



Beeple

How Beeple helps users report easily on their HR data

Business Profile

Beeple is an online staff management tool. It completely takes over the HR processes related to flexible workforces: recruitment, planning and communication for students, freelancers, part-timers and/or volunteers.

Beeple aims to be the true 'all-in-one' platform for personnel management on the market. To build a truly feature-complete platform, they decided to partner with Cumul.io for in-app reporting."



Industry:

- HR SaaS

Solutions:

- Whitelabel dashboard editor, embedded dashboards in Beeple

Company size:

- 28 employees

1. Challenge

Beeple's mission is to help their clients manage their staff easily and transparently. That also means their clients need good reports to get a birds-eye view on their staff. Before the integration with Cumul.io, Beeple users could select & export the data from the platform and perform their own analysis. However, the need to replace this with a more robust and visual reporting engine grew, as clients were repeatedly asking for visual charts and graphs.

Reporting has always been crucial to our customers. We saw that clients have always heavily used the functionality to export data from our platform to a CSV. However, it asks a lot of time and effort to manually analyze these exports. Thanks to the integration with Cumul.io, clients can now view or create a ready-made report in just a few clicks.

- Karel Rabaut, CEO at Beeple

As a result, they started looking for solutions to offer customized dashboards to clients, right within their own SaaS platform. Today, Cumul.io has been Beeple's visualization partner for over a year, powering all reporting and analytics within the Beeple platform.

2. The process

Adding dashboards to the platform was the logical next step for Beeple. The question was rather: how to add it to the platform? "Will we develop it ourselves, or will we integrate an existing technology for this?" For a tech company, the 'build or buy' decision is not always easy. For Beeple, however, the benefits of an integration (versus in-house development) were clear from the start:

At Beeple, we want to focus 100% on our specialty, which is personnel planning and communication. This is our expertise, where we can create the biggest value for our customers. We want to focus on being 'best-of-breed', which is why we needed a reliable partner for analytics. With Cumul.io's expertise in embedded analytics, we immediately saw the value of their integration.

- Karel Rabaut, CEO at Beeple

What followed was a smooth implementation phase where they connected the Cumul.io dashboards to their internal tech stack. To get the data from the Beeple platform into the dashboards, they connected their own database to Cumul.io.

Depending on the needs & budget, there are 3 ways their users can make use of the dashboards:

- Make use of the standard dashboards, configured by Beeple
- Let Beeple create a custom dashboard for your specific use case
- Create dashboards yourself via a whitelabel version of the Cumul.io dashboard editor

For Beeple, this is not only a great way to keep up with customer demands. In addition, they also generate revenue off their analytics investment. They charge clients a fixed fee, depending on which reporting features the customer wants to use. Customers can either choose for a view-only package (€25/month) or to create dashboards themselves (€300/month). As a result, their investment in Cumul.io already proved its ROI within the first year.

3. The result

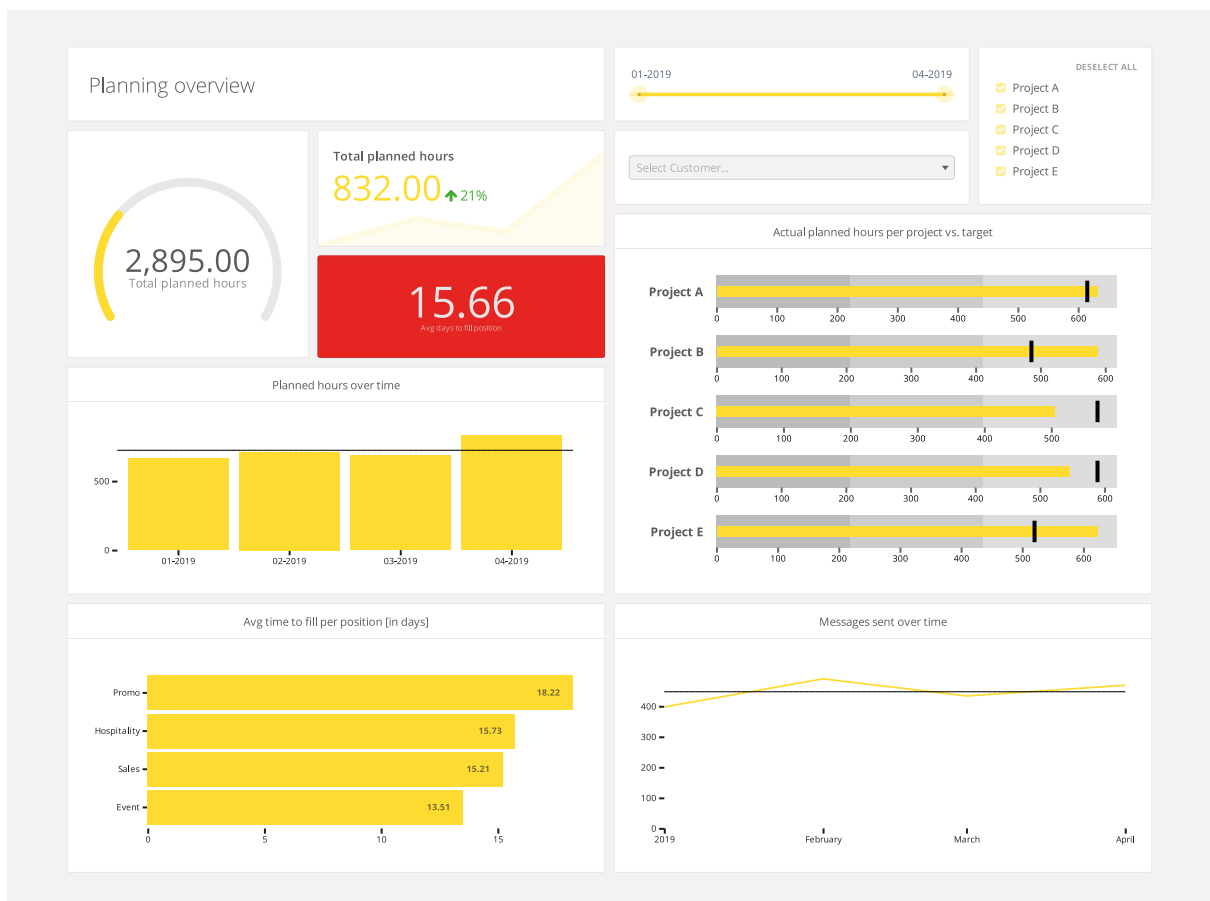
Having a visual reporting module as part of your application has many benefits. The main advantage though, for both Beeple and its users, is the user-friendliness:

As a brand, we promise our clients to be the most easy, user-friendly solution for people planning. From that angle, Cumul.io is the best possible extension to our platform. With Cumul.io, we have an extra asset to perfect our user experience.

The standard dashboards contain the basic, yet crucial KPIs for any HR manager involved in staff management. For example:

- Total hours worked per customer
- Total hours worked per project
- Average time to fill a position
- Average time to fill all positions for 1 day/project/customer
- Number of messages sent to fill a position

Have a look at the dashboard below to get an idea of what their client dashboards look like.



Their clients can now analyze their HR data in the most easy & user-friendly way. Both for internal and external reporting, this helps them save countless hours of time wasted on manual reports.