VIEWPOINT ANALYSIS

AN INTRODUCTION TO....
PLATYPUS

OCTOBER 2021

WHO ARE THEY?

Platypus is a Danish-based HR software vendor focusing upon company culture. Established in 2019, the technology is designed to measure, analyze and track the cultural alignment of an employee or candidate alongside that of the wider company. It gives business leaders the ability to really understand the culture of the business - moving away from a 'feeling' to a more measurable and scientific approach.

The technology is built to take the guesswork away from the debate about cultural fit. Through the use of Platypus, it is possible to attach clear definitions of what it is like to work for the company. It is also possible to assess a candidate to understand whether they will be a good match for the culture they are about to join. The result - a thriving workplace, an improved onboarding experience, and happier new recruits.

Since start-up, Platypus have successfully sold their technology internationally and customers include the likes of Whereby, Inpay and Vivino.

SIMPLY PUT - WHAT DO THEY DO?

Hiring the wrong candidate is expensive. It can cost in the region of $50k-$200k depending upon the individual's salary. A key reason for hiring failure is a misalignment of culture - in other words, the person you hired just doesn't 'fit in'.

The question is - how do you really know what your culture is? How do you know what is missing in your culture? How do you know whether that new hire will be the right hire? This is where Platypus does their thing. Their software provides a range of tools to assess the existing culture of the business; monitor the changes over time, and assess new hires for cultural fit - so that the culture improves over time.

The Platypus software assesses company culture across the full talent lifecycle. From attraction of the right candidates, through recruitment, management, and retention. It visually plots company culture by gathering data from every employee and tracks the changes over time

WHY YOU NEED TO KNOW ABOUT THEM...

According to Nico Blier-Silvestri, CEO, close to 90% of the early leavers (new hires who leave within 18 months of taking the role) do so because of cultural misalignment. But if you were to ask someone in your business what the culture was - how would they describe it? You would likely have a multitude of different responses from each person that you asked. That's the challenge with 'culture', it is really difficult to define and attach a label. So, how do you recruit to fit the culture?

If Platypus can define a company's culture - it can have wider-ranging benefits beyond recruitment misalignment. It can help the Chief Executive and leadership team to understand how they can get the most from their workforce and how they can drive together. With the right support, it can enhance the experience of being an employee and of being a customer of that business.

Headquarters:
Copenhagen, Denmark

Website:
www.platypus.io

Primary Business:
HR Software
Company Culture Tech

Established:
2019

Chief Executive:
Nico Blier-Silvestri

Founders:
Nico Blier-Silvestri
Daniel Bowen

PLATYPUS

FOUNDERS & LEADERSHIP TEAM.

The business was established in 2019 by Nico Blier-Silvestri (CEO) and Daniel Bowen (COO). The pair come from a HR and recruitment/talent background and therefore understood the implications of recruiting a candidate that was not right for the culture of the hiring company. They set out to create technology that helped business leaders to understand their company culture and then to hire appropriate to that culture.

When Daniel was asked why they started Platypus he said:
"For me, the idea of Platypus definitely started with frustration with how culture was used as an excuse for rejecting candidates. And I mean good candidates. This is the main objection a hiring manager will give you for not hiring someone. The candidate can be amazing, ticking all the boxes, have a high potential in terms of growth, align with how the team culture is described by the hiring manager, and then that candidate is literally just told: "It's not a good culture fit". That for me is just the weakest excuse".

WHAT VIEWPOINT ANALYSIS LIKE ABOUT THEM.

- We like how the founders have spotted a challenge within the recruitment process and have built a technology solution that addresses the issue.

- The reduction in the percentage of failed hires can be measured year on year and attributed to the platform.

- Understanding company culture can have benefits across the business - improving recruitment, but also areas like compensation, goal-setting, company strategy, and more.

- We like the link that Platypus creates between culture, recruitment, and staff retention.

- We see how Platypus can become an integral tool within the HR technology stack.

ABOUT VIEWPOINT ANALYSIS

Viewpoint Analysis helps end-user businesses to find and procure the BEST enterprise technology to meet their needs. A core part of our service is Vendor Content and Awareness. We research IT vendors and produce content (reports, commentary and analysis) to help create awareness in the marketplace and to help end-users to understand what they do and how they differentiate themselves. Our Guidance Services then use our vendor knowledge to introduce the right vendors to meet a customer's need; run fast and efficient selection processes; and pre-purchase reports to reduce procurement risk.

Our 'An Introduction To' reports are focused on the enterprise technology start-up and scale-up arena. If your business would like to be featured, please contact us at:

Email - contactus@viewpointanalysis.com
Telephone - +44 113 5129252
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