



PRESS ANNOUNCEMENT

For Immediate Release

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DoubleStar Survey Reveals that Workforce Analytics Initiatives are Gaining Momentum in 2008

Organizations cite challenges with manual processes, timely delivery of data and difficulty integrating data from multiple sources as key drivers.

West Chester, PA, May 8, 2008—DoubleStar Inc., a leader in Talent Acquisition and Talent Measurement solutions, today announced that a new online survey of Human Resources decision-makers shows that increasing demand for talent information from all levels of the organization is driving urgency for the adoption of Workforce Analytics solutions. Sixty-one per cent of participants reported that they are assessing, selecting, or implementing workforce analytics solutions in 2008, with more than 40% indicating that gaining control of Talent Management data (leadership, succession planning, performance management and learning management) is their most critical need.

“We were pleased to see that 48% of the market feels that they have a good grasp on measuring transactional HR data, the basic information related to the workforce.” says Joanne Bintliff-Ritchie, Chief Strategist at DoubleStar. “The real opportunity is for organizations to progress to more strategic measures and even predictive analysis, where companies can begin to see the benefits of tying talent-related data to business results. When only 16% of the market is engaged in strategic measures, it comes as no surprise that HR professionals continue to find it difficult to get a seat at the table.”

Highlights from the survey results:

- While companies continue to face challenges in implementing talent measurement solutions, the majority are moving forward in 2008.
- There is a strong desire to use analytics to gain insight into the impacts of critical Talent Management practices.
- Talent Measurement solution providers are the preferred provider of choice among a majority of companies because of their web-based products, integration capability and more well-defined product content.
- User acceptability, configurability, and value are the key features for those evaluating workforce analytics technologies.

Now is the Time for Talent Measurement, the eBook that summarizes the survey results is now available at www.doublestarinc.com.

About DoubleStar

DoubleStar, Inc, a leading provider of Talent Acquisition and Talent Measurement solutions, helps clients optimize their human capital practices for enhanced operational and financial performance. A two-time INC. 500 consulting firm, DoubleStar has appeared a record six times in the Philly 100 list of fastest growing companies, has been named by Benchmark Communications as one of the top 25 companies in the world for Best Practices in Human Capital Management, and was named by Gartner as one of the “Cool Vendors” for Talent Management solutions. More information can be found at www.doublestarinc.com.

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