

Measuring and optimizing employability through big data

In the dynamic and vastly changing labor market, today's jobs are changing or disappearing. Within countries, new jobs are also being created with major differences on a sectoral, regional or national level.

Randstad believes that people themselves are responsible for their career, prosperity and well-being, and created [labor market scan](#) – a suite of tools to empower both employers and employees to fulfill their potential by matching supply and demand.

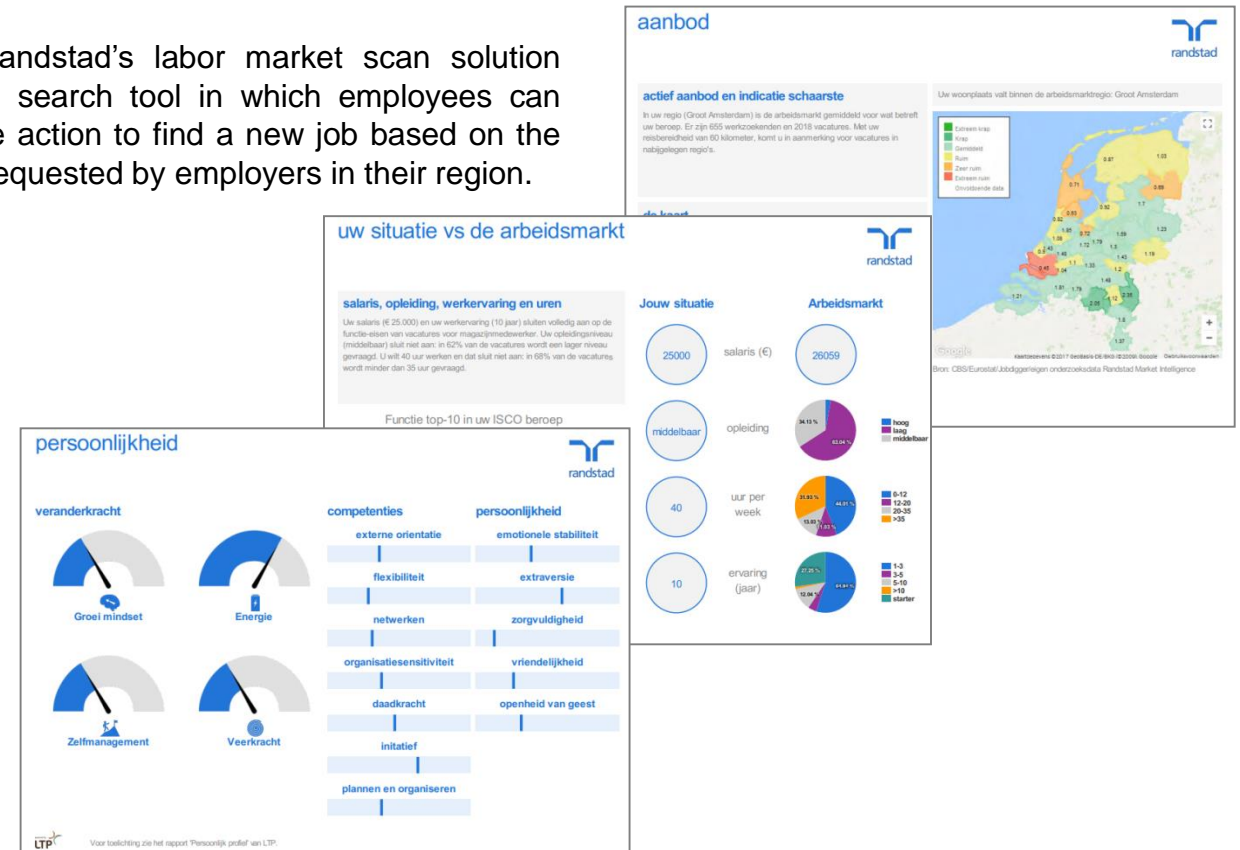
With Randstad's labor market scan, employers can stimulate the mobility of their employees through a 360 degree view of their position. Making use of big data, the scan provides unique insights into

- personal skills and competencies of a worker, and
- an analysis of her salary, preferences and work experience mapped against the labor market

Based on the outcomes of the scan, employees can together with their employer create an action plan to further optimize talents and employability, and map out a career path – reflecting the requirements and preferences of employers and employees in their

direct environment.

Additionally, Randstad's labor market scan solution provides a job search tool in which employees can take immediate action to find a new job based on the skills that are requested by employers in their region.



Labor market scan screenshots showing a workers' (from left to right) competencies and personal skills, employment mapped against labor market data, and the labor demand in specific regions of the country.