Overview

The need
France's Association for Executive Employment (APEC) needs deep insight into all aspects of the employment landscape in order to help professionals find jobs and build successful careers.

The solution
APEC is using IBM® SPSS® Statistics software to conduct comprehensive statistical analyses and support a major market intelligence reporting program.

The benefit
High level of automation helps researchers to complete analysis more quickly. Flexible, modular design allows surveys to be customized to meet a wide variety of needs.

APEC improves insight into executive employment with IBM

France's Association for Executive Employment (APEC) is at the heart of the executive-business relationship. Its 500 consultants provide some 800,000 professionals and graduates with the guidance and resources they need to find jobs and build successful careers. The non-profit association also advises companies on executive recruitment and management skills.

IBM SPSS Statistics, a business tool
To fulfill its role as a public service organization, APEC produces an extensive collection of case studies and market intelligence reports relating to professional employment.

The association conducts around sixty surveys every year using IBM SPSS Statistics software – a modular solution that has been meeting all the organization's needs, even its most specific ones, for the last ten years.

These surveys are conducted within the framework of the executive employment commission. One of the largest ones is entitled "Executive Employment Prospects", which surveys some 11,000 companies on the positions they have filled over the past year, and new jobs and prospects for the coming year.

The study is complemented by quarterly economic assessment notes and a six-month forecast. Additional surveys focus on human resources and departmental policies, including salaries, senior positions in companies, executive employment in IT and the use of social networking.

Solution components

Software
- IBM® SPSS® Statistics

Christophe Thill is responsible for conducting studies relating to university graduates within the APEC Studies and Research Department. He explains, "We are particularly interested in what happens to young executives one or two years after graduation. Have they found employment? Are they still in the same job? How many are unemployed? IBM SPSS Statistics is a professional tool that allows us to analyze the responses to questions like these through 5,000 questionnaires, using multiple interlinked approaches."

Advantages of automation

For APEC, the automation provided by IBM SPSS is of critical importance when it comes to preparing the data for statistical analysis.

"For quantitative studies in particular, IBM SPSS Statistics saves us a lot of time," notes Christophe Thill. "Previously, if the source files were not accurate, we had to manually repeat all of the input work. With IBM SPSS, this is not required. All we need to do is to rerun the process automatically."

Christophe Thill also highlights the flexibility and modular design of the software: "When we need to use a particular type of 'sort', we know that we will find the feature in the toolbox." The same applies to the integration of new questions into APEC's major recurrent surveys.

As the software of choice amongst statisticians, IBM SPSS Statistics is also characterized by its openness. "In designing our econometric models, we can easily combine data from external sources such as major forecasting agencies, which is a really useful feature," says Christophe Thill.

Another strong point in favor of SPSS is the power of the modeling techniques integrated into the software. Linear models include various regression procedures and advanced statistical procedures for extracting the complex relationships between data. Non-linear models allow more sophisticated modeling techniques to be applied to data.

> *"For quantitative studies in particular, IBM SPSS Statistics saves us a lot of time. Previously, if the source files were not accurate, we had to manually repeat all of the input work. With IBM SPSS, this is not required. All we need to do is to rerun the process automatically."*

— Christophe Thill, Studies and Research Department, APEC

Adapted for every requirement

The majority of studies completed by APEC are public, with the exception of those that fall within its trading activities or that are commissioned privately.

Its public studies are distributed to the media, social partners, professional associations and higher education institutions. They are also used internally by APEC consultants as a valuable source of information that can be used to help secure professional opportunities for executives and young graduates, and to support recruitment initiatives by companies.

Over time, APEC has found a reliable and professional solution in IBM SPSS Statistics software that allows it to meet every new requirement and to keep abreast of socio-economic events.

About IBM Business Analytics

IBM Business Analytics software delivers data-driven insights that help organizations work smarter and outperform their peers. This comprehensive portfolio includes solutions for business intelligence, predictive analytics and decision management, performance management, and risk management.

Business Analytics solutions enable companies to identify and visualize trends and patterns in areas, such as customer analytics, that can have a profound effect on business performance. They can compare scenarios, anticipate potential threats and opportunities, better plan, budget and forecast resources, balance risks against expected returns and work to meet regulatory requirements. By making analytics widely available, organizations can align tactical and strategic decision-making to achieve business goals.

For more information
For further information please visit **ibm.com**/business-analytics

IBM

Business Analytics software