

Workload Leveling Analysis

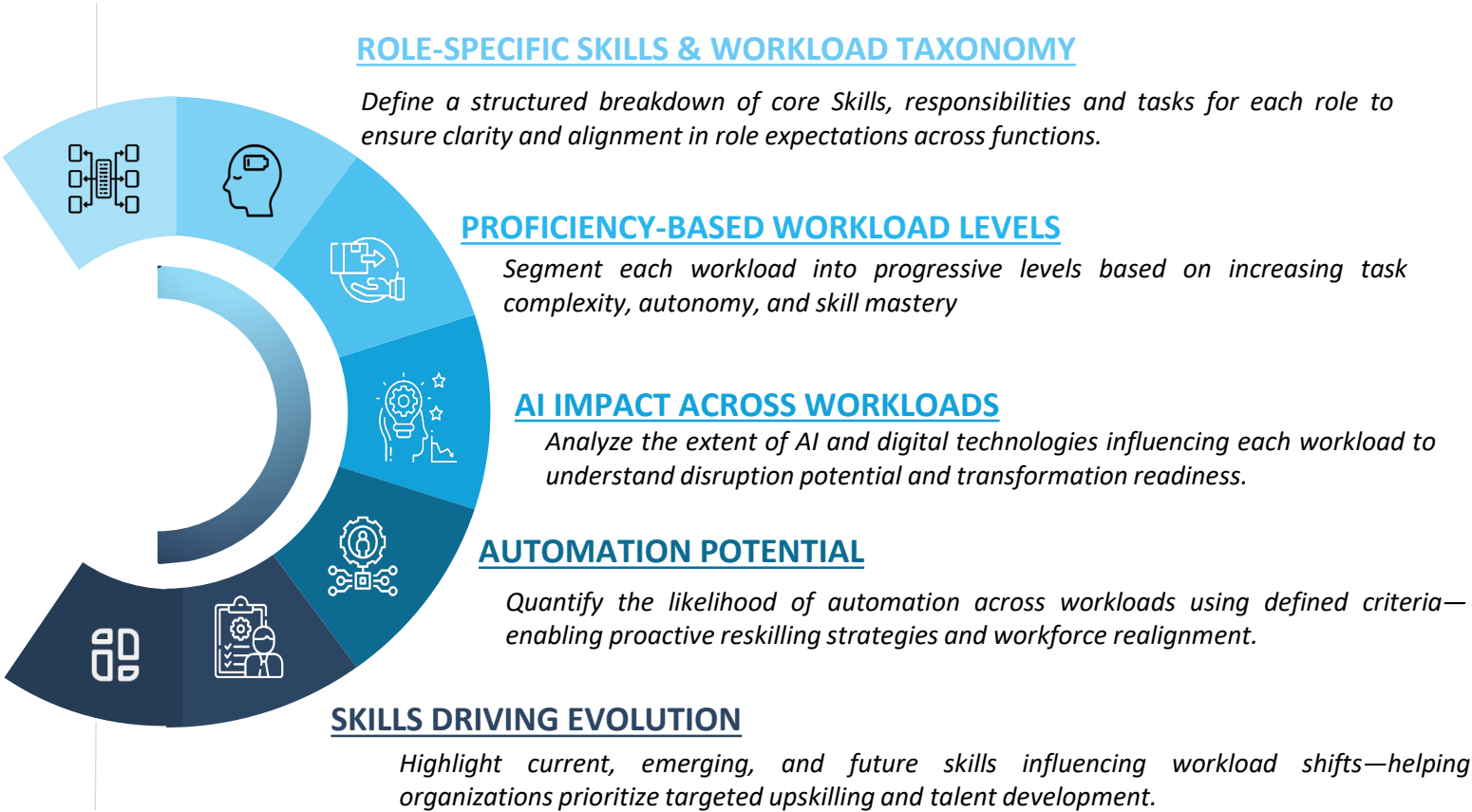
The objective of the document is to provide GMR Group with an overview of the proposed solution for empowering GMR employees with visibility into the Skill Taxonomy, Workload Levelling Framework and AI Impact across workloads

SEP 2025

DRAUP’S BLUEPRINT TO DEVELOPING A ROBUST SKILLS ARCHITECTURE AND WORKLOAD LEVELING FRAMEWORK

ROLE RATIONALIZATION

Rationalize GMR job titles against Draup’s relevant role taxonomy



SKILLS PROFICIENCY LEVELLING

Outlines the proficiency levels of key skills required across roles

Key Takeaways



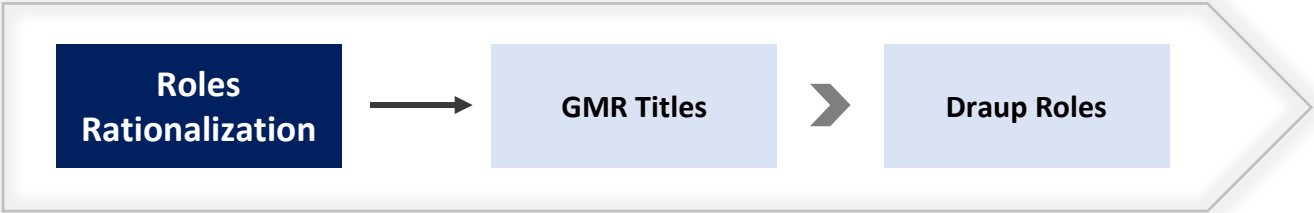
01 Workload leveling provides a structured framework to define task complexity, autonomy, and progression, ensuring consistent role expectations, streamlined talent assessments



02 Factoring AI and automation impact into workloads helps future-proof roles, identify disruption zones, and guide targeted reskilling efforts.



03 New-age skills—ranging from data fluency to tech-enabled service delivery—are increasingly reshaping workloads



At Draup, our unified structure methodology takes an iterative approach, recognizing that skills data is highly dynamic and can change within days or months. We understand that this data is never static. To address this, our process begins with a project implementation phase where we'll first map and rationalize GMR job titles against Draup's relevant role taxonomy—ensuring clarity, consistency, and relevance—before mapping associated skills, workloads, and other critical attributes.

Key Takeaways

- More than 3.5k GMR job descriptions were curated via Draup's JD Database over the period of last 3 years and various GMR titles across the JDs were further mapped to 211 Draup roles using Draup's Proprietary model.
- Draup can further analyze and optimize the existing GMR titles, with the expectation that the current set of over 1,000 GMR titles could be consolidated into approximately 600 standardized job roles.

Roles		Tech Stack	Soft Skills	Sample Job Titles
General Manager	Budgeting Vendor Ev +7	Microsoft Office 365 AutoCAD M +6	Planning Analytical Thinking +8	Associate General Manager
Human Resources Manager	Recruitment Payroll S +8	Microsoft Office 365 SAP SuccessFact	Analytical Thinkin	Associate General Manager •
Field Engineer	Procurement Autonomy +5		Analytical Thinkin	Associate General Manager - Master Planner •
Contract Manager			Analytical Thinkin	Associate General Manager - Services • General Manager
IT Manager	Management (SDM) +9	Microsoft Hyper-V OpenStack V +1	Strategic Thinking	• General Manager Operations •
People & Culture Manager	Recruitment Contract M +8	AutoCAD Microsoft Office 365	Analytical Thinkin	Associate General Manager - Commercial Leasing •
Business Development Manager	Recruitment Financial M +8	Microsoft Excel Microsoft PowerPoi +1	Analytical Thinkin	Associate General Manager Brand •
Finance Manager	Balance Sheet Analysis +8	GLS Microsoft Excel Microsoft Office	Analytical Thinkin	General Manager - Construction •
				General Manager - Post-Contracting

Sample of various similar GMR Job Titles rationalized and mapped to one Draup Title

Draup shifts the traditional narrative: By moving from a static, one-time build to a dynamic quarterly-refresh model, ensuring workforce insights stay current, actionable, and aligned with evolving market demands



Traditional Approach

Most providers deliver a one-time skills architecture build, leaving data static and quickly outdated as roles, technologies, and market demands evolve. This static approach leads to misaligned workforce strategies over time, increasing the risk of obsolete skill frameworks and ineffective talent planning.

Draup Approach

Draup provides a quarterly refresh cycle, updating skills, workloads, workload levels, automation potential, and other parameters in line with market and organizational changes. Each cycle provides a comprehensive change log, ensuring workforce strategies remain current, evidence-based, and future-ready.

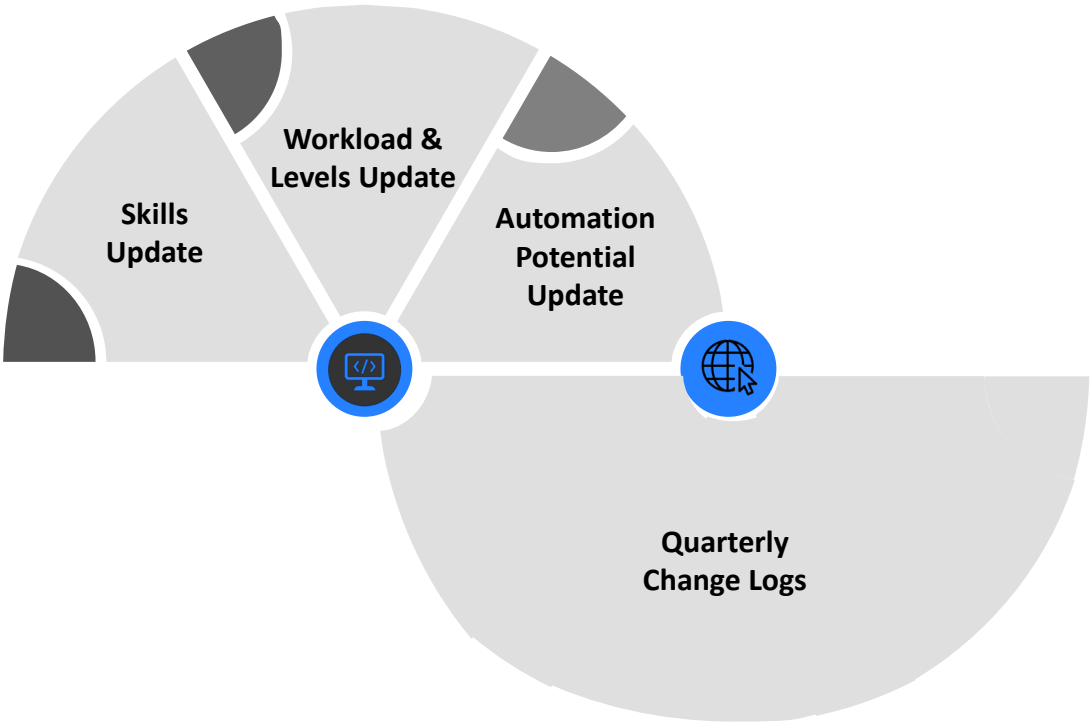
Current Interdependencies - Integrated Workloads

- Skills Update**

 - Refresh skill taxonomy with the latest industry, role, and technology trends.
 - Add/remove emerging skills and adjust definitions as needed.
- Workload & Levels Update**

 - Update tasks and complexity levels for each role based on new market data and internal changes.
 - Reflect evolving role expectations and automation adoption.
- Automation Potential Update**

 - Reassess % of tasks that can be automated per role.
 - Incorporate the impact of Gen AI, AI/ML, and emerging tech on automation feasibility.



- Quarterly Change Logs**
- Transparent record of changes:
- Added or removed skills
 - Adjusted workload levels
 - Updated automation percentages
 - New benchmarks or parameter changes
- Helps teams track evolution over time and align strategy accordingly

Draup's Job Role Mapping Methodology: Draup deploys a robust methodology behind mapping organization-specific roles to Draup Role Taxonomy which is designed to be industry standard and compatible with major global labor boards



Steps

Harvesting Funnel

Details

Step 1: *Harvesting Data from Official Sources*

Data Harvesting From

Company Career Portals

Research Study

Occupation Data

Draup's Profile Database

Organization-specific Job Architecture

Draup leverages a combination of official data sources such as BLS, company websites, job descriptions, and Organization-specific Job Architecture to gather data points for comprehensive workload-level analysis

Step 2: *Role Mapping*

Job Title to Job Role Mapping

Sentence transformer (GTE-small)

Job title embeddings

Similarity scoring with standardized roles

Job Description to Job Role Mapping

Semantic model (BGE-base-en-v1.5)

Contextual Matching

Entity Extraction (Workloads, Skills, etc.)

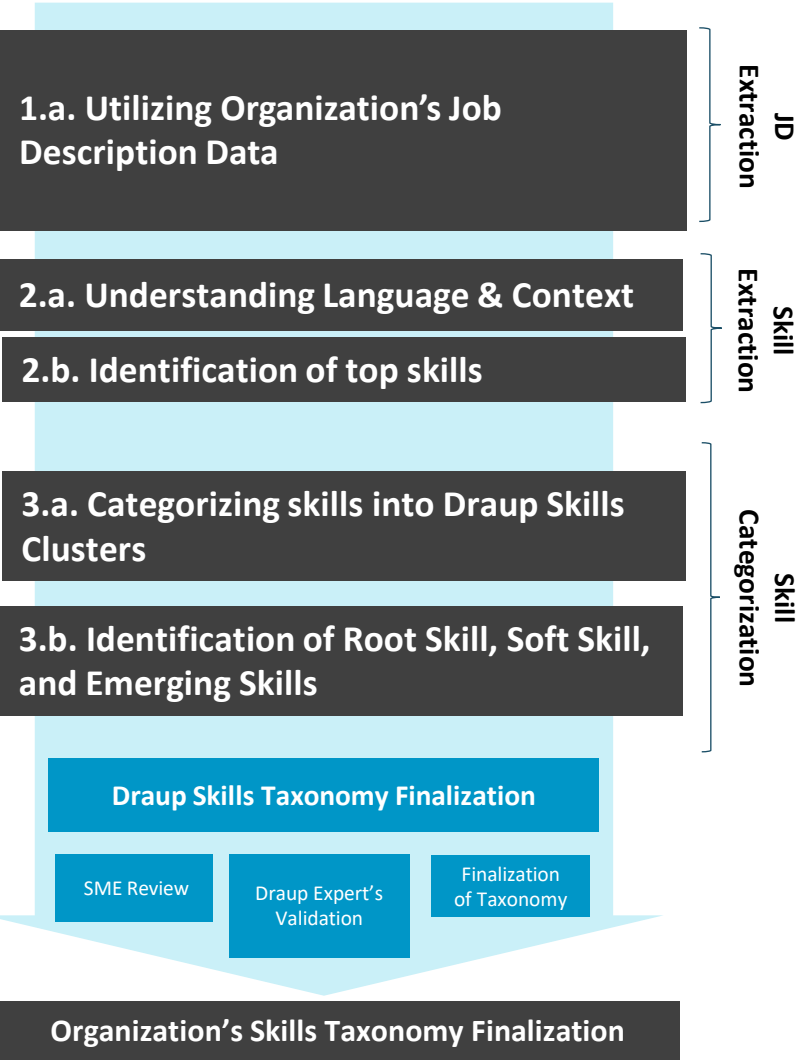
Standardized job titles and job descriptions are semantically mapped to Draup's job role taxonomy. Titles are converted into embeddings using GTE-small, while JDs are processed using BGE-base-en-v1.5 to extract key entities and contextual meaning. The system returns top-matched job roles with similarity and confidence scores.

Step 3: *Final Validation*

Manual Validation

Results are manually validated to refine and improve ML classification. Final role mappings are used to enable workload insights, skills analysis, and internal mobility planning.

Process Workflow



Draup Methodology for Skills Taxonomy Formulation

- 1. Organization's shared JD database with Draup for analysis:** Draup will leverage Job Descriptions that Draup curated in collaboration with Organization to identify Skill level insights for each Job Role.
- 2. Skills Aligning to Draup Skills Taxonomy:** Draup's extensive Skills Library, comprising 18,500+ skills, enables precise alignment of job descriptions with industry-specific competencies, ensuring a structured and data-driven skills taxonomy.
- 3. Extracting Skills from JDs:** Draup's ML models will study the JD and Draup's skill database will be leveraged to identify and extract skillsets required from each JD.
- 4. Identification of Root, and Soft Skills:** Draup's proprietary Named Entity Recognition (NER) Model extracts and standardizes skills from 850M+ job descriptions to identify Root & Soft Skills.
- 5. SME Review:** Organization's stakeholders conduct a critical review of identified skills to enhance accuracy and business relevance
- 6. Draup Experts Validations:** Draup's research team employs advanced big data models and human intelligence to validate and refine the skill taxonomy for strategic workforce planning.

Draup Data Assets

1.5 Million+ Enterprises	800 Million+ Profiles	850 Million+ JDs	195 Countries	18,500+ Skills
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Note: Draup's extensive profile corpus of 800 M professionals has been leveraged to extract skills
*Regional & Vernacular language data is translated

Methodology for Workload Levelling Framework: Draup employs a robust methodology utilizing ML models to identify key workloads for the given job role and then further breaks each workload into the progressive levels



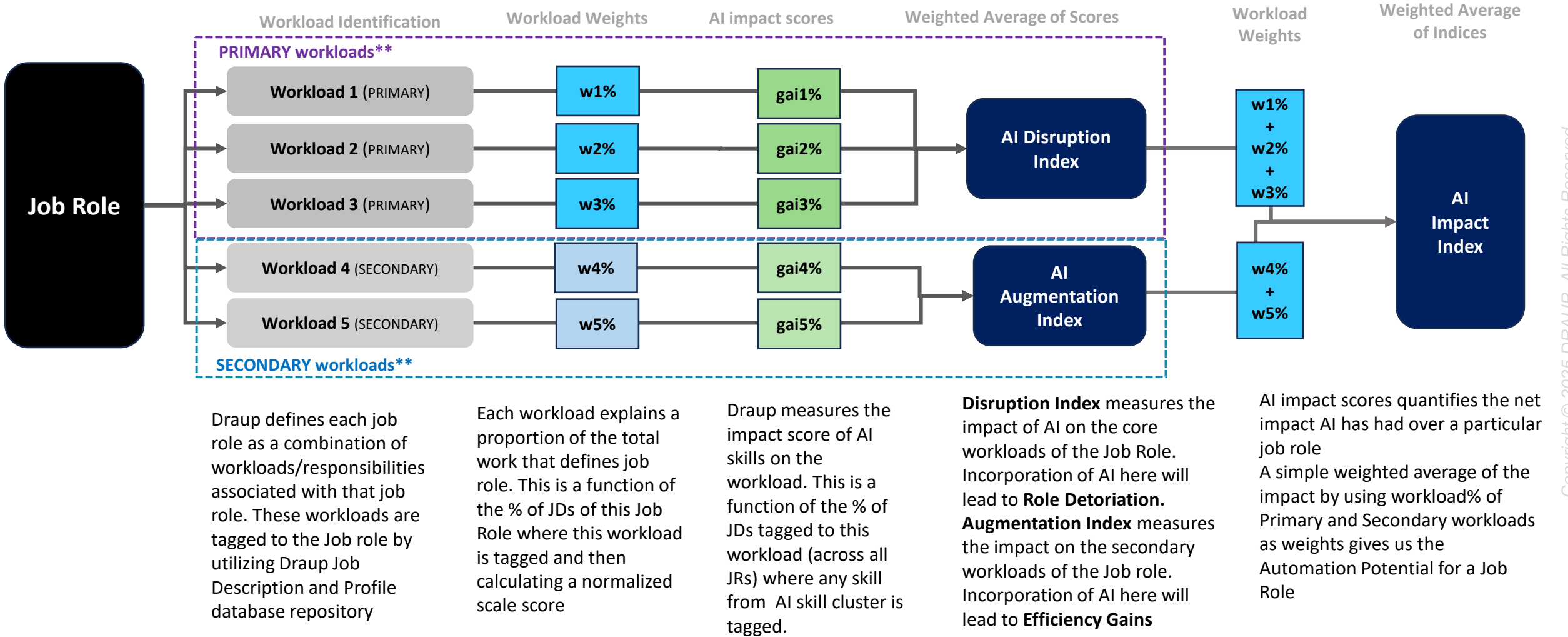
Workload Mapping: Draup deconstructs job descriptions into granular workloads and associated tasks through proprietary Machine Learning models

Workload Levelling Framework: Key workloads are defined/deconstructed for a role and breaks them into progressive levels. Each level reflects increasing task complexity, responsibility, and skill proficiency. The structure follows industry standards to support role clarity, performance management, and career progression.

Methodology: Draup identifies key workloads with a thorough examination of the role —to understand the primary functions and expectations aligned with industry benchmarks and organizational needs. Each workload is then articulated with a clear and concise description to ensure shared understanding. Draup analyzes **16Mn+ data points** from **8000+ data sources**. This data strengthens over **80 ML models** and over **12 Psychological models**. Draup also leveraged its database of **800M+ professionals, 1.5Mn+ peer companies, 18K+ skills, and 700Mn+ job descriptions** to analyze these datasets.

Workload levels are then defined based on a combination of skill mastery, scope of responsibility, and task complexity. Draup operationalizes skill proficiency by defining a structured proficiency level framework and leveraging multi-source data to infer actual skill levels. These levels are mapped to role-specific expectations using relevant artifacts, ranging from Basic to Advanced proficiency. These levels are structured to reflect how an organization defines competency progression of tasks in a workload in line with industry standards. By aligning each level to increasing responsibility and complexity, the framework ensures consistency in how tasks are assigned, evaluated, and developed across the workforce. Ultimately, it helps organizations build a resilient talent pipeline that is capable of evolving with business needs and technological change.

Methodology









Note: Draup tracks 850mn+ job openings across 1.5M+ organizations as a part of its JD corpus, which help in tracking trends in market demand across roles, skills and organizations

**The definition of Primary and Secondary workloads is dependent on the percentage of global JDs for the Job Role which mention a particular workload. If the % of JDs tagged to a workload are greater than 10% out of all JDs for that Job Role, then the workload is classified as a Primary workload. If the % of JDs tagged to a workload are between (0.5% to 10%), the workload is classified as a secondary workload

Skills Taxonomy – Terminal Head: Draup conducted an in-depth skills analysis of the GMR specific Terminal Head job role identifying essential root, core, emerging and soft skills; Real-Time Monitoring, Passenger Experience Analytics and Customer Feedback Analysis are some of the key emerging skills in this Job Role in GMR



Skills Type \ Role	Terminal Head					
Root Skills	Terminal Operations	Passenger Service System (PSS)	Aircraft Facility Management	Risk Mitigation	Civil Aviation Regulation	Queue Management
	Emergency Management	Vendor Evaluation	Service Level Agreements Management	Capacity Optimization	Stakeholder Management	Airport Management
	Safety Management System (SMS)	Regulatory Compliance Management	Immigration Coordination	Aviation Law	Strategic Planning	Operating Budgets
Core Skills	Flight Information Display System (FIDS)	Cost Control	Capital Expenditure (CAPEX)	Project Coordination	KPI Reporting	Training Needs Analysis (TNA)
	Baggage Claim Management	Operational Excellence Management	Customs Management	Capacity Forecasting	Continuous Improvement Strategies	Incident Handling
	Root Cause Analysis (RCA)	Customer Service Excellence	Transition Management	Recovery Management	Contract Administration	Standard Operating Procedure (SOP) Compliance
Emerging Skills	Real-Time Monitoring	Personalized Passenger Services	Customer Feedback Analysis	Intelligent Infrastructure	Passenger Experience Analytics	Terminal Efficiency Optimization
Soft Skills	Accountability	Collaboration	Change Management	Team Handling	Influencing	Decision Making
	Analytical Thinking	Problem Solving	Entrepreneurial Aptitude	Social Adaptation	Coaching	Innovation
Tech Stack	<div>     </div>					

Source: Draup leverages its database of 700 Million+ JDs, and 850 Million+ profiles to understand the skills required of 4,500+ Job roles.
Note: Skillsets/TechStack considered here are not exhaustive.


Draup’s Workload Leveling Framework: Draup conducts a detailed analysis of the Terminal Head role to identify core workloads, aligning them with industry standards and organizational priorities. Each workload is then structured into progressive levels based on task complexity, scope of responsibility, and depth of skill mastery



Role	Workload	Description	Levels			
			Level 1	Level 2	Level 3	Level 4
Terminal Head	Terminal Efficiency Planning	Direct day-to-day execution of terminal operations, ensuring service efficiency, infrastructure uptime, and rapid deployment of frontline resources.	Track basic KPIs on baggage handling, queue times, and facility uptime	Drive integrated command frameworks that align facility uptime with peak forecasting models	Manage real-time performance dashboards and act on service degradations	Lead turnaround plans for passenger facility performance across check-in, FIDS, baggage
	Operational Compliance Execution	Ensure end-to-end adherence to regulatory frameworks and infrastructure serviceability through rigorous SOP management and audit readiness.	Conduct basic infrastructure serviceability checks (e.g., elevators, counters)	Track queue KPIs and validate alignment with SOP guidelines	Manage multi-agency compliance with ICAO, ISO, OMDA audits	Drive SOP enhancements and implement a continuous compliance framework aligned with quality benchmarks, risk events, and terminal operations.
	Passenger Experience Excellence	Elevate passenger satisfaction by integrating complaint resolution systems, PRM services, and real-time feedback loops.	Log and escalate lost and found or PRM-related cases to designated units for swift resolution.	Ensure timely closure of complaints while sustaining consistent PRM service availability.	Analyze feedback trends through root cause analysis to drive targeted service improvements.	Embed ASQ/Skytrax benchmarks into operations and design predictive, AI-powered CX strategies.
	Emergency Response Preparedness	Govern emergency response protocols and ensure operational resilience through proactive drills, simulations, and multi-stakeholder alignment.	Execute standard emergency SOPs through routine drills and coordinated simulations.	Support evacuation protocols and oversee safety infrastructure inspections to ensure regulatory compliance.	Collaborate with airport agencies to align on AEP procedures and contingency scenario planning.	Develop terminal-wide risk mitigation frameworks with readiness plans for medical, technical, and weather emergencies.
	Stakeholder Governance and Cost Optimization	Align vendor performance, government liaisons, and commercial services with service SLAs and annual operating plan goals.	Track and evaluate SLA performance of vendors including trolley, buggy, and service contracts.	Facilitate AFC resolutions and provide cost justifications for AOP variances.	Conduct vendor audits, drive SLA renegotiations, and ensure compliance through regular reviews.	Lead budget variance analysis while integrating stakeholder governance with terminal-wide cost control and transformation initiatives.

Source: Research conducted by Draup, articles mined across different sources such as historical Job Opening Data, Annual Reports, Industry Publications, and a multitude of surveys
Note: Draup’s proprietary models leverage 700 Million+ JDs from the last 3 years to identify key workloads associated with each of the job roles analyzed. Listed Workloads are not exhaustive



Workload Automation Potential: Draup applies a structured approach to evaluate how Terminal Head workloads are impacted by automation, digitization, and emerging technologies. High automation potential indicates greater transformation opportunity, while lower scores reflect operational stability. Key enablers of this shift include skills like AI-based Capacity Planning, Automated Fault Detection, and Passenger Sentiment Analysis.



Job Role	Workload	Automation Potential Index (%)	Key Factors driving automation	Key Skills Driving the change
Terminal Head	Terminal Efficiency Planning	65%	Predictive analytics used for real-time passenger throughput forecasting and capacity alignment	Predictive Passenger Volume Forecasting; Digital Twin Simulation; Real-Time Queue Analytics; AI-Based Scenario Simulation Planning
			Digital twin models simulate terminal layouts and operational stress under future growth scenarios	
			Flow & queue analytics track passenger dwell time and missed flight risks to optimize real-time throughput and gate assignment	
			Virtual simulation tools evaluate multi-scenario growth impacts across airside and terminal capacity planning decisions	
	Operational Compliance Execution	50%	AI-driven monitoring systems track service availability (e.g., FIDS, escalators, baggage belts) and generate proactive alerts	Automated Fault Detection; Intelligent Maintenance Alerts; IoT-Based Predictive Maintenance Analytics; AI-Powered Compliance Intelligence
			Computer vision tools detect non-functional infrastructure and trigger intelligent fault notifications	
			IoT-powered analytics monitor terminal-wide asset health to reduce downtime and drive predictive maintenance actions	
			APOC-based situational awareness enables proactive deviation management through centralized compliance data streams	
	Passenger Experience Governance	65%	AI sentiment analysis on feedback identifies root causes and service degradation patterns	Passenger Sentiment Intelligence; Dynamic ASQ Optimization; AI-Based Crowd Flow Management; Passenger Experience Analytics
			Real-time dashboards track ASQ-linked service levels and dynamically optimize queue lengths and PRM flow	
			Intelligent crowd management systems use real-time passenger flow analytics to reduce congestion and enhance comfort	
			Passenger experience analytics identify special needs zones and support inclusivity through high-visibility service mapping	
	Emergency Response Preparedness	60%	AI-enabled simulation tools run virtual drills and emergency scenarios for SOP validation and training	Emergency Scenario Simulation via AI; Real-Time Passenger Disruption Detection; Behaviour Analytics; AI-Driven Incident Pattern Recognition
			Real-time AI monitors detect abnormal movement surges to trigger early response actions	
			Behavior analytics engines detect suspicious patterns and feed early alerts into APOC for coordinated action	
			Incident trend recognition through ML highlights areas for SOP upgrades	
	Stakeholder Governance and Cost Optimization	60%	AI models optimize vendor SLAs based on historical delays, service performance, and cost-to-impact outcomes	SLA Performance Analytics; AI-Based Budget Reallocation Analytics; Prescriptive Cost Efficiency Analytics; Intelligent Resource Allocation Modeling
			Smart dashboards drive reallocation of budgets based on live throughput data, disruptions, and PRM demand shifts	
			Prescriptive analytics modules in APOC surface underperforming cost centers and suggest intelligent interventions	
			Unified stakeholder systems clear bottlenecks and plan resource needs	

Skills Proficiency Levelling: Draup conducted a comprehensive proficiency levelling across various skills required for the Terminal Head role; Skills such as Terminal Operations, Emergency Management, Risk Management, Decision Making etc, were some of the key skills that required Level 4 Proficiency



Job Family	Role	Skill	Skill type	Proficiency level (scale 1 to 4)
 Terminal Operations	 Terminal Head	Terminal Operations	Root Skill	4
		Passenger Service System (PSS)	Root Skill	3
		Aircraft Facility Management	Root Skill	3
		Risk Mitigation	Root Skill	4
		Civil Aviation Regulation	Root Skill	4
		Queue Management	Root Skill	4
		Emergency Management	Root Skill	4
		Vendor Evaluation	Root Skill	3
		Project Coordination	Core Skill	3
		KPI Reporting	Core Skill	3
		Training Needs Analysis (TNA)	Core Skill	3
		Baggage Claim Management	Core Skill	4
		Operational Excellence Management	Core Skill	4
		Customs Management	Core Skill	3
		Customer Feedback Analysis	Core Skill	4
		Continuous Improvement Strategies	Core Skill	4
		Business Development	Core Skill	2
		Root Cause Analysis (RCA)	Core Skill	4
		Real-Time Monitoring	Emerging Skill	4
		Personalized Passenger Services	Emerging Skill	3
		Capacity Forecasting	Emerging Skill	4
		Intelligent Infrastructure	Emerging Skill	3
		Decision Making	Soft Skill	4
		Analytical Thinking	Soft Skill	4
		Problem Solving	Soft Skill	4
		Entrepreneurial Aptitude	Soft Skill	3
		Social Adaptation	Soft Skill	3
		Freshdesk	Tech Stack	2
		Cytric Travel & Expense	Tech Stack	1

Note: Skillsets/TechStack considered here are not exhaustive.

Leader in Smart Building and Energy Solutions

Objective:

The objective was to strengthen workforce strategy for blue-collar roles by enhancing operational efficiency and internal talent mobility. To achieve this, the company needed to address key challenges—establishing a standardized competency framework across diverse job levels, optimizing workload distribution to eliminate skill gaps, and improving internal mobility mechanisms to reduce dependence on external hiring.

Draup's Solution:

Draup delivered a targeted workforce intelligence solution centered on building a robust job leveling framework for blue-collar roles. A competency-based structure was developed to define clear job levels and career pathways, enhancing visibility and growth opportunities. Peer benchmarking and complexity modeling enabled alignment with industry standards and optimized role design. Together, these insights supported equitable talent mobility and improved workforce planning. The solution was delivered through a focused, strategic consulting engagement.

Impact:

Draup's solution enabled the organization to implement a standardized job leveling framework for blue-collar roles, ensuring clarity in career paths and workload frameworks.

Global Leader in Aerospace, Defense, and Security Innovation

Objective:

The objective was to strengthen the workforce strategy for technician and STXM engineer roles by mapping current and future skills, defining career pathways, and reducing external hiring through reskilling. The company aimed to address skill gaps and establish a sustainable talent pipeline by recruiting from universities and trade schools.

Draup's Solution:

Draup delivered a workforce intelligence framework to map skills and career paths for technician and STXM engineer roles. Analysis of the existing skill base identified core competencies like systems engineering and advanced manufacturing, while highlighting gaps in areas such as AI integration and aerospace cybersecurity. A future-focused skills roadmap addressed emerging needs in autonomous systems and green propulsion. Draup designed tailored reskilling programs, collaborated with universities to attract engineering talent, establishing clear career progression paths. Peer benchmarking ensured industry alignment, while strategic consulting provided actionable insights for workforce planning.

Impact:

Draup's solution enabled a standardized skills framework and career pathways, upskilling 200+ employees and reducing external hiring costs by 15%, ensuring a future-ready talent pipeline.

Draup delivers
Contextualized, Comprehensive & Real-time **Actionable insights for Customers**



Multi-Dimensional Data Assets

20 million data points from 70,000+ data sources

Global Workforce Data

850 Mn+
Professional Profiles

750 Mn+
Job Description

150Mn+
Salary Data Points

18.5K+
Skills

Global Labor Boards

100+ Labor Boards such as BLS, ABS, ONS

10+ International Organizations such as
ILO, OECD, UN, ISCO, WHO, IMF

Firmographics

1 Mn+
Firmographics Data

33 / 215
Verticals / Sub-verticals

22 / 240

Business Functions/Workloads

Technographics

56K
Technology Products

Market Signals

450K+/day
News Articles/Press
Releases



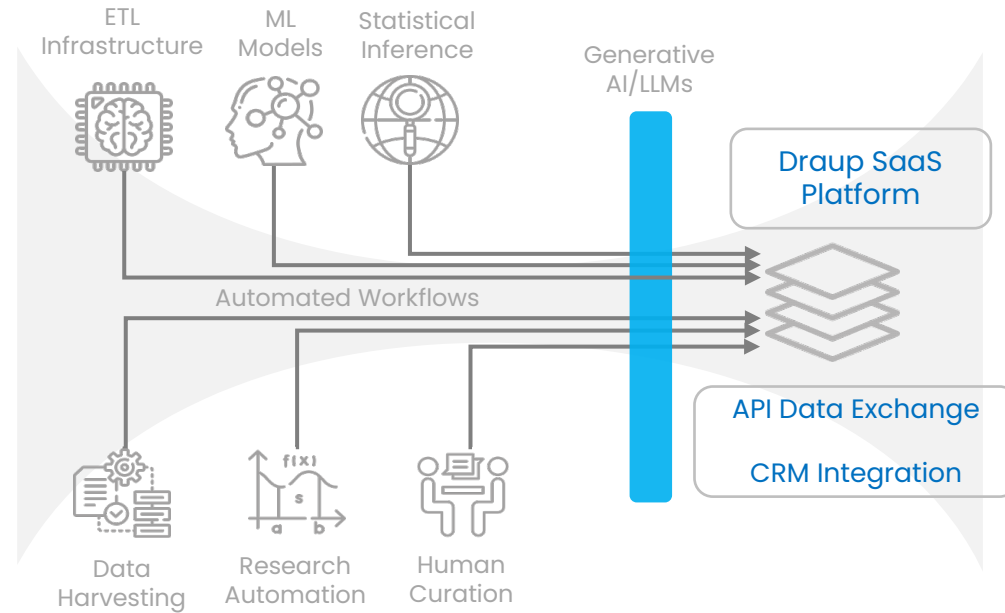
Draup Technology & Cognition Engine

State-of-art cloud architecture & advanced AI & ML



Transformational Value

Delivered through preferred channels



Draup goes beyond other point data providers in market

- Bring together diverse data assets, providing real-time actionable insights
- Built on a foundation of advanced AI & ML capabilities

Strategic Workforce Planning

Talent Acquisition Strategies

Job Role and Skills Architecture

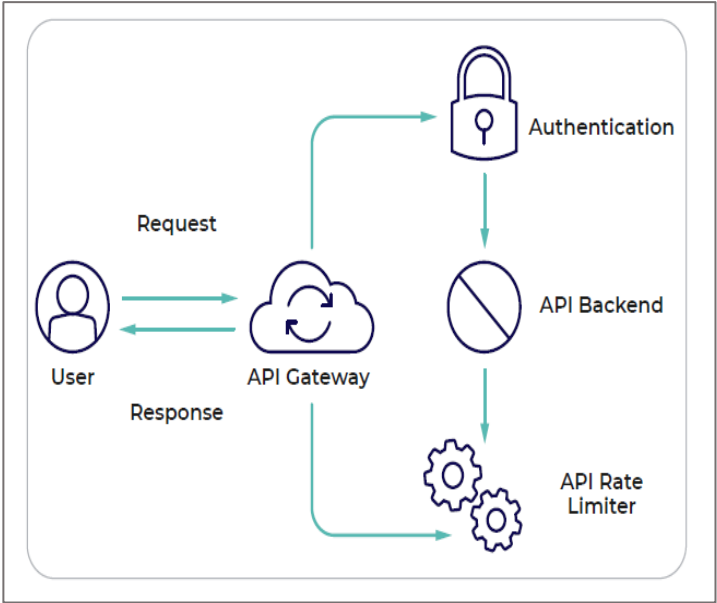
Peer Benchmarking

and many more.....

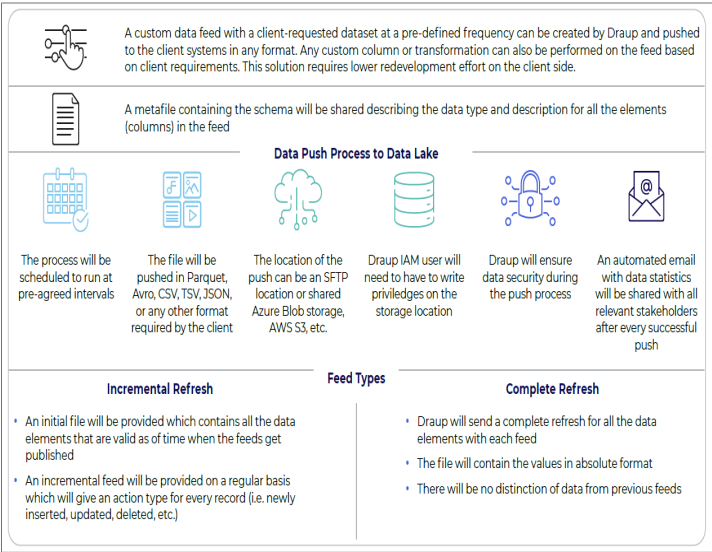
Data Exchange Models: Draup can deliver its intelligence via APIs or Custom Data Feeds or Draup SaaS platform



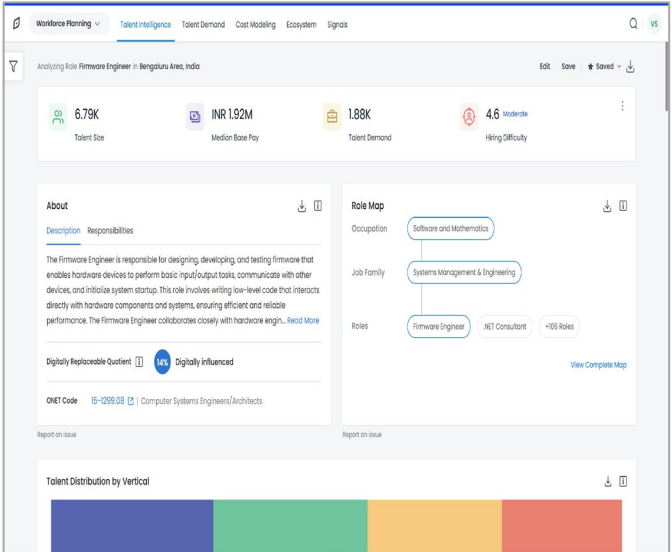
I **API Integration**
with HR systems of record,



II **Custom Data Feed/Exchange**



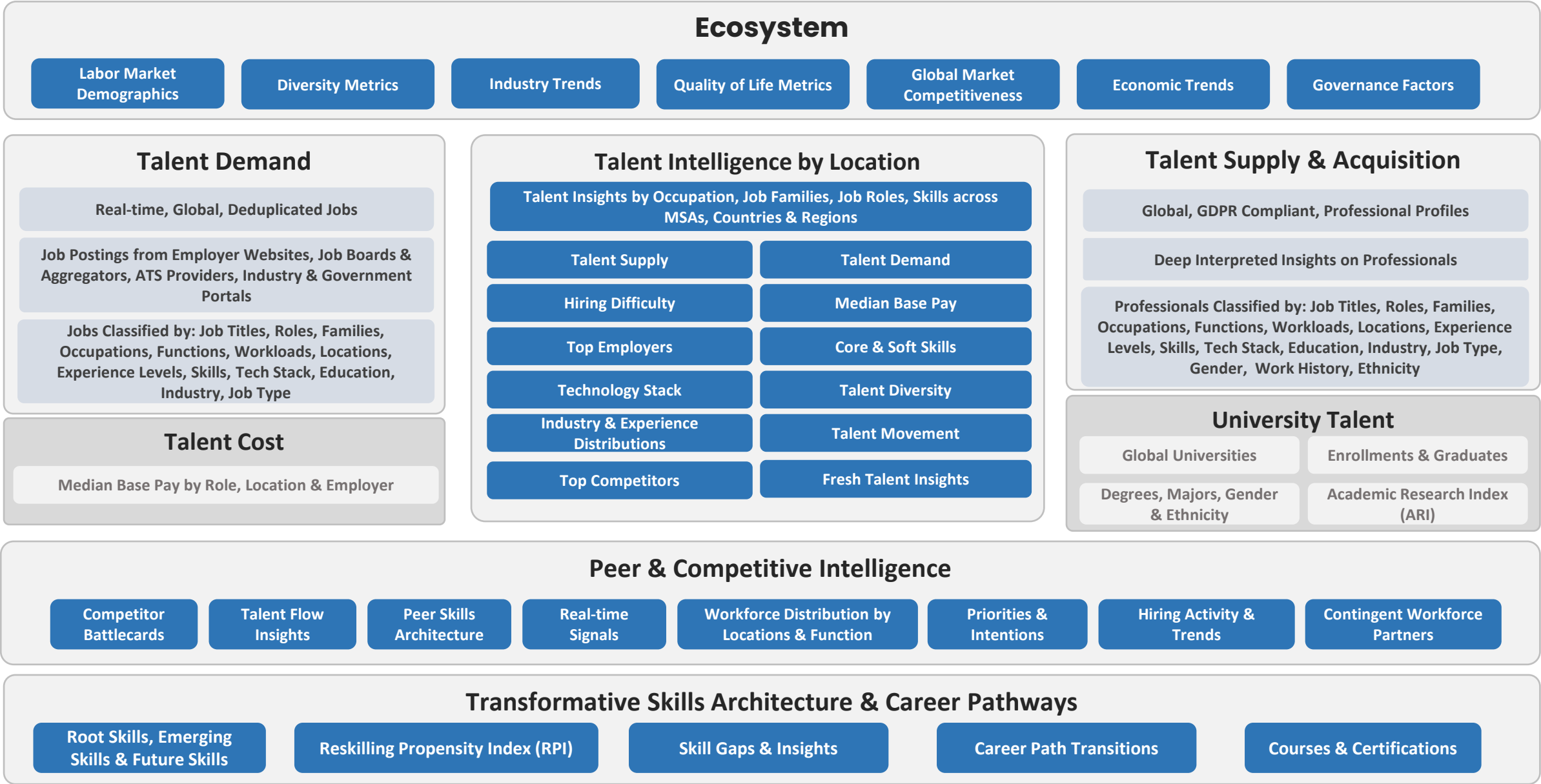
III **Draup AI-SaaS Platform**



➤ Ideal for customers who need real-time insights to power their existing workflows & systems.

- Direct data feed integration Enterprise data lake for more robust use-cases
- Custom data feeds are typically used when specific timing and formats are required for operations.

➤ Use Case driven real-time Insights & Workflows enabled for HR practitioners through Draup.com.





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Language Capability & Translation Services

We translate about 100 languages including all the major languages and provide the insights in ‘English’ on our platform. Our Internal Translation Engine combines a prominent OpenSource Translator with Google Translate and can translate all major languages worldwide.