

Discover how a tech company nearly **lost its top talent** by not investing in employees

Case study

Company: CoreAxis
Industry: Technology Company
Location: US, California



CoreAxis, a young tech company based in California, was founded in 2016. In its early years, the company focused heavily on R&D. After four years, CoreAxis developed a high-demand product that sparked rapid growth.

The problem

However, this growth brought a new challenge: hiring top talent was harder than expected. The company was not only hiring too slowly, but also losing employees to more established competitors.

The goal

Management noticed that employee stock ownership plans (ESOPs) were common in the industry. They realized they needed to create an ESOP and determine the right amount of equity to offer.

■ How INSO managed to help

To gain a better understanding of its position and compare itself to industry peers, the company used INSO's database, which includes data on over 200 metrics from millions of companies worldwide.

AI was then employed to efficiently analyze the big datasets, providing actionable insights.

Step 1

Upload own data

With **seamless one-click integration**, the company's data was transferred into INSO's system, offering a user-friendly cockpit overview of financial KPIs.

Step 2

Conduct benchmarking

After choosing from hundreds of criteria (like industry, geography, and size), **the right benchmarking group** to represent the company was identified.

Step 3

AI report and tips

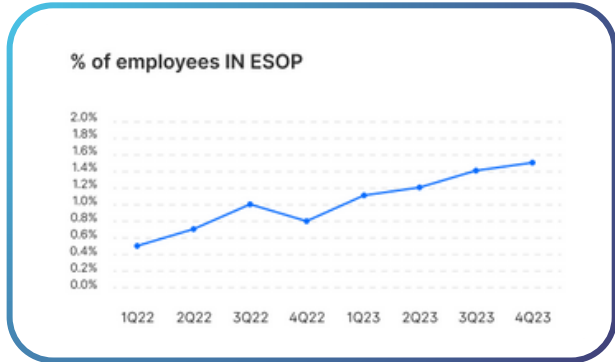
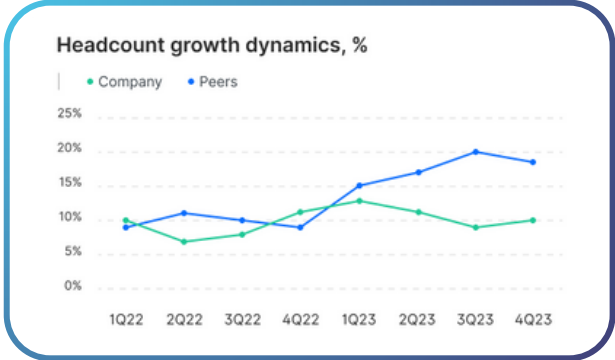
Finally, INSO's AI analyzed the data, **identified red flags**, and **provided actionable insights** for improvements.



INSO AI generated charts and insights

■ Headcount growth dynamics

The low **headcount growth dynamic** confirmed the company's concerns.



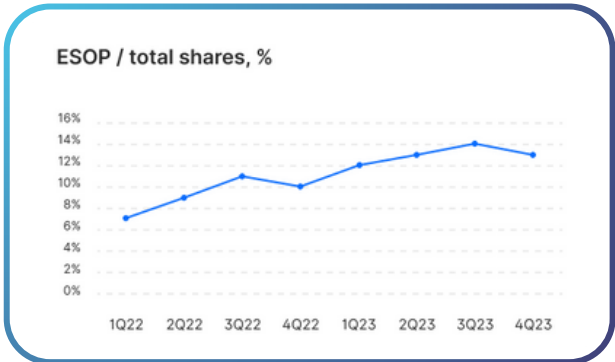
■ % of employees IN ESOP

There is a clear trend among industry peers to increase the number of **employees participating in ESOPs**.

■ ESOP / total shares

The number of shares industry peers are allocating toward ESOPs is rising.

If the company wants to retain and attract top talent, it is recommended to follow this trend.



■ Shocking insights

As anticipated, the benchmarking analysis revealed that the company's headcount growth is slower than the industry average.

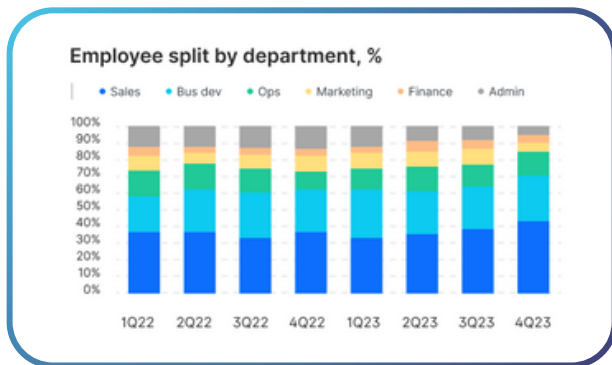
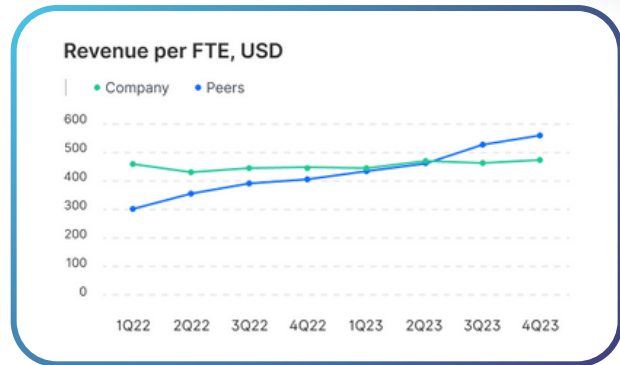
Despite talent challenges, INSO AI identified several positive trends in the company's performance.

INSO AI generated charts and insights

Revenue per FTE, USD

Revenue per employee is close to the market average, reflecting solid productivity.

However, while industry peers show a positive trend, the company's value remains constant, indicating that competitors are improving their productivity.



Employee split by department

The company's Sales and Business Development staff is increasing, while Admin and Marketing roles have been reduced.

Increasing Sales staff indicates a focus on growth and revenue generation, while reducing Admin and Marketing suggests cost optimization, outsourcing, or a strategic shift.

Conclusion

The benchmarking analysis was a game-changer for the company. It revealed weaknesses missed in regular reviews.

Industry peers are using ESOPs to attract and keep employees, a strategy CoreAxis should consider. While revenue per employee is strong, stagnant trends show room for improvement. The company's focus on growing Sales staff and cutting Admin roles highlights a push for growth and cost savings. By adopting ESOPs, improving culture, and fixing hiring issues, CoreAxis can better compete for top talent.

Next steps

INSO identified the challenges and provided clear steps to address them before the talent gap grows further:

- Set up an Employee Stock Ownership Plan (ESOP)** or similar programs to attract top talent.
- Focus on improving the company culture** to keep employees happy and reduce turnover.
- Improve hiring processes** to bring in new employees faster.
- Invest in training and tools** to help employees work more efficiently and improve productivity.

Implementing these steps will help the company build a stronger workforce, close the talent gap, and position itself for sustained growth.

Results

By implementing INSO's recommendations, the company achieved clear, measurable results.

+15 %

top-talent
employment over
the next year

+10 %

Employee
retention rate

Stronger focus on
company culture and
training