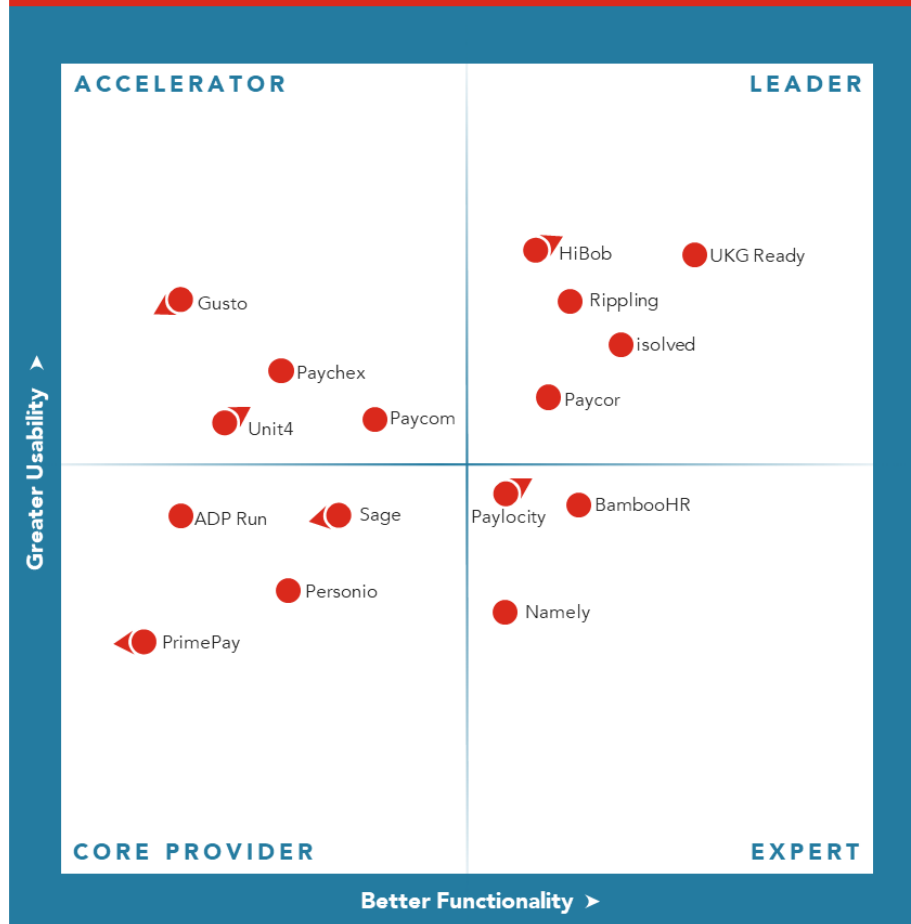**NUCLEUS RESEARCH**

SMB HCM TECHNOLOGY VALUE MATRIX™ 2024

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THE BOTTOM LINE

The increasing maturity of HR practices among small and midsized businesses (SMBs) has led to a rising demand for advanced Human Capital Management (HCM) capabilities typically reserved for larger enterprises. Consequently, SMB-focused HCM vendors have worked to close functionality gaps through R&D, mergers, acquisitions, and partnerships to meet evolving requirements. Leaders in the space have introduced AI and machine learning-driven features in core areas, such as talent acquisition and people analytics. Ease of use is vital for SMBs, prompting vendors to enhance usability and take more end-user feedback into account when developing capabilities.

SMB HCM
Value Matrix™ | March 2024

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ACCELERATOR — LEADER

Greater Usability ►

Gusto
Paychex
Unit4
Paycom

HiBob
UKG Ready
Rippling
isolved
Paycor

ADP Run
Sage
Personio
PrimePay

Paylocity
BambooHR
Namely

CORE PROVIDER — EXPERT

Better Functionality ►

MARKET OVERVIEW

As HR maturity increases across small and midsized businesses (SMBs), so has the demand for advanced human capital management (HCM) capabilities traditionally reserved for large enterprises. Expanded investment by SMB-focused HCM vendors has steadily elevated smaller HR teams to spend less time on cumbersome manual tasks and become a more strategic business function. To more accurately assess vendors' abilities to meet client needs across company sizes, Nucleus has split the HCM Technology Value Matrix into two separate reports for enterprise and SMB-centric providers. This report includes platforms specifically designed to support small and midsized business use cases.

Like larger enterprises, SMBs are also looking to prove the value of their HR systems, ensuring that they continue to drive incremental value relative to cost. In response, vendors have made marked investments in AI and machine learning capability enhancements across core areas of their respective platforms, such as payroll, talent acquisition, and benefits administration. Ease of use is a critical component of HCM success for small and midsized organizations, as many lack the extensive internal resources needed to successfully navigate more complex functionality such as analytics. Along with making usability improvements to existing functionality, leaders in the space have worked to close functionality gaps through R&D, mergers and acquisitions, and partnerships. These players have also increased focus on incorporating more end-user feedback into functionality updates and releases to ensure alignment of product roadmaps with customer requirements. As the HCM market as a whole continues to face consolidation, Nucleus expects mergers, acquisitions, and partnerships to further increase over the next 18 months.

In this year's Value Matrix, Nucleus assessed select SMB-focused HCM vendors based on the relative product usability, functionality, and the value that customers drive from the use of their capabilities (Nucleus Research X222 – *Understanding the Value Matrix,* December 2023.) The report is intended to serve as a snapshot of the HCM technology market, inform customers about the specific ways vendors are delivering value, and take stock of what can be expected in the future based on current investments.

LEADERS

Leaders in the Value Matrix include HiBob, isolved, Paycor, Rippling, and UKG Ready.

HIBOB

Bob is HiBob's cloud-based HCM platform, with modules for core HR, onboarding, time and attendance, compensation, payroll hub, performance, workforce planning, and people analytics. The solution was designed to be a central system for all of an organization's people, from C-suite executives to direct managers and employees, regardless of their location. The intuitive nature of the user interface eases adoption, leading to higher user engagement with the platform. Bob combines traditional task management with HR processes to improve HR staff productivity and automate workflows across areas such as onboarding, offboarding, reporting, and compensation management to dedicate time to building successful strategies for metrics such as retention. In the era of remote and hybrid work, Bob aims to connect employees across different locations, ensuring a cohesive experience across a workforce. This is underscored by the vendor's configurable employee profiles, which serve as a single source of record for the entire system. The profile can

include information such as hobbies, banking information, birthdays, and a timeline that records recognition, work achievements, performance reviews, and compensation updates. Bob's org chart enables users to understand the relationships between different employees, teams, and departments, with the ability to sort employees by factors such as hobbies, nationality, location, and more. HiBob is dedicated to constant innovation and offers customers a sandbox environment that enables them to test out new capabilities prior to going live. The vendor's current R&D investments are pointed toward generative AI, talent acquisition, and learning.

Recent updates and announcements include:

- HiBob recently launched its DEI dashboard, which enables users to analyze gendered pay gaps by department over the past year to identify disparities across various areas of the company. Additionally, the platform now prioritizes accessibility for low-vision users, featuring improvements such as a single-color menu, larger font size, enhanced color contrast, and compliance with WCAG 2.2 standards.

- In September 2023, the vendor surpassed more than 100 technology partners, giving organizations the ability to easily integrate best-of-breed tools with the Bob platform. A notable partnership with Papaya Global offers payroll management to multinational companies.

- The vendor recently announced plans to acquire UK-based payroll provider, Pento. Pento offers a modern, self-service payroll solution that delivers real-time payment automation to reduce errors and streamline payroll processing. With more than 100 common UK-based customers between the two providers, the move will offer native, all-in-one payroll capabilities to HiBob clients with UK-based staff. The vendor plans to expand to other geographies to incrementally grow its footprint in native payroll alongside its payroll partnerships.

ISOLVED

isolved's People Cloud is a cloud HCM solution that intelligently connects core HR management, workforce management (WFM), talent acquisition and management, employee engagement, performance management, payroll processing, people analytics, and HR service delivery. The vendor remains committed to equipping Small and Midsized Businesses (SMBs) with enterprise-grade functionality, such as automation, predictive analytics, trend identification, and modeling. For example, the Analytics Everywhere feature enables users to compare isolved Benchmark Insights data from nearly 7 million employees to improve proactive and real-time decision-making, with insights in context throughout the People Cloud. They can also use predictive modeling and guidance capabilities to test out different scenarios and better understand the potential outcomes of decisions.

The modular nature of People Cloud enables customers to drive value at scale, with many isolved customers opting to start with essential modules and gradually incorporate others as their HR requirements evolve. Through the isolved Integration Marketplace, customers can seamlessly integrate third-party extensions into their People Cloud deployment to address niche use cases. isolved also commits to not only listening to customer feedback, but regularly incorporating it into product enhancements and releases. The vendor's People Heroes World, which encompasses the People Heroes Community and People Heroes University Learning Experience Platform, enables peer-to-peer communication and product education and certification, with certifications and career paths for employees as well. As part of isolved's continuous release process, the vendor delivered more than 3,500 product enhancements in its 2023 fiscal year.

Recent updates and announcements include:

- isolved launched Compensation Management, which enables HR teams to manage the entire compensation process, including planning for salary adjustments and bonuses, automatic calculation of changes in payroll, and approvals. Relevant analytics also enable a more comprehensive look into compensation metrics.

- The isolved People Cloud Mobile App offers users a convenient, flexible, and secure way to access the solution. The App is available in the Apple and Android App stores.

- The vendor launched Job Ad Writer within its Attract & Hire module, a tool that leverages AI to generate job descriptions based on recruiter input that can be edited and personalized. The vendor has also simplified the resume parsing and matching process through AI within Attract & Hire.

- Based on customer feedback, isolved Optimization Services is a new offering that enables customers to improve their knowledge and use of the People Cloud platform through tailored, personalized engagements.

- isolved Leave Management Services offers FMLA and state leave administration services through automated processes and workflows, as well as support from isolved leave specialists.

PAYCOR

The Paycor platform provides organizations with functionality for Core HR, talent, time tracking, payroll, learning and development, financial wellness, and workforce insights. Paycor provides a unified HR experience by consolidating all HR functions into one platform, eliminating the need to toggle between systems and complete manual data entry. With a focus on analytics and benchmarking, the solution enables leaders to proactively identify trends and address issues, offering insights into headcount, diversity, turnover, and even

predicting resignations. AI is another focus for the vendor, highlighted by its Paycor Smart Sourcing solution, which helps recruiters identify both active and passive candidates, including those that may be ideal for a role but are unacknowledged by traditional systems. This, coupled with an AI-generated Job Descriptions tool, further streamlines recruiting processes. Paycor also offers open APIs, a network of integration partners, and industry-specific customizations to augment existing capabilities. The vendor has expertise serving industries such as healthcare, food & beverage, manufacturing, and professional services, enabling it to offer verticalized product configurations and integrations. The open platform offers high levels of interoperability and enables customers to connect to other preferred systems, including point of sales (POS), enterprise resource planning (ERP), and Benefits Administration solutions. The vendor has made continued investments in usability, including enhanced navigation of the Paycor platform based on customer feedback, product testing, and research.

Recent updates and announcements include:

- Paycor has enhanced its COR Payroll and HR services, introducing improved leadership development solutions that empower leaders in developing the performance, skills, and behaviors necessary for building successful teams. The COR Leadership Dashboard equips frontline leaders with employee data, and the Leader Insights dashboard collects performance metrics through the Pulse Leadership Survey and talent tracking. Additional features include the Unpaid Worker tool for managing both paid and unpaid workers, Payroll Variance for identifying irregularities, Tax Withholdings in Mobile for employee viewing and updates, and the Tax Compliance Dashboard, offering tax recommendations to avoid compliance risk. These improvements aim to provide actionable insights, targeted improvement suggestions, leadership growth opportunities, and talent development possibilities.

- Paycor Paths, the vendor's personalized leadership development tool, enhances the COR Leadership framework, enabling managers to survey direct reports, capture feedback, and review survey results through the Insights Dashboard.

- The vendor also recently introduced advanced reporting and analytics features within Paycor Analytics. The platform incorporates a generative AI digital assistant that provides leaders with an interactive and conversational chat interface, allowing them to inquire about people analytics and receive visualized answers. Industry-specific analytics capabilities save time by delivering frequently used reports as favorites and providing industry-specific data for benchmarking against turnover rates and key metrics. The platform facilitates data-driven decision-making with easy-to-understand graphics and allows users to compare their performance against competitors using EEOC government data. Additionally, HR professionals can benefit from Homepage Trends for proactive decision-making, and enhanced report-

building features offer increased efficiency and productivity through simplified report creation, sharing, scheduling, and exporting.

- Additional platform enhancements include a customer sandbox for secure testing of security privileges, configurations, and workflows without affecting critical data. Enhanced Impersonation allows company admins to simulate employee experiences on Paycor pages. Dynamic Documents streamline remote work processes with fillable PDFs for digital signatures by multiple recipients. Enhanced Workflows automate manual tasks, offering flexibility and efficiency in day-to-day operations.

RIPPLING

Rippling's product portfolio includes apps that span HR, IT, and Finance, underscoring the vendor's vision of promoting seamless movement between apps, using employee data to serve as the connection. This approach differentiates Rippling from competing solutions that are built on directory-style databases. Rippling's Employee Graph data model is the foundation of its apps, unifying all data tied to employees, native applications, third-party tools, and custom fields using an object-oriented framework. The Rippling Unity Human Capital Management (HCM) platform is built for the needs of small and midsized businesses (SMBs) and includes functionality for payroll, time and attendance management, talent acquisition, benefits administration, and learning management. Additionally, the vendor offers Professional Employer Organization (PEO) services, which provide customers with access to HR expertise without the need to exhaust internal resources. With Rippling, payroll tasks are streamlined through automatic tax filings and compliance support for both W-2 employees and 1099 contract workers. Its capabilities extend globally, catering to organizations with distributed and international workforces. Through an expansive integration network of more than 600 solutions through the Rippling App Shop, customers can customize the solution to meet specific needs. Regular updates ensure customers can leverage new features promptly, with recent additions including added support for Compensation Bands and the respective launches of apps, including Rippling Performance Management, Rippling Headcount Planning, Rippling ASO, and the Rippling Recruiting ATS.

Other recent updates and announcements include:

- In 2023, Rippling launched global payroll in the United Kingdom, Ireland, Australia, and France, extending its payroll footprint.

- The vendor also added employer of record (EOR) support for France, Ireland, Germany, The Netherlands, Poland, Spain, Brazil, Portugal, and Mexico.

UKG READY

UKG Ready offers a versatile Human Capital Management (HCM) suite tailored to the requirements of smaller organizations that want to take advantage of enterprise-grade functionality across global HR, payroll, talent, and time. With UKG Ready, users benefit from a unified platform that can be accessed across all devices, ensuring a seamless experience. The system's open APIs and ecosystem of more than 350 technology partners enable customers to configure and expand the solution according to their specific requirements while minimizing the need for extensive IT involvement. UKG Ready delivers a unique set of proprietary data that gives customers access to people, culture, and business insights to bolster decision-making and improve workplace culture. For example, new Retention Predictors within the solution identify employees that may be a flight risk based on factors such as tenure, compensation, and workforce activity. The solution also delivers HR practice guidance on steps needed to proactively mitigate challenges such as attrition. UKG Ready is currently available in 17 languages to meet the needs of global workforces.

Other recent updates and announcements include:

- UKG recently launched UKG Bryte, the vendor's new AI platform and digital assistant, driven by the vendor's comprehensive people, work, and workplace culture data. The assistant gives users access to personalized information and actionable insights in the flow of work.

- The vendor launched a new configurable, branded applicant portal experience to help customers improve employer branding and better attract top talent.

- UKG has partnered with global screening provider, HireRight, to develop UKG Screen. The integrated solution is embedded within UKG Ready and consolidates recruiting and background screening requirements to accelerate hiring processes.

- The vendor released a centralized timesheet manager to provide users with enhanced visibility into open timesheet-related tasks. This can enable them to address pay issues more proactively and, ultimately, reduce payroll errors.

- UKG Ready leave of absence and accrual capabilities now include currency-based accruals tracking. It also provides flexibility for tracking leave by days or hours.

- The UKG Ready payroll offering has been expanded to include Canada payroll natively.

- UKG launched a utilization dashboard that delivers people analytics, detailing how an organization interacts with the UKG Ready solution. This gives customers the opportunity to gauge their adoption of the solution and identify areas for improvement.

EXPERTS

Experts in the Value Matrix include BambooHR, Namely, and Paylocity.

BAMBOOHR

BambooHR's cloud-based Human Capital Management (HCM) solution is tailored for small and midsized businesses (SMBs) with fewer than 1,000 employees. The platform's functionality spans various areas, such as recruitment, onboarding, payroll management, time tracking, people analytics, and performance management. Through the BambooHR marketplace, the vendor offers an integration network that enables customers to seamlessly incorporate third-party tools and specialized capabilities while maintaining a unified platform experience. Automation is deeply embedded across the solution, empowering HR teams to enhance efficiency, minimize manual data entry, and mitigate associated errors. Over the past few years, BambooHR has forged new partnerships with providers offering services, including UK payroll, health and wellness management, benefits administration, and background checks. Deployment of BambooHR is straightforward, featuring installed apps for desktop, web-based access, and mobile applications for both iOS and Android devices.

Recent updates and announcements include:

- In June 2023, BambooHR launched Benefits Administration, a solution built to simplify the benefits enrollment process for customers.

- In February 2024, BambooHR announced AI Topic Summaries for Employee Satisfaction with eNPS. The feature is the first of several planned AI enhancements to the BambooHR platform.

- Also in February, the vendor announced the release of Employee Community, an internal communications hub, and Total Rewards, a compensation statement and retention solution.

NAMELY

Namely, a Vensure Employer Solutions company, offers an HCM platform tailored to the requirements of organizations ranging from 25 to 1,000 employees. Namely's functionality spans core HR management, benefits administration, talent acquisition and management, payroll, time tracking, and HR analytics, with a strong emphasis on compliance. Additionally, the vendor provides managed services for payroll and benefits, alleviating administrative burden for organizations with complex payroll operations, or for annual events such as open enrollment. Namely offers specialized pre-configured solutions designed for various

industries, including the life sciences, e-commerce, finance, non-profit, and technology sectors. The vendor also maintains a network of vendor partners, enabling customers to integrate best-of-breed tools for areas such as applicant tracking, compliance management, benefits administration, global payroll, and performance management.

Recent updates and announcements include:

- In November 2023, Namely launched 24/7 Live Support, giving customers on-demand access to guidance, issue resolution, and answers to questions.

- In December 2023, Namely announced the availability of Namely Now, a starter solution for HR and Payroll that promises quick implementation and high value relative to cost.

PAYLOCITY

The Paylocity HCM platform includes modules for recruiting and onboarding, benefits, time and labor management, payroll, core HR, learning, and performance and compensation. Paylocity serves as a central hub for HR teams, facilitating seamless integration with data from numerous third-party systems available in the Paylocity marketplace. The vendor's primary focus is helping its clients automate tactical manual processes to reallocate time to more strategic initiatives, such as attracting and retaining talent and building a strong workplace culture. AI-driven recommendations and insights are present throughout the platform, enabling users to enhance productivity and decision-making. For example, the vendor provides customers with actionable dashboards and recommendations, including the Modern Workforce Index, Retention Risk Dashboards, and Time & Labor Forecasts. Embedded AI can also accelerate tasks such as drafting job descriptions and workforce communication. Community Plus is Paylocity's integrated communication and collaboration feature which includes capabilities such as one-to-one and one-to-many chat functionality, the ability to upload, create, edit, and share files, instant creation of team groups, and enhanced people directory search functionality.

Paylocity can be configured to suit the requirements of small, medium, and large enterprises, and supports payroll in more than 100 countries. The vendor also touts customer partnership as a key value driver, with resources for implementation, account management, specialized services, and knowledge base materials such as adoption kits and on-demand learning.

Recent updates and announcements include:

- In March 2023, Paylocity announced AI Assist, a generative AI feature built using an integration with OpenAI. AI Assist can draft communications and announcements in Community and Community Plus. In January 2024, the vendor further extended its AI investment with the announcement of several AI-driven features across scheduling,

employee development and career pathing, and Generative-AI driven employee engagement recommendations.

- In December 2023, the vendor announced the acquisition of Trace to expand its headcount planning capabilities.

ACCELERATORS

Accelerators in the Value Matrix include Gusto, Paychex, Paycom, and Unit4.

GUSTO

The Gusto HCM platform, designed for Small and Medium-sized Businesses (SMBs), operates on a single cloud-based infrastructure. Its suite of capabilities spans payroll management, employee benefits administration, time and attendance tracking, talent acquisition and management, as well as insights and reporting tools. Gusto's payroll functionality extends across all 50 states, offering robust support for local, state, and federal tax filings, along with contractor payment capabilities spanning more than 80 countries. Through APIs and a dedicated marketplace, Gusto facilitates seamless integrations that enable customers to tailor the solution to their specific requirements and use cases. Gusto Wallet, the vendor's on-demand pay solution, grants users access to earned wage access, budgeting tools, and other financial wellness features via a dedicated application. As customer needs evolve, Gusto remains committed to enhancing functionality through strategic partnerships and ongoing investment initiatives.

PAYCHEX

The Paychex Flex platform is a cloud-based Human Capital Management (HCM) solution designed primarily for small and midsized organizations of 1 to 1,000 employees. Encompassing a broad range of functionality, Paychex Flex covers core HR management, talent acquisition and management, onboarding, payroll processing, benefits administration, insurance and retirement services, time and attendance tracking, and compliance management. The vendor's 24/7 support enables customers to receive personalized guidance from a community of approximately 700 Paychex HR professionals. Paychex Flex was developed with a mobile-first methodology, making the platform device-agnostic with complete features available regardless of the device used, including smartphone, tablet, desktop, and smartwatch.

Paychex places significant emphasis on compliance support, with a dedicated team of more than 200 compliance experts who collaborate closely with customers to help them meet

regulatory compliance at federal, state, and local levels to ensure customers remain informed and prepared for any changes. The platform offers seamless integration with third-party solutions for various needs spanning areas of HR, finance, time and attendance, and benefits administration, enabling organizations to tailor use cases to their specific requirements. Paychex support is tailored to meet customer needs and is available 24/7.

Recent updates and announcements include:

- In October 2023, Paychex announced a partnership with people analytics vendor, Visier, to offer customers new benchmarking reports and an enhanced HR analytics solution. The combined data sources will be integrated into Paychex Flex to provide organizations with validated analytics for more accurate benchmarking. This is an addition to Paychex's reporting module, which currently includes more than 160 reports.

- The vendor's Fall 2023 release included enhancements to its self-service payroll tool, Paychex Pre-Check, as well as the addition of Affordable Benefits and Discounts powered by Corestream, a new automation workflow and electronic signature process, onboarding document updates, and a blended administrator user experience for Time and Attendance.

- Paychex's Summer 2023 release included improved Pay Ranges insights and enhancements to the Employee Mileage Calculator.

- The vendor's Winter 2023 release marked the addition of an enhanced state tax workflow, online consent for employee W-2s, and a training journey for learning management systems.

PAYCOM

The Paycom HCM suite offers Small and Midsized Businesses (SMBs) functionality for benefits management, compliance, compensation, learning and development, payroll processing, talent management, time and attendance tracking, and performance management. Powered by a single cloud database, Paycom enables real-time data processing for users. The vendor's analytics and compliance management system ensure that customers remain up-to-date with relevant compliance laws, reducing the risk of non-compliance and associated fines.

With Paycom's Employment Predictor tool, organizations can leverage machine learning capabilities to identify potential risk factors and forecast employee departures, aiding targeted retention efforts. Additionally, Beti (Better Employee Transaction Interface), the vendor's self-service payroll tool, empowers employees to manage and approve their own payroll, minimizing data errors and enhancing user experience. Paycom continues to expand

Beti's presence across its customer base, with the availability recently announced for Canada, Mexico, and the United Kingdom.

Other recent updates and announcements include:

- In April 2023, Paycom announced the release of Global HCM, a new product offering that enables organizations with distributed, global workforces to manage HR operations within a single system. The product is available to users in more than 180 countries and is available in 15 different languages and dialects.

- In June 2023, Paycom announced the launch of Client Action Center, a dashboard built for the needs of payroll administrators that provides enhanced visibility into wire transfers and tax accounts with real-time updates and insights through desktop and mobile apps.

- In August 2023, the vendor launched Everyday, a solution that enables employees to get paid on a daily basis without incurring fees or exposing employers to compliance risk. The tool is used in tandem with Paycom's Vault Visa Payroll Card and Beti.

- In December 2023, Paycom announced the release of GONE, a feature that enables organizations to automate decision-making for time-off requests. The tool enables administrators to use a customizable decision engine for time-off approval and denial which can take factors such as staffing needs, consecutive days requested, employee seniority and individual employee hours worked into account.

UNIT4

Unit4's product portfolio encompasses enterprise resource management (ERP), financial planning and analysis (FP&A), and HCM solutions, all designed to seamlessly integrate and enhance operational visibility and cross-functional decision-making for customers. Unit4 has integrated its HR and Payroll solutions into its ERPx cloud platform. This integration fosters greater connectivity between HR and finance (Performx), HR and project management (Talentx), and project management and finance (Revenuex). Additionally, Unit4 Industry Mesh provides customers with industry-specific applications, content, and processes through a subscription service that undergoes continuous enhancement.

Targeting midsized, people-centric organizations in sectors such as professional services, public services, nonprofits, and higher education, Unit4 has a presence in more than 100 countries. The vendor's cloud-based HCM offering covers core HR, talent management, payroll, learning management, and compensation planning, incorporating built-in automation, analytics, and integration capabilities to streamline processes. For example, Unit4's digital assistant, Wanda, is available in Microsoft Teams, Skype, and Slack and provides users with a conversational interface to complete tasks, including creating expense claims, absence requests, and purchase requests, and viewing employment information. The

vendor's "Industry Models" provide clients with industry-specific and region-specific tools, such as best practices and recommended system configurations that enable fast, cost-effective implementations.

Recent updates and announcements include:

- Unit4 developed payroll industry models for Norway and enhanced existing capabilities to remain compliant with the UK Alabaster rule.

- Recent usability improvements to Unit4's HCM solutions include the ability to tag employees' objectives to link to projects, years, and organizational strategy. Employee self-service was also introduced to help employees access daily tasks from a central location.

- The vendor now offers deep integration between third-party applicant tracking systems (ATS) and its native core HR module through its industry mesh.

- App Studio is a new feature within the Unit4 Extension Kit that is expected to help customers streamline development and automation efforts. App Studio leverages the Unit4 People Platform to help organizations customize Unit4 ERPx by building custom business apps in a low-code environment.

CORE PROVIDERS

Core Providers in the Value Matrix include ADP Run, Personio, PrimePay, and Sage.

ADP RUN

Run Powered by ADP is an HR solution designed for small and medium-sized businesses, with proficiency in payroll execution, adherence to tax regulations, and services that mitigate risk. Further features include monitoring of employee time and attendance, HR management, and benefits administration. The solution simplifies the payroll process, providing various payment methods including checks, direct deposits, or paycards. Employers can manage payroll through web and mobile apps, with the added support of 24/7 expert assistance from ADP. Run by ADP is part of ADP's larger ecosystem of products, which allows businesses to transition to more robust solutions as they grow. This makes it a scalable option for businesses that might outgrow the "Run" platform. Focused predominantly on payroll solutions along with supplementary HR functions, Run by ADP is well-suited for smaller organizations within the U.S. market.

PERSONIO

The Personio HR suite encompasses a variety of HR functionality including that for recruitment, onboarding, payroll administration, leave management, performance management, and reporting. The solution, which connects to over 180 third-party apps, enables users to oversee the full spectrum of the employee lifecycle from onboarding to offboarding. The vendor ensures smooth implementation and ongoing value for customers by offering substantial support and educational resources. Recent updates include new productivity and employee experience features aimed at SMBs, including surveys, compensation management, and international absence capabilities. These tools are designed to measure engagement, improve retention, and efficiently manage workforces across borders, making it an attractive choice for organizations with dispersed workforces. Its scalable structure is built to accommodate a company's growth and the changing requirements often faced by small and midsized businesses.

PRIMEPAY

PrimePay acquired SyncHR in 2021 and announced the combination of the two companies as PrimePay in August 2023. The cloud-based PrimePay HR and PrimePay Payroll platforms feature capabilities for core HR, benefits administration, payroll, time and attendance, performance management, talent acquisition, and learning management. With a single-platform model optimized for diverse analytics use-cases, customers can enhance the solution by integrating third-party applications through APIs and MuleSoft functionality. The solution's HR workflows are designed to assign tasks to company roles rather than individual employees, ensuring timely completion of critical HR tasks irrespective of individual workloads. Customers consistently highlight the configurability of features within the solution as a significant selling point, making it particularly beneficial for specialized organizations with niche requirements.

SAGE

Sage Business Cloud encompasses solutions for accounting, Human Capital Management (HCM), Customer Relationship Management (CRM), and enterprise intelligence. Sage People, the vendor's global HCM platform integrates with these offerings, enhancing operational visibility and interoperability across an organization. Sage People is best suited to the needs of small and midsized organizations, but the vendor also offers Sage HR as a solution for even smaller businesses, which includes modules for Core HR and leave management, performance, shift scheduling, timesheets, expenses, and recruitment. Sage People includes functionality for core HR, payroll management, talent acquisition and talent management, HR analytics, and automation of various departmental processes. Users have the flexibility to configure the system according to their specific needs, leveraging no-code

capabilities to reduce reliance on IT resources. Additionally, administrators can easily customize workflows, change policies, and assess their impact to facilitate informed decision-making and foster ongoing agility within the organization. Sage People offers payroll services in both the UK and US markets through partnerships in each region and can integrate with other payroll solutions to accommodate the diverse global payroll needs of its customers.

Recent updates and announcements include:

- In October 2023, Sage announced the launch of Sage HR for Sage 50 in the US and Canada. The solution offers deep integration between accounting, HR, and payroll processes for Sage 50 customers with a Payroll service plan.