

## How Intuit Scaled their Workforce Planning & Improved DEI at the top level with Draup

### About:

Intuit offers business and financial management solutions for SMBs, financial institutions, consumers, and accounting professionals.

Total Workforce: **15,000+**

Primary Vertical: **Enterprise Software, BFS**

### Challenges:

Intuit's Talent Intelligence (TI) function operates akin to an internal consultancy, addressing a wide array of strategic needs across the organization. The challenges they faced included:

- **Location Feasibility and Studies:** A critical need to understand the viability of various locations for talent acquisition and business operations.
- **Competitor Insights:** A requirement for detailed insights into the competitive landscape to inform strategic decision-making.
- **Diversity, Equity, and Inclusion (DE&I):** A commitment to enhancing DE&I across the organization, necessitating sophisticated metrics and analysis to drive strategic initiatives.

### Solution:

Intuit's partnership with Draup, leveraging its sophisticated analytics and AI, provided solutions tailored to these challenges:

- **Location Intelligence:** Draup's analytics offered insights into over 30 countries, identifying potential talent pools and providing feature-specific information such as cost of living, talent availability, and local industry saturation, enabling informed decisions on new locations.
- **Competitor Insights:** Draup's platform allowed Intuit to access nuanced competitor data, including talent movement, skill trends, and organizational capabilities, facilitating a strategic advantage in talent acquisition and retention.
- **DE&I Metrics:** Draup's diversity metrics, including gender and ethnic diversity data specific to various regions, informed Intuit's hiring strategies and supported its goals to improve workplace diversity.

"With the insights provided by Draup, we have been able to adjust our approach to recruitment and location selection, empowering our business leaders to make informed decisions. This has not only optimized our talent acquisition processes but also opened up opportunities for making diverse hires in locations we had not previously considered."

**Jennifer Gosman**

Senior Talent Intelligence Consultant,  
Intuit

### Draup delivers AI-Powered talent insights on:



**30,000+ skills**



**2,500+ global locations**



**5,000+ Roles**



**850M+ Professionals**

### Outcome:

#### Strategic Expansion:

With Draup's location intelligence, Intuit expanded its operations, tapping into new talent markets aligned with strategic business goals, and ensuring a sustainable expansion strategy.

#### DE&I Improvements:

Draup's detailed DE&I metrics contributed to a more inclusive hiring strategy at Intuit, resulting in a marked increase in diversity at the executive level and across the company.