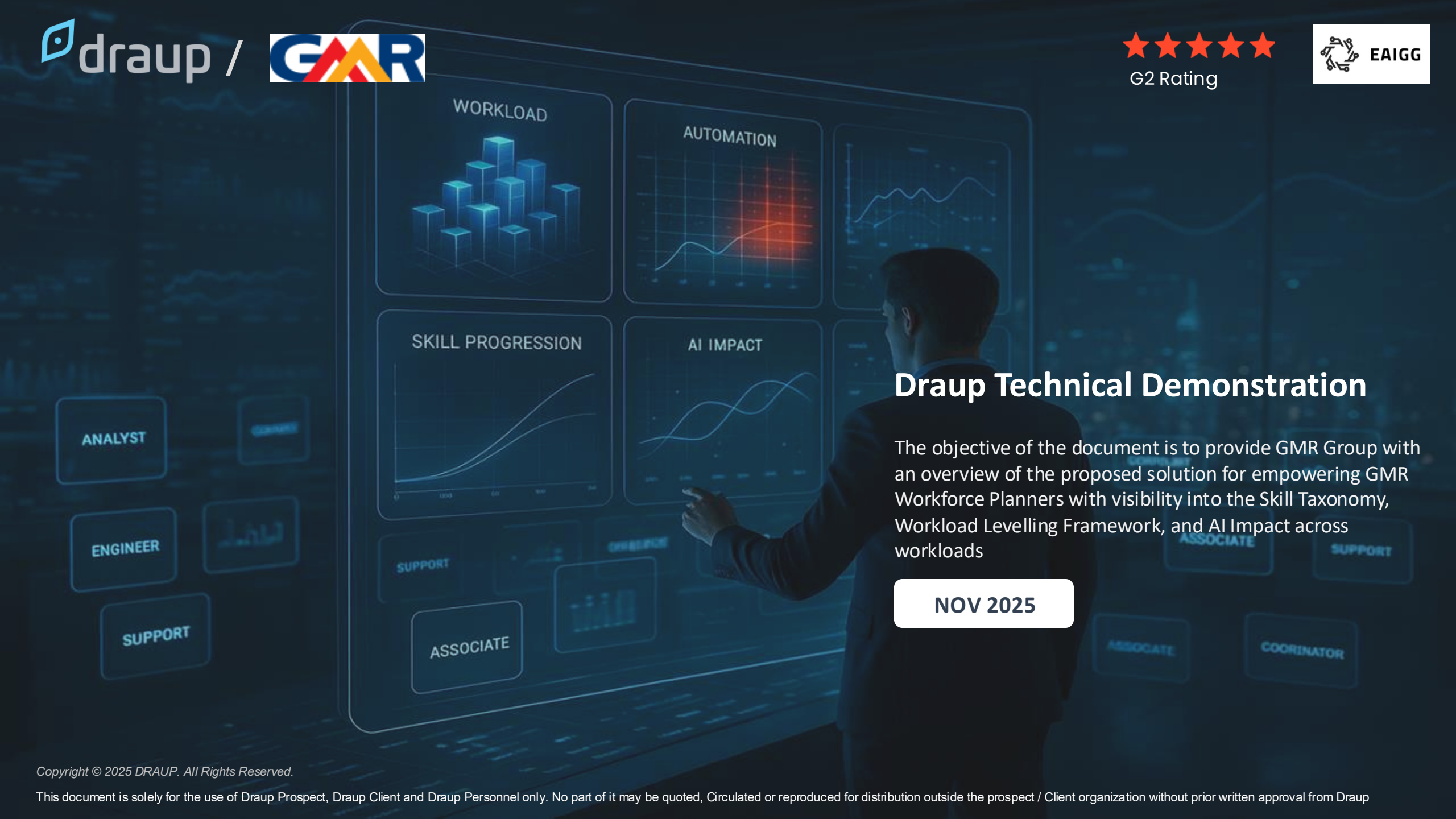
draup /

G2 Rating

EAIGG



Draup Technical Demonstration

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

NOV 2025

Draup for Talent is an AI-driven platform for Strategic Workforce Planning, Talent Acquisition, and Skills Architecture, helping enterprises align today's workforce with future business needs.

260+
Enterprise Customers

Texas Based
U.S. incorporated company

200+
Software Engineers, Data Scientists, Math, AI/ML experts, Researchers

2017
Founded by Vijay & Vamsee (Zinnov, Talent Neuron, Draup)

Draup for Talent
Leverages 18 Million datasets from 8,000 sources

SaaS Platform
Data Exchange
API integration

Series A Funded

Draup provides contextualized and actionable insights leveraging its Generative AI models and ML algorithms, which run over 20+ million data points about companies, decision makers & industry, harvested from over 75,000 data sources

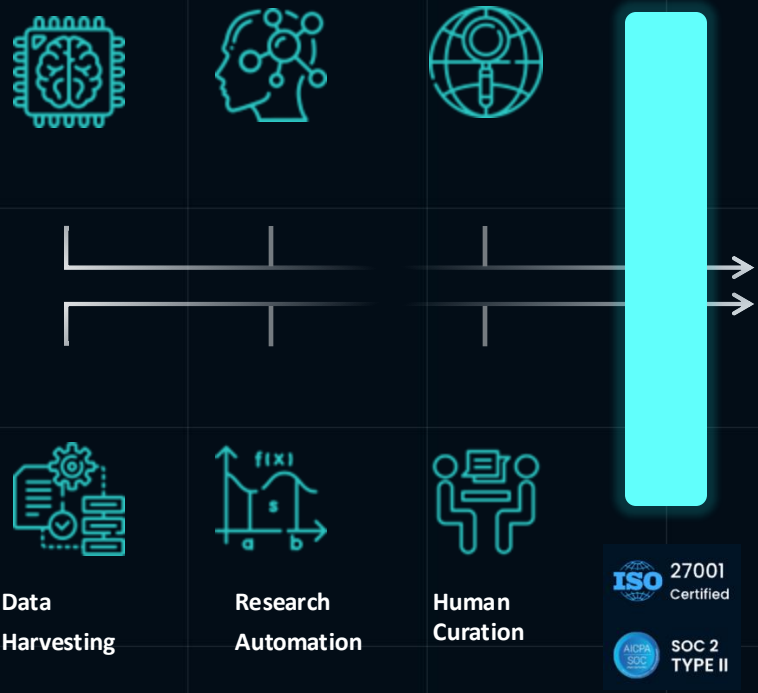
Draup Data Assets

16 million data points from over 8000+ data sources

- 1.5M+ Firmographics Data
- 850M Professional Profiles
- 1 Billion + Job Descriptions
- 55,000 Universities
- 450K/day Market Signals
- 500K Courses
- 33/213 Verticals /Sub-verticals
- 22/2000 Business Functions / Workloads
- 300K+ Skills

Draup Technology & Cognition Engine

Identify early-career talent based on degrees, majors, and geographic clusters.



Actionable Insights

delivered through preferred consumption channels

Workforce Planning

- Understand Talent Supply, Demand & Cost globally
- Location Analysis
- Peer Company Analysis
- Peer Benchmarking

Talent Acquisition

- Hire diverse and skilled workforce with data-backed insights
- Comprehensive Skills Framework: Search by role or skill

Skills Architecture

- Skills Framework
- Talent Architecture
- Competency & Reskilling Analysis

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Workforce Planning

Anticipate evolving workforce trends & build strategic workforce plan for future

Peer Intelligence

Real-time benchmarking and analysis of your peers' talent strategy

Recruitment

Recruit a diverse, skilled workforce faster with data-driven insights

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Empowering Your Talent Journey

Reskilling

Unlock savings, empower your workforce, & future-proof your business

University Hiring

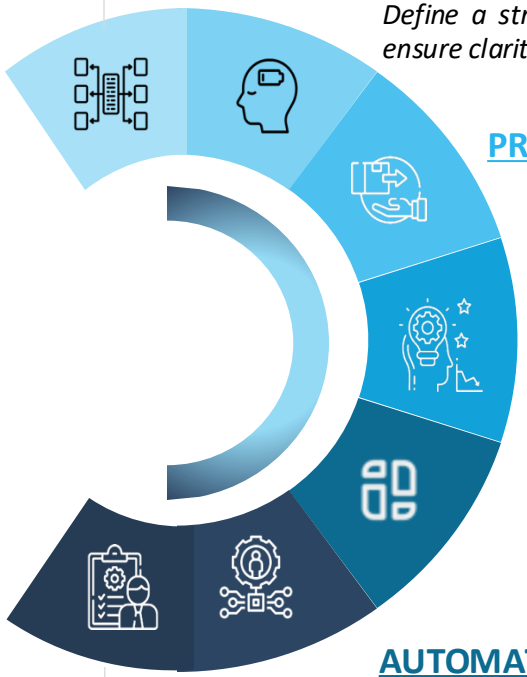
Build your campus hiring & research partnership initiatives across the globe

Draup's Blueprint: Traditional workload structures often fail to reflect evolving task complexity, AI integration, and automation trends—establishing a role-specific, workload leveling framework helps organizations stay agile, plan better, and prepare for the future

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



ROLE-SPECIFIC SKILLS & WORKLOAD TAXONOMY

Define a structured breakdown of core Skills, responsibilities and tasks for each role to ensure clarity and alignment in role expectations across functions.

PROFICIENCY-BASED WORKLOAD LEVELS

Segment each workload into progressive levels based on increasing task complexity, autonomy, and skill mastery

AI IMPACT ACROSS WORKLOADS

Analyze the extent of AI and digital technologies influencing each workload to understand disruption potential and transformation readiness.

SKILLS PROFICIENCY LEVELLING

Outlines the proficiency levels of key skills required across roles

AUTOMATION POTENTIAL

Quantify the likelihood of automation across workloads using defined criteria—enabling proactive reskilling strategies and workforce realignment.

SKILLS DRIVING EVOLUTION

Highlight Key Skills influencing workload shifts—helping organizations prioritize targeted upskilling and talent development.

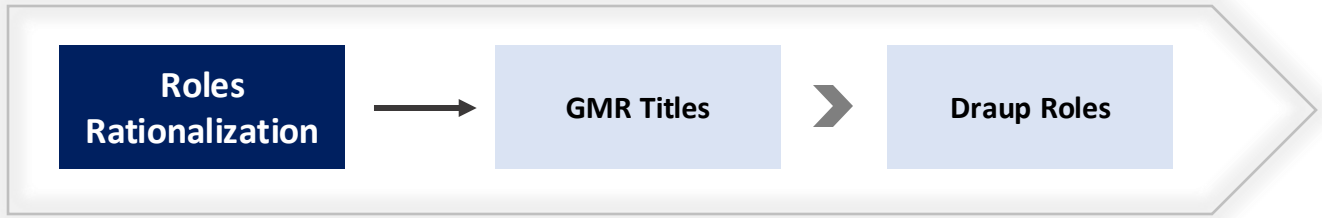
Key Takeaways

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***

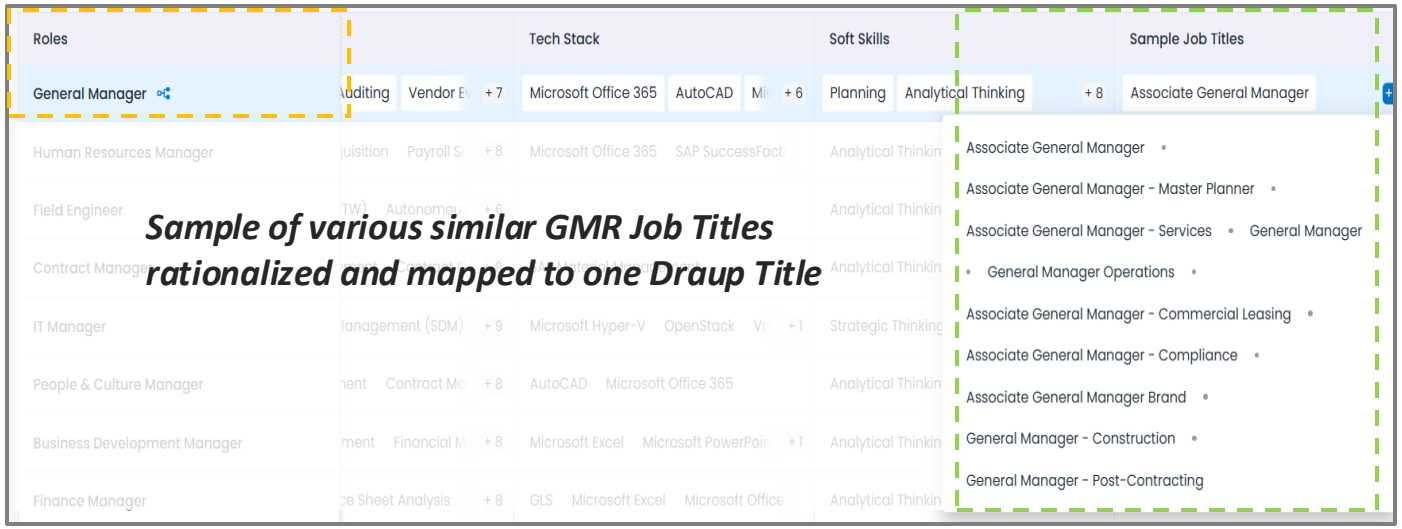
Role Rationalization: Draup will rationalize GMR-specific Titles to Draup Role Taxonomy which is designed to be industry standard and compatible with major global labor boards



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 standardized number of job roles.



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 providess 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

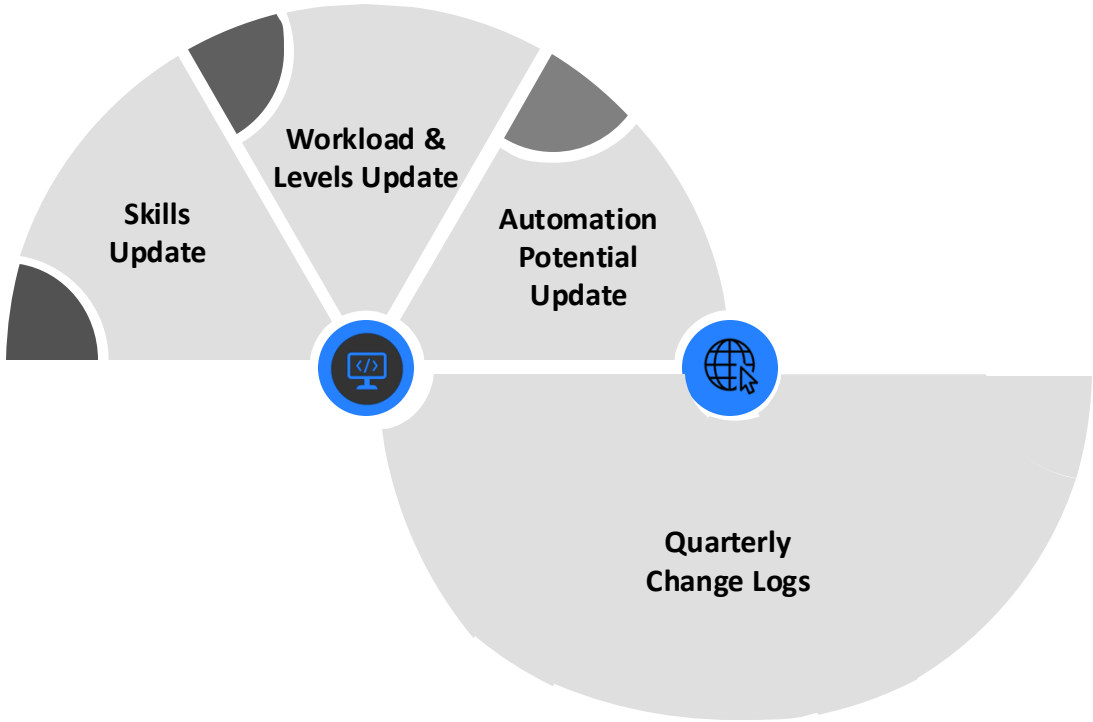
- Refresh skill taxonomy with the latest industry, role, and technology trends.
- Add/remove emerging skills and adjust definitions as needed.

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:

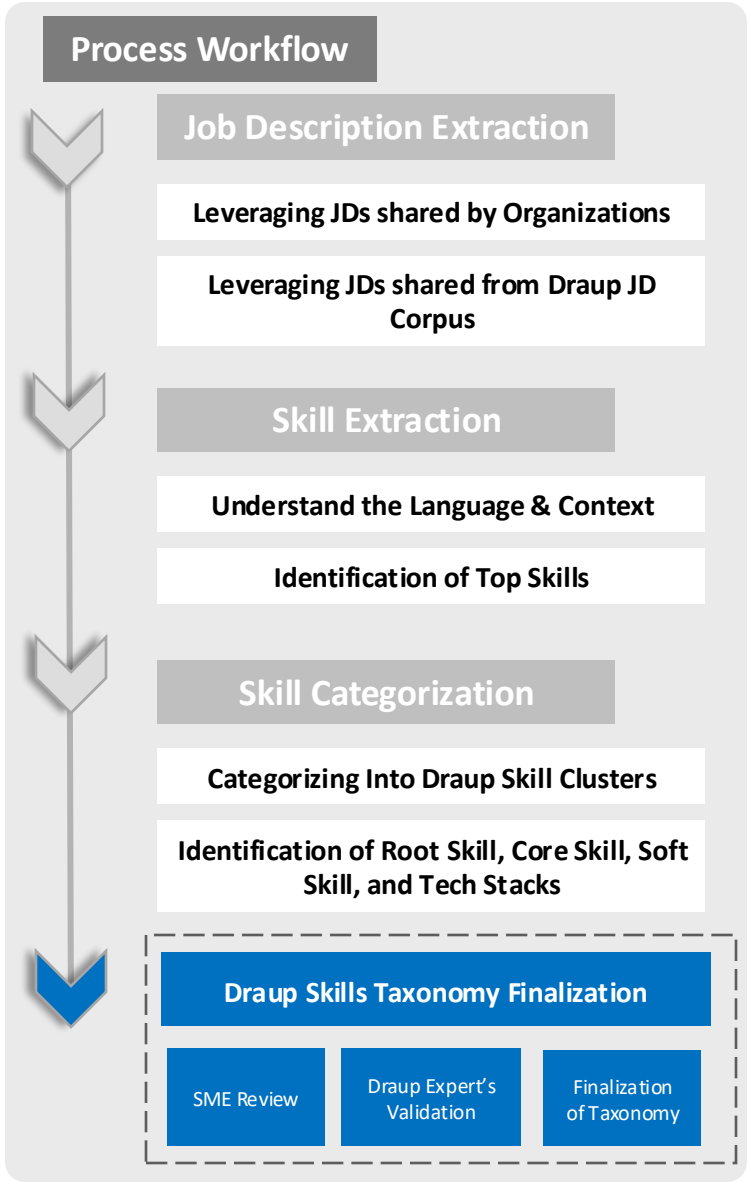
- Added or removed skills
- Adjusted workload levels
- Updated automation percentages
- New benchmarks or parameter changes

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.

Methodology for Skills Taxonomy Development: Draup employs a robust methodology utilizing ML models to identify the top skills at Organization & integrate various insights at a Role and Skill Level



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 the Organization to identify Skill level insights for each Job Role.
2. **Skills Aligning to Draup Skills Taxonomy:** Draup's extensive Skills Library, comprising 20,000+ 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, Core, and Soft Skills:** Draup's proprietary Named Entity Recognition (NER) Model extracts and standardizes skills from 850M+ job descriptions to identify Root, Core & Soft Skills.
5. **SME Review**: The Organization's stakeholders conduct a critical review of identified skills to enhance accuracy and business relevance
6. **Expert Validations**: Draup's research team will partner with Organization's experts to validate and refine the skill taxonomy, ensuring accuracy, business alignment, and relevance for strategic workforce planning.

Draup Data Assets

1.5 Million+ Enterprises	800 Million+ Profiles	850 Million+ JDs	195 Countries	20,000+ Skills

Note: Draup's extensive profile corpus of 800 M professionals has been leveraged to extract skills

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

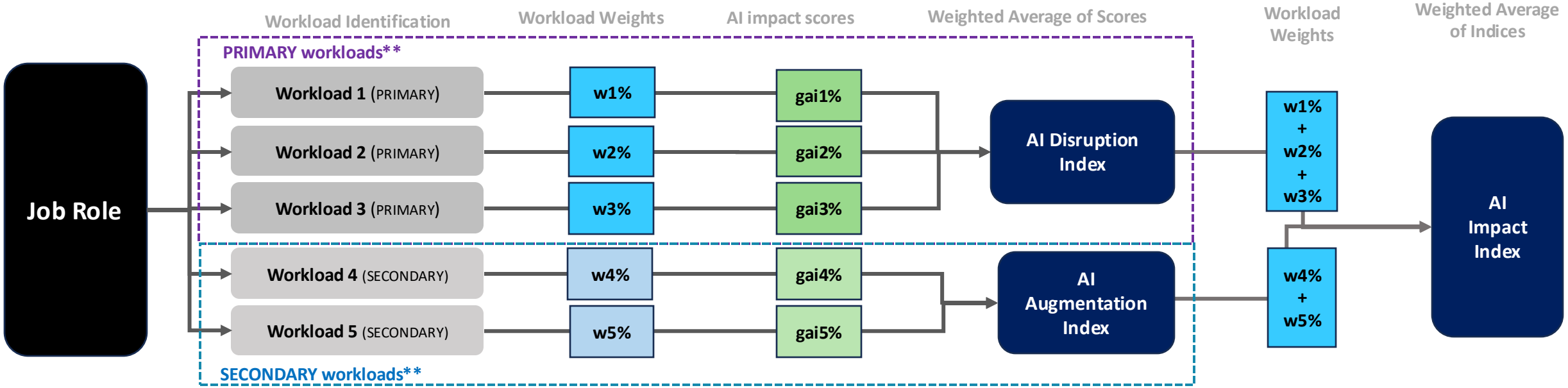
Workload Levelling Framework: Key workloads are defined/deconstructed for a role and breaks them into progressive levels. Each level reflects increasing task complexity, responsibility, and skill proficiency. The structure follows industry standards to support role clarity, performance management, and 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, 20K+ 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.

AI Impact Index– An index to measure the impact of AI on each Job Role to understand the evolution journey of Job Roles across the ecosystem

Methodology



Draup defines each job role as a combination of workloads/responsibilities associated with that job role. These workloads are tagged to the Job role by utilizing Draup Job Description and Profile database repository

Each workload explains a proportion of the total work that defines job role. This is a function of the % of JDs of this Job Role where this workload is tagged and then calculating a normalized scale score

Draup measures the impact score of AI skills on the workload. This is a function of the % of JDs tagged to this workload (across all JRs) where any skill from AI skill cluster is tagged.

Disruption Index measures the impact of AI on the core workloads of the Job Role. Incorporation of AI here will lead to **Role Deterioration.**
Augmentation Index measures the impact on the secondary workloads of the Job role. Incorporation of AI here will lead to **Efficiency Gains**

AI impact scores quantifies the net impact AI has had over a particular job role
A simple weighted average of the impact by using workload% of Primary and Secondary workloads as weights gives us the Automation Potential for a Job Role

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	digiyatra	amadeus	AllGoVision see. sense. secure	XOVIS	legatrix compliances solution	freshdesk

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.

Task Complexity Low → High

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	

Source: Draup leverages its database of 850 Million+ JDs, and 800 Million+ profiles to understand the existing workloads. For the transformed workloads with GAI and GAI Tools & Libraries, data has been collected from publicly available sources such as Government portals, news articles, and recent reports on the Global Market. The list of New Age Gen-AI skills is non-exhaustive

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.

Governance and Change Management

Overview

Ensures that GMR's Skills Architecture remains **accurate, transparent, and well-governed** through quarterly updates, structured review, and secure data management.

- Detailed log showing updates (e.g., *new skills added, reclassified skills, AI impact score changes*).
- Enables **transparency** and **easy internal review**

Quarterly Refresh & Change Log

Governance Committee

- Includes HR, Business, and IT representatives
- Reviews and approves changes; discusses relevance or interpretation of updates
- Ensures updates align with GMR's evolving needs

- Each dataset tagged with **version number & release date.**
- Allows **rollback** if needed and provides **audit trail** of evolution.
- Supports tracking of trends (e.g., growth in AI-related skills)

Version Control & Traceability

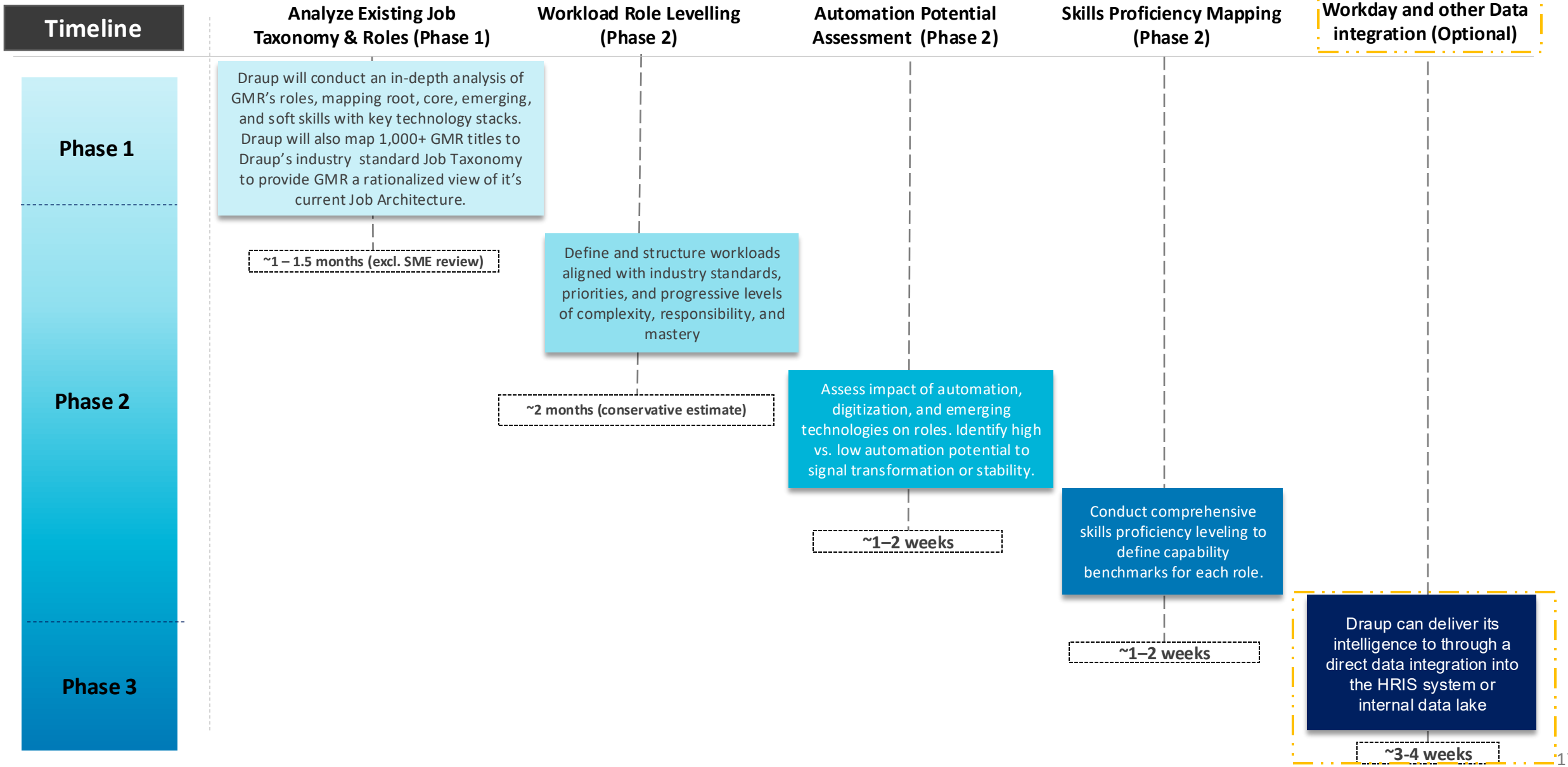
Secure Data Exchange & Validation

- Automated **validation checks** with every data transfer
- **Email confirmations** ensure successful delivery
- Draup monitors pipeline and resolves issues proactively

Outcome

GMR gains a **trusted, well-managed Skills Architecture**—transparent in change, governed through collaboration, version-controlled for traceability, and secured by automated data validation.

Implementation Timeline



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.

Use-cases

Draup intelligence impacts user workflows across the HR-lifecycle serving 260 global customers

Strategic workforce planning

Align talent strategy with robust talent market intelligence

Track Talent Metrics

Monitor trends in talent demand, size across roles and skills to forecast hiring needs.

Analyze Market Compensation

Evaluate median base pay to optimize compensation strategies.

Monitor DEI Trends

Measure your organization's DEI performance relative to industry standards.

Location Selection for Expansion

Pinpoint location hotspots to enhance low cost and high availability talent markets

Talent acquisition

Identify & attract “right” talent effectively

Identify High-Potential Talent

Locate top candidates across industries by leveraging data on skills and experience.

Enhance Candidate Matching

Leverage power of AI & integrated taxonomies for precise candidate-job alignment and talent acquisition.

Forecast Skills Availability

Anticipate skill gaps by analyzing workforce trends and regional talent supply.

Peer benchmarking

Compare & optimize talent strategies against competitors

Benchmark Workforce Metrics

Benchmark against Peer Value Propositions, Talent Flow & Workforce Distribution & Job Architecture

Assess Hiring Competition

Understand competitors' hiring practices to tailor recruitment strategies effectively.

Monitor Peer Business & Hiring Strategies

Track peers business priorities, new ventures, partnerships & hiring trends

Use-cases

Draup intelligence impacts user workflows across the HR-lifecycle serving 260 global customers

University Hiring

Build a future ready workforce with campus insight

Find Fresh Talent

Identify early-career talent based on degrees, majors, and geographic clusters.

Org-Academia Partnerships

Build partnerships with universities to enhance your early-career hiring strategies.

Track Fresh Talent Hotspots

Locate universities with high potential for recruiting early talent.

Predictive skills architecture

define skills strategy for rapidly evolving trends

Optimize Build vs. Buy Decisions

Analyze the cost-benefit of developing internal talent vs. external hiring.

Close Skills Gaps

Implement targeted reskilling initiatives to address evolving business needs.

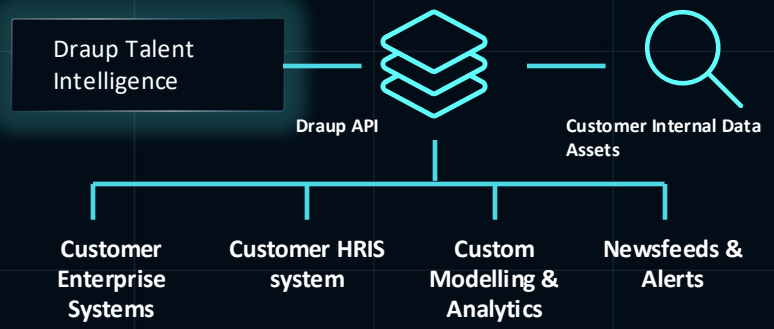
Reduce Talent Acquisition Costs

Lower recruitment expenses by investing in workforce development and transformation programs.

Data Integration: Draup can deliver its intelligence to Customers through a direct data integration into the HRIS system or internal data lake or by access to the Draup application through the systems

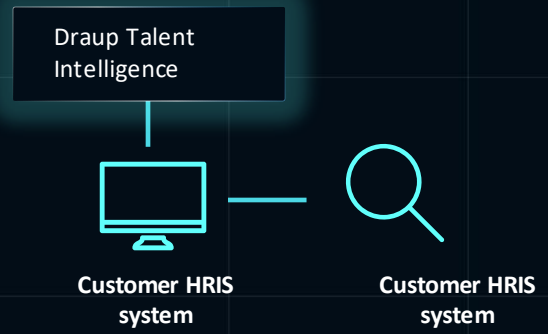
1. API Integration

Integrate Draup data into HRIS Customer Data Warehouse



- Gain flexibility to integrate data from Draup with other third-party sources and internal data assets in the Customer data lake without any third-party dependency
- Capability to integrate data into multiple use cases, including data integration into HRIS, Internal Enterprise systems, custom dashboards, analytics and modeling of data for internal projects, news feeds and alerts, etc.
- Ability to customize datasets and taxonomies suited to the needs and workflows of the end users

Integrate Draup data directly to HRIS system



- Empower workforce planning teams with comprehensive insights by integrating internal data with the external intelligence from Draup
- Seamless integration without disrupting the workflow of the talent teams
- Ability to integrate with internal data assets through the HRIS system
- Ability to customize datasets and taxonomies suited to the needs and workflows of the end users

2. HRIS Integration

Draup App access through Snowflake/Workday/Databricks Integration

- Unified Talent team experience with Draup integration into HRIS
- Integrate rich intelligence into HRIS directly from the Draup App
- Integration and customization support as per requirements

3. ATS Integration

Connect Draup with your Greenhouse ATS, empowering you to effortlessly move candidate information from Draup and transform it into detailed candidate profiles within Greenhouse. These profiles encompass insights such as professional and educational backgrounds.

Draup is compatible with Workday, SuccessFactors & will be compatible with other major HRIS Systems in a few months

draup

Draup Integrations Ecosystem

Effortlessly Connected, Everywhere You Work

ATS Integrations

Skills-Aligned, Business-Ready Hiring with ATS Integrations

Plug Draup into your ATS for instant access to skill, mobility, and market intelligence, right where recruiters work.

Supported Platforms

icims · UKG · Bullhorn · LEVER · workable · freshteam · greenhouse · recruitee · breezy

HRIS & HCM Integrations

Market Aligned Workforce Planning, inside Your HR Stack

Bring real-time labor insights into your HR workflows to align talent strategy with market reality.

Supported Platforms

gusto · ADP · SAP · PAYCHEX · ZOHO · Personio · dayforce · Namely · Paycor · HiBob · TriNet · RIPPLING · zenefits · deel. · workday. · bambooHR

Marketplace Integrations

Draup Listed & Ready for Enterprise Deployment

Seamlessly integrate Draup data with your enterprise data stack, no manual work required.

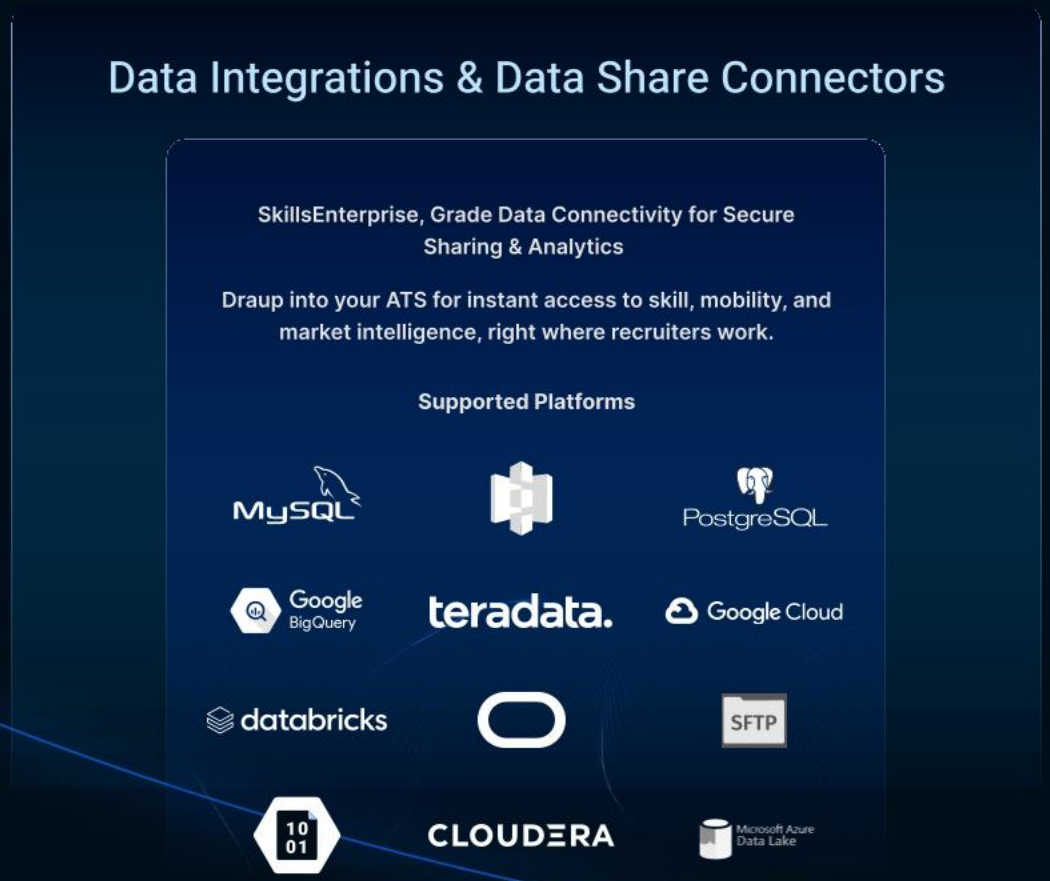
Supported Platforms

snowflake · databricks

draup

Draup Integrations Ecosystem

Effortlessly Connected, Everywhere You Work



Unified Intelligence Access

Draup works wherever your teams work.

With 25+ ATS, HRIS, HCM, and marketplace integrations, plus enterprise data connectors, Draup delivers workforce and talent intelligence directly into your everyday tools.

Draup x Workday: Transforming Workforce Data to Decisions

Align data with global taxonomy

Augment data with labor insights

Apply predictive models for insights

1	2	3	4	5
Limited Workforce Insights	Data Normalization	Market Enrichment	AI Analytics	AI-Driven Workforce Planning

Align data with global taxonomy

Actionable insights within Workday

HOUSTON I BANGALORE

www.draup.com I info@draup.com

Draup Data Coverage & Data Availability: Draup analyses 16 Mn+ data points from over 8000+ data sources. This data strengthens over 80 Machine Learning models and over 12 Psychology models

800M+	**2700+**	**20K+**	**2500+**	**850M+**	**100+**
Professionals	Roles	Skills	Locations	Job Descriptions	Languages

52K+	**175K+**	**1M+**	**33**
Universities	University Professors	Peer Group Companies	Industries

4M+	**125K+**	**1000+**	**100+**
Career Paths	Courses	Custom Talent Reports	Labor Statistics Databases

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.

Multi-Dimensional Intelligence

Draup's Talent Intelligence is most Comprehensive and Global

Ecosystem

- Labor Market Demographics
- Diversity Metrics
- Industry Trends
- Quality of Life Metrics
- Global Market Competitiveness
- Economic Trends
- Governance Factors

Talent Demand

- Real-time, Global, Deduplicated Jobs
- Job Postings from Employer Websites, Job Boards & Aggregators, ATS Providers, Industry & Government Portals
- Jobs Classified by: Job Titles, Roles, Families, Occupations, Functions, Workloads, Locations, Experience Levels, Skills, Tech Stack, Education, Industry, Job Type

Talent Cost

- Median Base Pay by Role, Location & Employer

Talent Intelligence by Location

- Talent Insights by Occupation, Job Families, Job Roles, Skills across MSAs, Countries & Regions
- Talent Supply
- Talent Demand
- Hiring Difficulty
- Median Base Pay
- Top Employers
- Core & Soft Skills
- Technology Stack
- Talent Diversity
- Industry & Experience Distributions
- Talent Movement
- Top Competitors
- Fresh Talent Insights

Talent Supply & Acquisition

- Global, GDPR Compliant, Professional Profiles
- Deep Interpreted Insights on Professionals
- Professionals Classified by: Job Titles, Roles, Families, Occupations, Functions, Workloads, Locations, Experience Levels, Skills, Tech Stack, Education, Industry, Job Type, Gender, Work History, Ethnicity

University Talent

- Global Universities
- Enrollments & Graduates
- Degrees, Majors, Gender & Ethnicity
- Academic Research Index (ARI)

Peer & Competitive Intelligence

- Competitor Battlecards
- Talent Flow Insights
- Peer Skills Architecture
- Real-time Signals
- Workforce Distribution by Locations & Function
- Priorities & Intentions
- Hiring Activity & Trends
- Contingent Workforce Partners

Transformative Skills Architecture & Career Pathways

- Root Skills, Emerging Skills & Future Skills
- Reskilling Propensity Index (RPI)
- Skill Gaps & Insights
- Career Path Transitions
- Courses & Certifications