nielsen-formatted word document that could be distributed to managers, hiring managers, and leadership.

Flexible Deployment Across the Business

TrackVia was originally brought in as Nielsen's interim talent tracking solution. Since that time, Markle has found numerous additional use cases for TrackVia's flexible, easy-to-use solution, including:

- » **Project and Task Management** – leveraging filtered views and alerts for workflow, prioritization, and deadline management
- » **Webinar Registration** – using published Web Forms to capture registrant information
- » **User Group data collection**
- » **HR Contact Management** – utilizing email collecting to capture and consolidate the most up-to-date information on skills, focus areas, and office locations of the +400 person HR team

About TrackVia

TrackVia delivers the world's most secure, flexible, and scalable OnLine Database and Application-Building Platform designed for Business Users. TrackVia balances business-user empowerment with enterprise-class performance, scalability, and end-to-end security. The result: A data management and collaboration solution that even the most skeptical Internal IT organizations can champion. To-date, over 1000 customers across the globe rely on TrackVia, including ADP, Healthways, US State Department, the TSA, US Olympic Committee, Samsung, and US Cellular.

Key TrackVia Features Leveraged By Nielsen

Design & Build

- » Relational Fields
- » Flexible Field Types
- » Formulas
- » Filter Builders
- » Custom Web Forms

Data Entry

- » Excel Import/Export
- » Tabbed Entry
- » Table Entry
- » Web Form
- » Email Collecting

Data Analysis

- » Custom Views
- » Filter Builder
- » Real-Time Reports
- » Pivot Table Views
- » Charts & Graphs
- » Dashboards

Productivity Tools

- » Document Engine
- » Workflow
- » Alerts
- » Distribution Schedules
- » Published Web Forms

Security

- » User Access Controls
- » Detailed History
- » Audit Tracking
- » 99.999% uptime

Support

"TrackVia Online help and documentation is excellent. Phone support is world-class. The team goes above and beyond to provide detailed information to help you achieve success on TrackVia's platform."

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