Customer Case Study

Multi-Market Workforce Analytics

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NEWMARK

Customer: Newmark
Headquarters: Palo Alto, CA
Solution(s) used:

Metro Benchmarking

Single Location Analysis

Dynamic Company Reports

Newmark Group, Inc. (Nasdaq: NMRK) is a world leader in commercial real estate with services and products including real estate brokerage, leasing, capital markets, global corporate services, landlord representation, multifamily, tenant representation, workplace and occupancy strategy, consulting, and many others. Newmark generated revenues of nearly $3.2 billion and it's company-owned offices, together with its business partners, operate from approximately 170 offices with over 6,500 professionals around the world.

Story Highlights

A Time Crunch in EMEA
Newmark was tasked with quickly providing comparative analysis on 2 cities in Eastern Europe. In a matter of days, the Newmark team was able to help their client build conviction around the evolving site selection decision and provide differentiated insights on market data such as talent pool size, engineering talent quality, employee tenure, talent inflows & outflow, hiring competition, largest regional employers, and salary value to better inform the client of competitive dynamics of each market.

Expanding Scope in EMEA to the US and Beyond
Based on the success of the initial analysis and in parallel to a corporate need to evaluate its broader workforce planning & site selection requirements, the Company then requested additional analyses of 7 cities in the US, 2 cities in Spain, and eventually all Software Engineering Talent, Sales Talent and IT & Customer Support talent across 4 global regions: North America, EMEA, LATAM and APAC.

The Challenge: Global Workforce Planning

Talent is far more distributed now than ever before and companies in all industries are facing increased challenges of understanding what is happening in all markets.

Traditional tools, such as tax incentive data, commute times, and touring activity, simply aren't sufficient to address today's corporate requirements. Other data sets, such as generic census data or job postings, leave much to be desired. They are siloed & unstructured and do not generate the unique, granular insights companies need.

Successful brokers want to serve as trusted advisors to their clients who, in turn, expect a real-time understanding of labor & corporate trends in cities, counties and neighborhoods in order to maximize investments made in their teams and key locations. The ability to harness big data creates a competitive advantage for brokers to help their clients build & scale their organizations in the optimal locations while simultaneously reducing risk of those investments.

The Solution

While Newmark had access to considerable technology resources, internal CRE data, and a highly regarded labor analytics consulting team, the urgency of the client request necessitated a new, data-driven approach that could help influence their client's significant planned investments.

Talent-First Market Analysis, Faster

High growth companies need to be dynamic and move quickly. Nobody likes halting forward progress in the name of conducting manual research, sifting through LinkedIn or waiting for legacy research firms to pull macro-level data. Terrain automates data collection & classification in order to generate trend analysis so that decisions can be made dynamically and confidently.
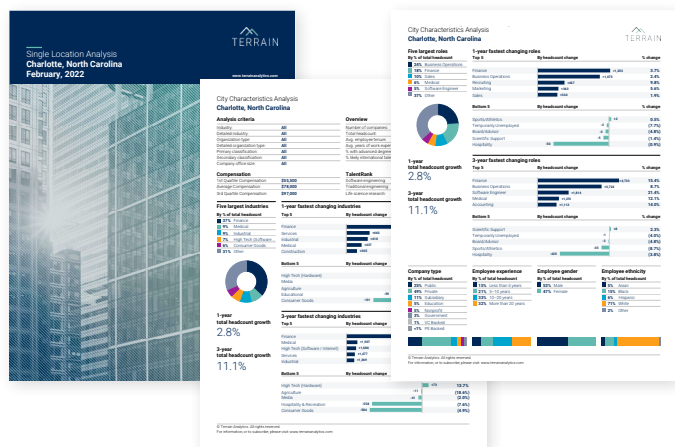
Results

Terrain's global workforce analytics eliminated the need for manual and inefficient collection of data, and provided Newmark's client with sophisticated labor and location analysis 10x faster than traditional means.

Through Terrain's international **Metro Benchmarking Analysis,** Newmark and its client:

⊕ Uncovered the significant benefits of selecting Sofia over Tallinn—3x more engineers, 2x more "excellent" quality engineers and 50% lower cost

⊕ Quickly assessed talent pools in Málaga & Valencia for engineers that needed to be relocated, and

⊕ Analyzed other global markets for current & future site selection needs

Through Terrain's **Single Location Analysis,** Newmark's client was able to:

⊕ Easily benchmark 7 major US cities and one Canadian city to uncover deeper insights into labor pool composition

Terrain's **Dynamic Company Reports:**

⊕ Identified hiring trends of major local employers relative to global hiring performance

⊕ Highlighted local talent functional composition, Engineering team TalentRank, employee satisfaction, compensation satisfaction and view on management scoring

About Terrain

Our platform unifies disparate, siloed data and uses machine learning & data science to help our customers to form a holistic view on evolving Talent Trends and Labor Pools, improve Site Selection decisions and generate greater investment conviction for current or considered Cities & Neighborhoods.

Our data contextualizes markets, eliminates location bias, reduces volatility risk, and helps companies to optimize where to build based on talent.

Contact us today at: sales@terrainanalytics.com

Our Metrics

500 million +
People tracked globally

60 million +
Companies tracked

30x
Faster time to market
(from 3 months to 3 days)