



A Step Above the Rest:

Key Findings from the 2016 Best Workplaces in Technology

The 2016 Best Workplaces in Technology list showcases an impressive array of great organizations. And while no two winning companies are exactly alike, a number of defining characteristics stand out across all of them – common threads that set “the best” head and shoulders above the rest.

For starters, these 30 companies know that for their products to be great, a firm commitment to their people must come first. At the winning technology companies, we see this commitment come through in many ways, most notably in the ways that they build a high-trust culture through:

- **Involving employees in decisions that affect both themselves and the future of the company.** Eighty-eight percent of employees at the Best Workplaces in Technology believe their managers involve them in decisions affecting their jobs, compared with just 62% among the bottom companies considered for the list.
- **Providing meaningful rewards and recognition programs.** Across the winning companies, 94% of employees believe management shows appreciation for their good work. As an example, at Best Workplace Ultimate Software, employees from all departments—not just sales—can earn “Reward Trips” that serve as a thank you for work well done.
- **Engaging people respectfully as professionals.** Fully 86% of employees at the Best Workplaces in Technology say they are offered training and development to further themselves professionally, and 95% believe they are trusted to do their jobs without management looking over their shoulders. This can be seen in action at Best Workplace Atlassian, who designates days where employees across the company can work on anything related to the company’s products that excites them. At the end of these events, a presentation is held where each employee shares the results of their project and employees vote on the most successful ideas.
- **Excellent executive leadership.** At the Best Workplaces in Technology, 96% of employees on average believe management is competent at running the business, and 91% believe management has a clear view of where the organization is going and how to get there. Corresponding figures among the bottom contenders were 76% and 65%, respectively.

Points of Interest

Employee Tenure:

At the average winning workplace, more than half (56%) of employees on average have less than 2 years’ tenure.

Company Age:

The 2016 Best Workplaces in Technology have been in existence for an average of 13 years (Youngest: 4 years old; Oldest: 40 years old).

Location of Headquarters:

Austin, Texas is closing in on the San Francisco Bay Area as a hotspot for the headquarters of the Best Workplaces in Technology.

Full breakdown of the headquarters locations:

8 in the San Francisco Bay Area
5 in Austin, Texas
2 in NY, GA, MA, OH & VA
1 in Southern CA, FL, IA, MN, MO, NC, & UT

Key Strengths Among the 2016 Best Workplaces in Technology

1. Winning companies' employees are advocates of their cultures, and help to attract talent. As compared to the bottom thirty companies that were considered for the list:
 - Employees at the winning companies are 20% more likely to be proud of their association with their organization, and are 36% more likely to look forward to coming to work.
 - The winning companies receive nearly double (1.9x) the applicants per job opening.
 - The winning companies are also able to fill 17% more of their open positions through employee referrals.
2. The Best Workplaces in Technology build a trust-based company culture that is ripe for innovation. In fact, the winning technology companies outperform their non-winning peers by 23-41% on an index of innovation-driving behaviors:

Great Place to Work® Innovation Index	Best Tech Workplace Winners	Bottom 30 Companies
Management involves people in decisions that affect their jobs or work environment.	88%	62%
Management genuinely seeks and responds to suggestions and ideas.	92%	70%
Management shows appreciation for good work and extra effort.	94%	73%
You can count on people to cooperate.	95%	77%
Management recognizes honest mistakes as part of doing business.	94%	77%

3. A culture of fairness is a defining characteristic of the Best Workplaces in Technology. Equity and impartiality in particular are areas where employees report a positive experience.

Great Place to Work® Trust Index® Survey Statement	Best Tech Workplace Winners	Bottom 30 Companies
I feel I receive a fair share of the profits made by this organization.	85%	53%
Promotions go to those who best deserve them.	90%	67%
People avoid politicking and backstabbing as ways to get things done.	92%	69%
Managers avoid playing favorites.	86%	64%

“These companies know that to be great you have to invest in better relationships—not in more things.”

— Chinwe Onyeagoro, EVP U.S. Consulting, Great Place to Work

This is all great but...what about the fancy perks?

Conspicuously missing from the strengths above, you may observe, are the lavish perks and hefty pay-checks frequently associated with companies in the technology industry. Instead, the areas of note focus on building strong, trust-based relationships with employees in ways such as including them in company decisions, providing the space and freedom to innovate, recognizing employees, and treating them fairly.

While the winning companies do take care of their employees through unique benefits and fair pay, savvy employers have learned that retaining talent, in the long run, is a deeper proposition. “The perks and benefits the best tech companies are known for are just what outsiders looking in get dazzled by,” says Chinwe Onyeagoro, a business strategy expert and EVP of U.S. Consulting at Great Place to Work. “These companies are great because... they know that to be great you have to invest in better relationships—not in more things. Simply investing in this will not create a Great Place to Work.”

The 2016 Best Workplaces in Technology¹

10 Best Small Workplaces in Technology²

- 1 AcademicWorks Inc
- 2 Square Root
- 3 Squirrels
- 4 BP3 Global Inc
- 5 Intertech
- 6 Innovative Architects
- 7 WillowTree Inc
- 8 Macedon Technologies
- 9 Think Tech Labs
- 10 Highfive, Inc.

10 Best Medium Workplaces in Technology

- 1 xMatters inc
- 2 HubSpot
- 3 Bounce Exchange
- 4 Spiceworks
- 5 eVestment
- 6 Atlassian
- 7 HireVue
- 8 CyberArk
- 9 PernixData
- 10 Malwarebytes

10 Best Large Workplaces in Technology

- 1 Ultimate Software
- 2 HubSpot
- 3 Workday
- 4 World Wide Technology Inc
- 5 Workiva
- 6 Hyland creator of OnBase
- 7 Cornerstone OnDemand
- 8 Yelp Inc
- 9 Google
- 10 SAS

¹The Best Workplaces in Technology is a "best of the best" ranking. The winners come from the universe of companies with published Great Place to Work Reviews, meaning they are serious about creating great workplaces and comfortable with transparency. Of nearly 600 companies with published Reviews, 155 companies identified themselves as being in the technology sector. More than 48,000 employees at these companies were randomly selected to complete Great Place to Work's Trust Index® Employee Survey. Employees answered questions about how frequently they experience the behaviors that create a great workplace, considering how the company stacks up on career development, risk-taking, work-life balance, financial and non-financial rewards, transparent communications, business vision, workplace camaraderie and other factors. Results from the survey are highly reliable, having a 95 percent confidence level and a margin of error of 5 percent or less. The total score for each company is based entirely upon this employee feedback.

²We have created three ranked lists of 10 large (1,000 or more employees), 10 medium (100 to 999 employees) and 10 small (99 or fewer employees) companies with the highest employee ratings.

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We have the proven tools and expertise to help our clients maximize the potential of their people and yield extraordinary business results. And because we know that workplace change is a process, we take an iterative approach to workplace transformation – meeting you where you are, finding the best ways to assess your organization, and guiding meaningful change based on the results.

As world-renowned experts, Great Place to Work® understands the impact of culture on your business, and how to maximize its potential. We have the proprietary tools, such as the Trust Index® Survey and the Culture Audit®, to give you unique insights and to prepare you for greatness.

If you believe your culture affects your business, begin a discussion with one of our experts today!

For more information

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