

Artificial Intelligence and Digital Talent Compensation Survey

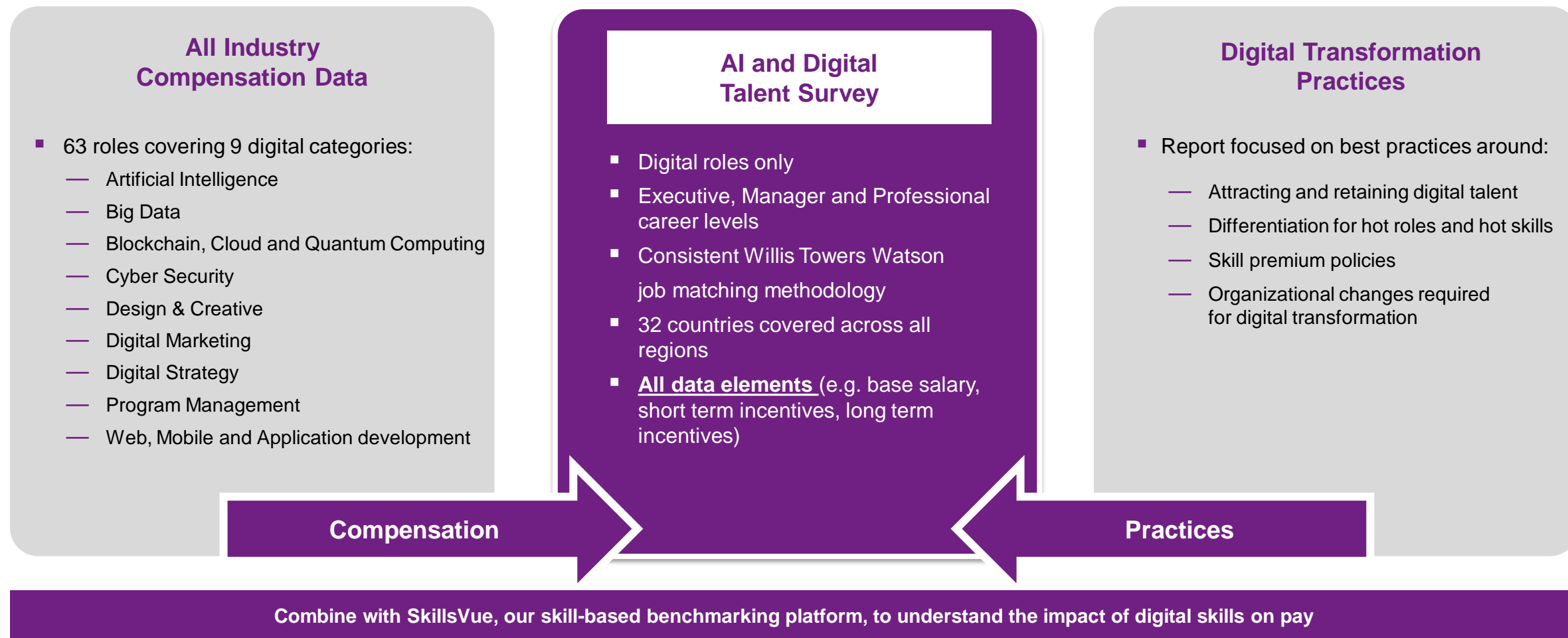
Information Deck

2021



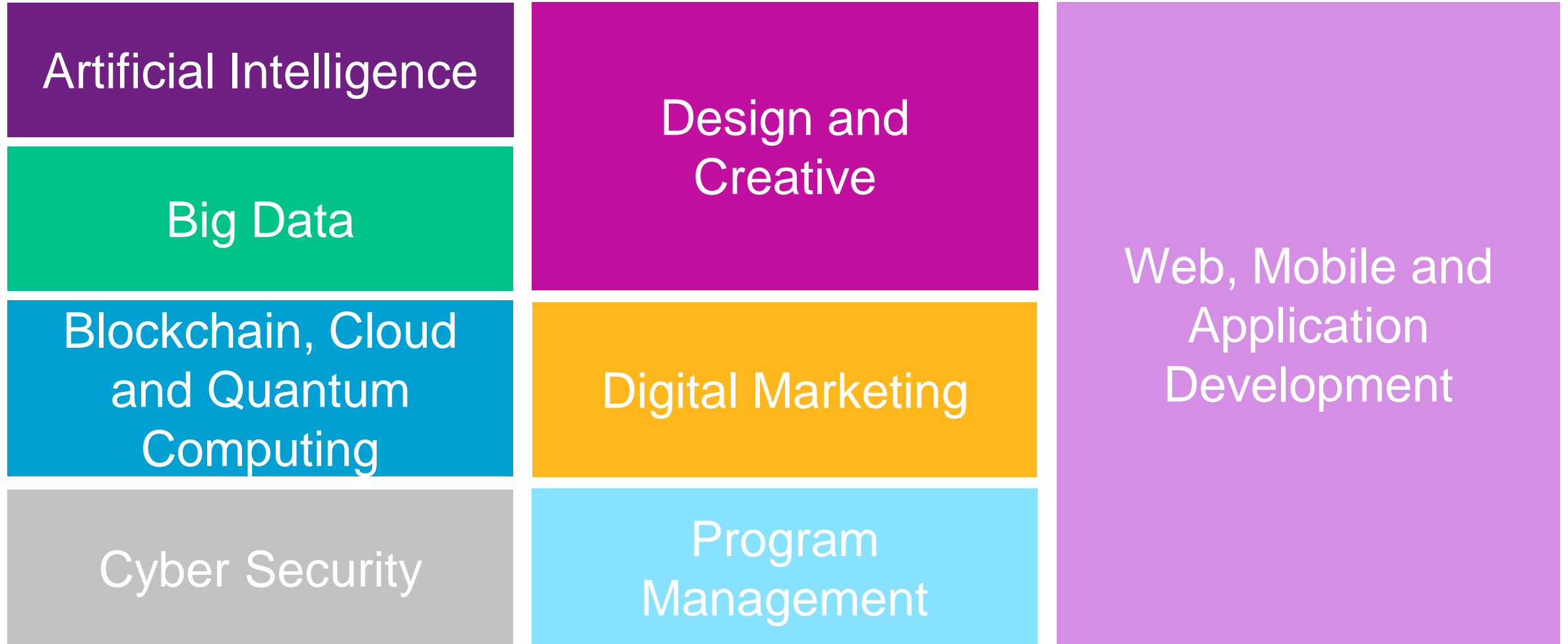
2021 Artificial Intelligence and Digital Talent Compensation Survey

The digital landscape is evolving fast and being well-informed is key to being a step ahead



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Job Coverage - Categories



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Job Coverage - Disciplines

Artificial Intelligence	Design and Creative	Web, Mobile and Application Development
<ul style="list-style-type: none"> Artificial Intelligence (AI) Applications Computer Vision Machine Learning Natural Language Processing 	<ul style="list-style-type: none"> Creative Design / Industrial Design Creative Writing Digital Content Management / Production Digital Experience Development Digital Graphic / Visual Design Digital Multimedia Production Software Localization / Translation Technical Writing User Experience Design User Experience Writing* User Interface Design 	<ul style="list-style-type: none"> Algorithm Engineering Application Development Back-end Development Development Operations (DevOps) Digital Strategy E-Commerce Architecture E-Commerce Strategy ERP/CRM Application Customization Front-end Development Full Stack Development Information Technology Generalist Internet of Things Internet/Web Application Development IT Architecture (Systems Design) Mobile Applications Development Mobile Architecture Network Architecture Design Prototypes and Trials* Search Engine Development Search Engine Optimization (SEO) Software Quality Assurance and Testing Systems Architecture Technology Strategy Web Architecture
Big Data		
<ul style="list-style-type: none"> Database Administration Data Science and BI Generalist Data Engineering Predictive Analytics/Business Intelligence 		
Blockchain, Cloud and Quantum Computing	Digital Marketing	
<ul style="list-style-type: none"> Applied Quantum Computer Science* Blockchain Cloud Platform Validation Blockchain Development Cloud Computing Architecture Cloud Computing Engineering Drone Operations 	<ul style="list-style-type: none"> Digital Marketing Generalist/Multidiscipline Internet Search Optimization Market Research/Intelligence Online Community Management Website Traffic Analysis 	
Cyber Security	Program Management	
<ul style="list-style-type: none"> Information and Security Strategy IS and Cyber Security IS and Cyber Security Development Product Development - Data Security 	<ul style="list-style-type: none"> Agile/Scrum Master Project Management E-Learning Development Information Technology Project Management Online/Digital Content Project Management Technology/Digital Product Owner 	

*New in 2021

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Example Output

Compensation Report

Job Code	Job Title	Career Level	Global Grade	Number Of Organizations	Number Of Incumbents	Base Salary				
						#Orgs	#Incs	25th	50th	75th
AEM000-08	Data Science and Business Intelligence>Data Science and Business Intelligence Generalist\Multidiscipline\AI - Career Level-08	AI - Career Level	Global Grade 8	90	401	90	401	23,500	26,750	31,000
AEM000-09	Data Science and Business Intelligence>Data Science and Business Intelligence Generalist\Multidiscipline\AI - Career Level-09	AI - Career Level	Global Grade 9	132	1283	132	1283	25,807	29,843	36,000
AEM000-10	Data Science and Business Intelligence>Data Science and Business Intelligence Generalist\Multidiscipline\AI - Career Level-10	AI - Career Level	Global Grade 10	187	1172	187	1172	28,678	33,888	40,807
AEM000-11	Data Science and Business Intelligence>Data Science and Business Intelligence Generalist\Multidiscipline\AI - Career Level-11	AI - Career Level	Global Grade 11	207	1984	207	1984	30,507	41,888	50,000
AEM000-12	Data Science and Business Intelligence>Data Science and Business Intelligence Generalist\Multidiscipline\AI - Career Level-12	AI - Career Level	Global Grade 12	230	1421	230	1421	43,424	48,588	57,275
AEM000-13	Data Science and Business Intelligence>Data Science and Business Intelligence Generalist\Multidiscipline\AI - Career Level-13	AI - Career Level	Global Grade 13	186	1211	186	1211	50,124	58,500	68,210
AEM000-14	Data Science and Business Intelligence>Data Science and Business Intelligence Generalist\Multidiscipline\AI - Career Level-14	AI - Career Level	Global Grade 14	162	798	162	798	62,212	70,840	83,200
AEM000-15	Data Science and Business Intelligence>Data Science and Business Intelligence Generalist\Multidiscipline\AI - Career Level-15	AI - Career Level	Global Grade 15	134	434	134	434	76,138	86,328	108,100
AEM000-16	Data Science and Business Intelligence>Data Science and Business Intelligence Generalist\Multidiscipline\AI - Career Level-16	AI - Career Level	Global Grade 16	80	177	80	177	112,200	130,200	160,000
AEM000-17	Data Science and Business Intelligence>Data Science and Business Intelligence Generalist\Multidiscipline\AI - Career Level-17	AI - Career Level	Global Grade 17	31	48	31	48	148,042	169,828	211,200
AEM000-18	Data Science and Business Intelligence>Data Science and Business Intelligence Generalist\Multidiscipline\AI - Career Level-18	AI - Career Level	Global Grade 18	12	14	12	14	180,410	204,000	268,210
AEM000-19	Data Science and Business Intelligence>Data Science and Business Intelligence Generalist\Multidiscipline\AI - Career Level-19	AI - Career Level	Global Grade 19	0	0	0	0	270,000	-	-

Digital Transformation Practices

Figure 12. Pay premiums per skill category

Skill Category	Average	25th Percentile	Median	75th Percentile
AI/machine learning frameworks (Caffe, CNTK, MXNet, Tensorflow) and application development (e.g., dataflow programming)	18%	15%	20%	25%
Natural language processing (e.g., speech recognition, language understanding and natural language generation algorithms, chat bots, digital assistants)	12%	10%	15%	20%
Computer vision/machine (e.g., face, fingerprint, gesture or object estimation algorithms)	12%	10%	15%	20%
Cryptography, distributed programming (e.g., LLL, Serpent, Solidity, Vyper)	12%	10%	15%	20%
DevOps (e.g., Ansible, Bash, Bitbucket, Chef)	12%	10%	15%	20%
Business intelligence and (e.g., Looker, InsightsSquared, Power)	12%	10%	15%	20%
Content management (Magento, Optimizely, Shopify,)	12%	10%	15%	20%
Data engineering (e.g., HBase, HDFS, MapReduce)	12%	10%	15%	20%
JavaScript and derivatives (Actionscript, AngularJS, NodeJS,)	12%	10%	15%	20%
Other agile methods/practi (e.g., Kanban, Lean, Scrum)	12%	10%	15%	20%
3D printing, creative applic (e.g., Adobe Creative Suite, Autodesk)	12%	10%	15%	20%
Cloud engineering, cloud s (e.g., AWS, Azure, Google Cloud),)	12%	10%	15%	20%
Conversion rate optimizati (e.g., Mixpanel)	12%	10%	15%	20%
Database modeling (Cassandra, MongoDB)	12%	10%	15%	20%
Digital platform development (SaaS/XaaS, service oriented architecture (SOA)	12%	10%	15%	20%
Encryption standards (SSL, SSH)	12%	10%	15%	20%
Mobile (e.g., Google Go, Kotlin, Swift)	12%	10%	15%	20%
Other Object Oriented Programming (C++/C#, Java, Python, Ruby, Scala, Visual Bas	12%	10%	15%	20%
Digital Experience (digital design thinking, UX/UI)	12%	10%	15%	20%

Figure 11. Approaches to compensate for skills that are considered "hot" in the market

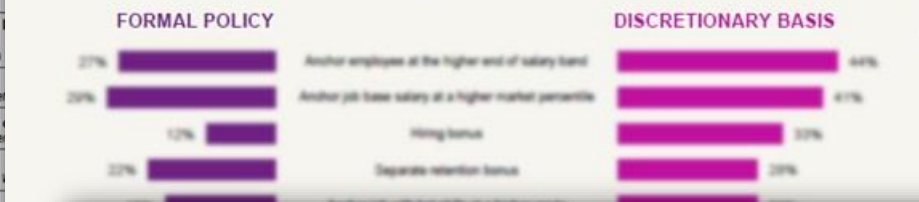
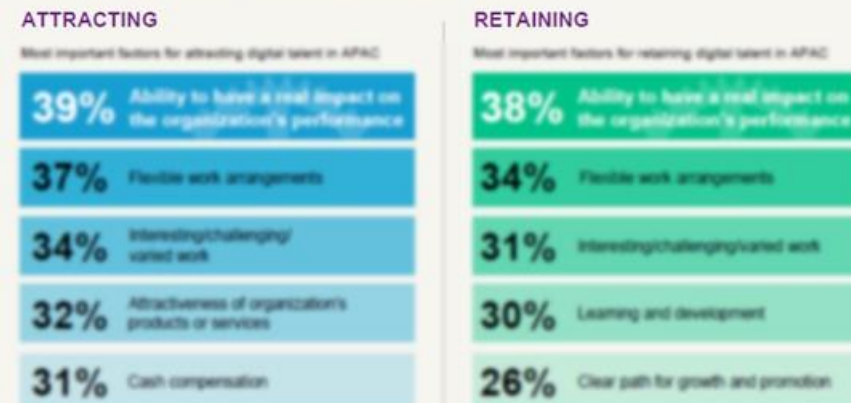


Figure 9. Most important and effective factors for attracting and retaining digital talent



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Countries and fees

★ NORTH AMERICA

COUNTRY	CUSTOM	STANDARD
Canada	CAD 4,500	CAD 3,300
United States	USD 4,500	USD 3,300

★ LATIN AMERICA

COUNTRY	CUSTOM	STANDARD
Argentina	USD 4,700	USD 3,750
Brazil	USD 4,700	USD 3,750
Chile	USD 3,900	USD 3,000
Colombia	USD 3,900	USD 3,000
Mexico	USD 4,600	USD 3,700













★ EUROPE, MIDDLE EAST & AFRICA

COUNTRY	CUSTOM	STANDARD
Austria	EUR 3,000	EUR 2,300
Belgium	EUR 3,000	EUR 2,300
France	EUR 3,000	EUR 2,300
Germany	EUR 3,000	EUR 2,300
Ireland	EUR 3,000	EUR 2,300
Italy	EUR 3,000	EUR 2,300
Netherlands	EUR 3,000	EUR 2,300
Poland	EUR 2,750	EUR 2,100
Russia	EUR 2,750	EUR 2,100
South Africa <i>NEW</i>	EUR 2,500	EUR 2,000
Spain	EUR 3,000	EUR 2,300
Sweden	EUR 3,000	EUR 2,300
Switzerland	EUR 3,000	EUR 2,300
Turkey	EUR 2,750	EUR 2,100
United Arab Emirates	EUR 2,750	EUR 2,100
United Kingdom	EUR 3,700	EUR 3,000

★ ASIA

COUNTRY	CUSTOM	STANDARD
China	USD 7,700	USD 7,200
Hong Kong	USD 5,900	USD 4,900
India	USD 4,300	USD 3,800
Indonesia	USD 4,300	USD 3,800
Malaysia	USD 4,000	USD 3,500
Philippines	USD 4,000	USD 3,500
Singapore	USD 5,600	USD 4,500
South Korea	USD 5,600	USD 4,500
Taiwan	USD 5,900	USD 4,900

Choose the right level of functionality to get the most out of your compensation data

Features	Standard	Custom
 View, download and print presentation-ready reports	✓	✓
 Export data in a variety of formats in one click	✓	✓
 Customise currencies, data elements and percentiles	✓	✓
 Design your unique group of peer companies by name or company characteristics i.e. industry sector / geographic location		✓
 Combine jobs to mirror your internal job classifications		✓
 Show your company's competitive position relative to all companies, or unique peer group of companies.		✓
 Apply a best match algorithm of your data to the closest market equivalent		✓
	Premium	
 Auto-refresh of matches from new survey year data	✓	✓
 Develop and manage your salary structures and consider cost implications, bring to minimum, compa-ratio, etc.	✓	✓
 Bring-to-target and Merit Matrix analytics enable modelling of key compensation actions.	✓	✓
 Speed up salary survey participation	✓	✓
 Ability to market price jobs using data from multiple vendors	✓	✓