

Case Study



Industry: Data Analytics / Technology



Employees: 1,400

Company Summary:

6sense is the leader in Account-Based Marketing solutions helping B2B companies predict and grow their revenue through AI-driven insights. Their technology enables companies to target the right buyers, develop personalized experiences, and accelerate sales opportunities.

Attempting EEO reporting manually can take days or even weeks, dredging through data, identifying what needs to be added or updated. From coordinating stakeholders to retrieve accurate data, to uploading it all in to your master spreadsheet with a hundred vlookups... it's cumbersome to say the least.

6sense experienced these same burdens prior to leveraging Kognitiv's EEO Compliance Solution. Not only was this stressful for the lean team of two who bore the task, 6sense also relied on inputs from several other sources to get accurate data in a short timeframe. Previously, the annual EEO reporting process would require at least 20-35 hours of manual work including auditing and cleaning of the data, and creating the final spreadsheet to file in the EEO portal. In addition to manually pulling various reports to audit any missing EEO data, then inputting the missing data and converting it to

the template required for the reporting using Excel. 6sense engaged Kognitiv to automate this very time consuming process to better position the team for long term success as EEO filing is typically done during the Q1 timeframe which tends to be one of their busiest quarters of the year.

6sense sought Kognitiv's Compliance Solution to address



Compliance Risks

Interpreting the legal requirements and manually filing accurate information within the designated timeframes, accounting for any potential mandated changes.



Management of the Data

Auditing and updating the required fields within regulated guidelines to reduce manual and duplicative data entry efforts.



Optimizing the Workday Investment

Reducing the number of hours spent gathering data and filing to reallocate to other tasks.

Kognitiv's compliance solution consolidates all of 6sense's filing data into one record of truth in Workday. This allows the team to update the data directly in the tenant, which can even be done via EIB to reduce manual data entry time and risk. Resulting in a significant reduction in filing time each year, setting the team up for success later down the road. Kognitiv partnered with 6sense to update and file their data in less than 2 weeks. After delivering the solution, the 6sense team will now be able to file in just a few hours, without relying on manual spreadsheets. By simply auditing the data using the customizable dashboard, running the integration, and uploading the complete file - it's that easy!

- ✓ **Kognitiv's EEO solution accounts for most recent government requirements saving 6sense time and money.**
- ✓ **Kognitiv will be available to guide 6sense through the data auditing and updating processes if needed, to ensure efficiency and consistent understanding of the data being filed.**
- ✓ **6sense can continue to leverage Kognitiv's Compliance Solution for years to come with minimal maintenance, and at no additional cost as it is already set up in their Workday tenant for ongoing usage.**



I really want to thank your team for pulling through for us on our EEO reporting. Your team executed flawlessly and made it seamless for us.

- Charles Castro,
Sr. Manager, People Technology

THE CHALLENGE

THE SOLUTION

THE IMPACT



Kognitiv worked with 6sense to implement an EEO solution that alleviates stress, removes compliance risk, and makes filing a breeze for the immediate deadline as well as all subsequent years.



Kognitiv was able to deploy the solution in 6sense's tenant in less than 2 weeks, which included client data review sessions, knowledge transfer and completing the filing.



6sense usually spent up to 35 hours - after delivering the solution, the team will now be able to file in just a few hours, with no spreadsheets required. Simply audit the data using our dashboard, run the integration, and upload your file - it's that easy!



The dashboard enables you to keep your data clean throughout the year so it's not a huge burden or compliance risk for your organization.

