

With Acquisition of TrenData HR, isolved Equips Users of People Cloud to Navigate Both the Near and Distant Future of Work

What Happened

In mid-July 2021, isolved announced the acquisition of predictive people analytics platform TrenData HR. Applying predictive artificial intelligence (AI) models to produce visual insights pertaining to an organization's workforce, the TrenData HR platform draws on external data sources and aggregates them with information from internal systems. The addition of TrenData HR to isolved People Cloud brings enterprise-grade analytics to the small- and medium-sized businesses (SMBs) that comprise a majority of isolved's customers.

The acquisition of TrenData HR brings enterprise-grade analytics to the SMBs that constitute the majority of users in isolved People Cloud, the vendor's HCM software suite.

Background

Predictive people analytics have grown in sophistication for several years now. Meanwhile, their availability to SMBs in a practical, fully integrated sense has been slow to develop. It's not that these capabilities have been outright unavailable. It's just that the number of non-enterprise-grade full-suite HCM solutions that have included high-caliber, highly usable and interpretable people analytics woven in, have been few.

Notably, the acquisition of TrenData HR makes sense in a broader context. Specifically, it is the latest in a number of acquisitions isolved has made over the past three years. In January 2019, the vendor [acquired The Sage Group plc](#), a U.S.-based payroll outsourcer. Earlier, in September 2018, isolved [acquired AmCheck](#), another provider of payroll services with offices across the nation. More recently, recognizing the

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AT A GLANCE

What Happened

isolved Acquires TrenData HR

Background

- Against the backdrop of a recent and savvy rebrand, isolved continues a methodical, smart string of acquisitions stretching over the past approximately three years.
- TrenData HR is a long-respected point-solution platform for sophisticated, predictive people analytics

Significance

- AI-based, sophisticated people analytics are essential not only to the future of work, but also to the near future of work
- isolved keeps pace with powerhouse peers in incorporating AI-based analytics
- The acquisition brings enterprise-grade people analytics functionality to isolved's largely SMB customer base
- Over the coming months and years, SMBs using isolved People Cloud will benefit from the integration of TrenData HR as they compete in a tight talent marketplace

power in actively supporting the employee sentiment of its customers' workforces, the vendor acquired the workplace giving and volunteering platform Givful in April 2021 ([3Sixty Insights BWSRN2142 – Concrete vs. Abstract HCM: The Power of “And,” April 2021](#)).

Significance

Clearly, isolved is bulking up, and this is enabling the vendor to capitalize as much as possible on its recent, savvy rebrand. Additionally, just as peers of the vendor have in recent months, isolved is remaining one step ahead of the future of work by delivering advanced, AI-enabled analytics ([3Sixty Insights 3SIMA2153 – Ceridian Displays Future-of-Work Savvy with Acquisition of Artificial Intelligence Startup Ideal, May 2021](#)). The goal, according to the vendor, is threefold: One is to help mid-sized employers take proactive steps in response to forward-looking insights into key people and workforce questions. Another centers on removing the barriers of cost and expertise. Utilizing the integration of TrenData HR in the People Cloud, for example, users can expect the automatic aggregation of data and the application of advanced prediction models to work together to produce insightful, visual key performance indicators wherever and whenever they're needed. Finally, the third goal is to spare the user experience from the often-inscrutable complexities inherent today in AI, machine learning and natural language processing—e.g., by equipping the functionality with a voice-activated, conversational virtual assistant.

The acquisition is timely. Coming disruptions such as the Great Resignation, as well as the pandemic and other macro dynamics that have catapulted business into a future that seemed much further away in late 2019, mean organizations face near-term, acute, and persistent challenges in retaining their top-performing talent ([3Sixty Insights BWSRP2154 – COVID-19, WFH, and the Long View: Can HCM Protect the Employee Experience?, May 2021](#)).

“With the acquisition of TrenData HR, isolved helps prepare users of People Cloud not only for the eventual AI-fueled future of work, but also for the near future,” says Brent Skinner, 3Sixty Insights co-founder and director and principal analyst of the human capital management practice. “Sophisticated people analytics will be essential for any organization that seeks to protect and improve its employees' experience in the coming months and years.”

3Sixty Insights Inc. Navigating the Information Technology Buying Process.

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