

REVISED PIPL, INC. Application Summary & Analysis

Project Overview

Pipl is a data company whose suite of products are used to match real people to email addresses, phone numbers and social media usernames. Business clients from around the globe use Pipl for identity verification, compliance, fraud prevention, and sales intelligence.

Clients include Microsoft, Twitter, IBM, Experian, Groupon, BBC, eBay, Equifax, Nasdaq, Huffington Post, and many more. According to Hoovers they had \$1.45M in annual sales last year and have an excellent credit rating.

- Pipl came to Post Falls after acquiring Data.com and had originally planned to move operations to Washington;
- The WDTF application is to hire and train 250 new positions on Integration & Service of People Data Services, utilizing Structured on the Job Training (SOJT);
- Based on wage information their weighted average hourly wage is \$26.92/hour. This is \$8.50/hour above the average wage for North Idaho;
- Excluding executive level positions, the weighted average hourly wage is \$25.59/ hour;
- The company provides 100% medical benefits paid, including their family members;
- Total annual employee benefits costs total \$20.8 million.
- We estimate an \$34.8 million economic impact based on the number of employee and investments.

Training Needs

All new hires will be trained in Israel by Pipl's R&D Internal Trainers in the following areas:

- 'Software as a Service' and 'Data as a Service' (**SaaS, DaaS**). They will learn advanced computer and data analysis skills that will help them guide customers through any data evaluation process.
- **Regulations** pertaining to people data and privacy required in the People Data industry such as The Fair Credit Reporting Act (FCRA), US-EU Privacy Shield, General Data Protection Regulation (GDPR), Gramm-Leach-Bliley Act (GLBA) and Health Insurance Portability and Accountability Act (HIPAA).
- **Privacy Shield** functions through Pipl's internal certification process by which U.S companies agree to adhere to the Principles, including Notice, Choice, Security, Data Integrity and Purpose Limitation, Access, Accountability for Onward Transfers, and Recourse, Enforcement Liability and more. Required by FTC guidelines, all employees must participate in specific training and pass related tests in order for the company to be certified

REVISED WDTF analysis tool summary outcome

Based on wages, type of jobs, anticipated Internal Structured OJT, and testing required by FTC guidelines/Privacy Shield, this project scored \$2,500/ participant for a total of \$625,000.

RECOMMENDATION: Approve \$625,000 solely for training (exclude travel) 250 new hires contingent upon a detailed SOJT curriculum for each training cohort be provided with tests.

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ADDITIONAL BACKGROUND INFORMATION:

Pipl offers a basic version of their product for free, online. This is how they attract new customers. When an interested company wants to subscribe to the service and receive more in depth data for their organization, the Specialists must first determine whether the company is legally allowed access to private information. Once vetted, the Specialists guide their customers through any data evaluation process.

Positions to be hired & trained:

EXECUTIVE MANAGEMENT

VP of Products Sales	2	\$120.29
SVP Business Development	1	\$84.13
Director of Sales Enablement	1	\$76.92
SVP Data Intelligence Solutions	1	\$57.69
Exec. Mgmt. Weighted Average Wage:	5	\$91.86

NON- EXECUTIVE WORKFORCE

Director of Customer Engagement	3	\$43.27
Data Integration Research Specialist	23	\$31.25
Business Development Director	4	\$31.25
Talent Acquisition Specialist	4	\$26.45
Business Product Integration Specialist	50	\$26.40
Technical Customer Education Specialist	160	\$24.05
Operation Manager	1	\$22.60
Weighted Average Wage:	245	\$25.59

In the October 2012, IDOL WDTF: An Assessment, “by sector, the highest average wage increase for training fund participants was 7.5 percent in Information.” (page 4) Based on the same performance measures and skills gained in Information by WDTF trainees established an 89.6% Job Retention. (page 7) “Workers in information services and financial services experienced the highest annual average wage increases during the two years after training. More than 1,900 workers were trained in those sectors, and their annual percentage pay raises two years after training averaged in the double digits.” (page 6)

Governor Otter visited Pipl in November and met Matthew Hertz, CEO and founder of Pipl.

The Coeur d’Alene Economic Development Corporation (CDAEDC, formerly Jobs Plus) Board of Directors fully supports Pipl. Matt Hertz, has already connected Gynii Gilliam, President of CDAEDC, with Cybersecurity companies in Israel that are interested in moving their companies to the U.S.