

Model of Excellence Profile – PeopleTicker

Company Name:	PeopleTicker LLC	ICG#	37223
Address:	203 NE 1st Avenue, Delray Beach, FL 33444		
Product Name:	PeopleTicker		
URL:	http://www.peopleticker.com	CEO, President Name:	Joseph Musacchio

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Benchmark – Industry Benchmarks	<i>Business Model:</i> Subscription -- Subscription	
	<i>Content Models:</i> Original Compilation – Primary Research, Harvested Clearinghouse & Exchange -- Experiential	<i>Distribution Model</i> Direct Sales – Captive Partnerships – Resellers and Referral	
Company Overview	PeopleTicker aggregates salary and labor rates for direct and contract workers worldwide, allowing employers detailed and dependable insight into market rates.		
Product/Service Description	<p>Nearly 40% of American workers are now considered “contingent,” also known as independent contractors, consultants and temporary employees. This form of employment is large and continues to grow rapidly. But what should these workers be paid? That’s a critical piece of information necessary for employers to obtain maximum benefit from this employment model. Yet, all the traditional benchmarks of employee compensation are focused on full-time employees. Further, few of these benchmarks are both global and consistent in design. Moreover, most of these benchmarks are based on survey data that can be badly outdated.</p> <p>Enter PeopleTicker, which collects salary and hourly data for both direct and contingent workers globally and in real-time, aggregating over 100 million rates. PeopleTicker obtains rate data directly from major multinational companies and government agencies, and augments this by harvesting public data from SkillsVillage, social media, and extensive web crawling. Moreover, PeopleTicker is aware of the limitations of existing salary benchmarking systems that depend on fixed, generic job descriptions and has developed an algorithmic approach to delivering more precise and relevant pay data.</p> <p>PeopleTicker is noteworthy not only because it found a solution to a burgeoning employment category that required benchmark compensation data, but also for going beyond simply replicating existing survey approaches by harnessing Big Data tools and algorithmic approaches that radically improve the quality and value of the data being collected.</p>		
Year Founded:	1998	BizDev Contact:	Michael Zimmer
Employees:	200 (est)	Main Telephone:	844-887-5501
Profile Date:	8/26/2015	Primary Market Served:	55 – Management of Companies & Enterprises
Ownership:	Private	Funding Source:	Private
MofE Class:	2015		