Diversity & Inclusion Technology: The Rise of a Transformative Market

Research Findings

What is D&I technology?

Enterprise software that provides insights or alters processes or practices, at the individual or organizational level, in support of organizations’ efforts to become more diverse and inclusive.

The D&I technology market is young, growing, and large

- 60% 0-4 years old
- 40% Growing faster than 100% YOY revenue
- 105 D&I tech vendors
- $100M Estimated market size

D&I tech vendors focus on three areas:

- 43% Unconscious bias
- 33% Lack of D&I analytics or insights
- 30% Inadequately diverse talent pipelines
- 22% Culture not adequately inclusive
- 13% Companies not adequately diverse
- 11% Lack of employee knowledge / insight

Who is developing D&I technologies?

- 33% “D&I Focus” vendors: only help organizations address their D&I challenges
- 30% “D&I Feature” vendors: offer features or functionalities that cater specifically to D&I needs
- 37% “D&I Friendly” vendors: do not address D&I as their primary focus, but they could positively impact D&I

There are four categories of D&I technologies targeted at candidates or employees:

- **Talent Acquisition** (43% of all solutions)
  - 53% Candidate selection
  - 47% Candidate sourcing

- **Advancement / Development** (19% of all solutions)
  - 29% Learning and development
  - 29% Mentorship & career management
  - 16% Performance management
  - 10% HIPO selection

- **Engagement / Retention** (12% of all solutions)
  - 58% Employee experience
  - 32% Employee voice
  - 11% Employee communications

- **Analytics** (26% of all solutions)
  - 64% D&I analysis and monitoring
  - 19% Pay equity analysis
  - 10% Employee resource groups
  - 7% D&I business case

Learn more about this research and access our interactive tool here:

www.redthreadresearch.com