

HR TECHNOLOGY LONGLIST



VIEWPOINT ANALYSIS

FOREWORD

HR Technology Longlist Guide

Welcome to the longest Viewpoint Analysis Longlist yet - the HR Technology Longlist Guide!

If you are looking to implement new HR software this year, we hope this report will give you a starting point for your initial market assessment. We've pulled together an immense list of HR technology players that span the full market. We think they might be useful to speak to as you start to engage with the technology community.

The point of a longlist is to look at vendors of all shapes and sizes - and companies that you may not immediately know of. It is a way of really understanding what is available to you before you shortlist and go through your vendor selection process. This report features many vendors, some you may know of - and others that perhaps you don't. Our hope is that you use it as a springboard - take some or all our suggestions, add others, and make those introduction calls.

If the options are overwhelming or if your team is stretched and you would like support, remember that Viewpoint Analysis provides a range of fixed-price matchmaker services that take you from initial market assessment to preferred vendor and through to the business case:

- **Project Matchmaker** - Where we bring a range of vendors to present how they can help you with your upcoming project. This is the 'longlisting' phase and we'll introduce you to a variety of vendors that we believe can help you. We'll write up your problem statement, promote your project to the technology community, and host the Matchmaker presentations.
 - [Find out more about our Project Matchmaker here.](#)
- **Vendor Selection** - Providing a choice of two different approaches to your vendor selection process. Our 'Meet My Need' service (non-RFP and built for speed) or our 'Rapid RFP' with pre-built RFP templates and streamlined steps. We also bundle in help with your selection decision and business justification.
 - [Find out more about our Vendor Selection service here](#)
- **Complete Selection Support** - helping you every step of the way by bringing our services together to take you from longlist to selection - guiding all the way.
 - [Find out more here.](#)

If we can help or if you have any questions or comments, drop us a note at: contactus@viewpointanalysis.com.

Yours Sincerely,

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LONGLIST VENDORS

Beamery	SmartRecruiters
Mo	Checkr
Cornerstone OnDemand	Avature
SAP SuccessFactors	Platypus
Eightfold AI	UKG
Beekeeper	Workday
Lever	Culture Amp
Espressive	Gem
Degreed	Leena AI
Hibob	HR Acuity
Fuel50	Hiretual
Schoox	Lattice
Jobvite	Pymetrics
Leapsome	Greenhouse
Phenom	Ceridian
PRO Unlimited	Peoplefluent
Gloat	Workhuman
Workplace from Facebook	Oracle
15five	Bryq
BambooHR	ADP
Orgvue	iCIMS
Visier	Deel
Zenefits	Sage People
365Talents	ServiceNow
Betterworks	Workstream
Personio	Workjam

BEAMERY

Year Established: 2013

Technology Area: Talent Operating System

CEO: Abakar Saidov

Website: www.beamery.com

What do they do?

Beamery has built what they call the 'Talent Operating System'. What is a Talent Operating System? It is an end-to-end talent platform that enables its customers to attract, engage and retain world-class talent. Beamery calls it the new foundation for talent management - harnessing the power of talent data so that you know who to hire - today and tomorrow.

The vendor covers a number of different services within their product. Beamery Attract provides a complete suite of products to build your employer brand and deliver online and offline talent experiences. Beamery Engage is all about building relationships with future employees and driving personalized engagement, and Beamery Retain, as the name suggests, focuses upon the retention of your talent by providing internal recruitment tools.

They work with a number of well-known brands including the likes of Astra Zeneca, Finastra, and Workday. Beamery announced a major investment (Series C) in June 2021.

MO

Year Established: 2016

Technology Area: Social Recognition Software

CEO: Luke Fisher

Website: www.mo.work

What do they do?

Mo is a new professional platform used by leaders and workers across the world to build their own personal profiles for work and to connect with colleagues in a more meaningful way. By encouraging employees to share information about themselves, celebrate success, and share achievements, they aim to help teams to thrive and strengthen social connections.

In a post-Covid landscape, employees are likely more dispersed than ever before. Implementing a platform such as Mo helps employee togetherness and promotes a healthy and positive work culture. Key elements of the Mo platform include the profile builder; discovery tools and reward nominations.

Mo is used by a number of well-known businesses in over 45 countries, including the likes of Marriott, the NHS, and William Hill.

CORNERSTONE ON DEMAND

Year Established: 1999

Technology Area: People Development Software

CEO: Phil Saunders

Website: www.cornerstoneondemand.com

What do they do?

Cornerstone is a cloud-based 'people development software' provider. As one of the most well-known and established vendors in the talent and learning space, they have grown through various acquisitions. The



most recent of which saw the purchase of Saba and the creation of a major talent management player. Today, the enlarged business helps customers recruit, develop, manage, and engage their people. Their list of customers has grown to over 6,000 with the software used by customers in over 180 countries.

Cornerstone recently announced a vision for a 'new system of work' which will transform how customers grow their workforces by removing talent complexity and technology silos to ultimately create a much more agile workforce. It brings the power of the individual elements of the Cornerstone platform together with the new market dynamics (workforce flexibility/agility) and technology improvements (e.g. artificial intelligence and AI).

SAP SUCCESSFACTORS

Year Established: 2001

Technology Area: Human Capital Management (HCM)

CEO: Christian Klein

Website: www.sap.com

What do they do?

SAP is one of the software industry's behemoths. Known for their ERP platform, they have worked in the HR arena for many years. SAP purchased SuccessFactors, the cloud-based 'Business Execution Software' vendor in 2011 to add a new dynamic to their business.

SAP SuccessFactors technology is focused upon the HXM category - a new, more focused version of HCM that is more about the people using the product and their experience and motivation. The platform is designed to keep employees happy, productive, engaged, and improving.

The platform is one of the most deployed in the HR technology arena with some 191 million users deployed in over 200 countries.

Read our 'Implementation Focus' with Gavdi to learn more about how they deliver SuccessFactors in an innovative way.

EIGHTFOLD AI

Year Established: 2016

Technology Area: AI-Powered Talent Intelligence Platform

CEO: Ashutosh Garg

Website: www.eightfold.ai

What do they do?

The Eightfold AI platform is designed to address the talent data behind the total workforce - by this, they include employees, candidates, contractors, and citizens. The AI technology looks at the career potential of each individual to then understand the potential of the customer's entire workforce.

The technology identifies four key elements: Validated Skills; Likely Skills; Skills to be Validated and Missing Skills. With this data, the platform can then identify opportunities for the individual that go beyond what can be seen on a standard resume.

Once a company can understand the talent available to them, they can then initiate reskilling/upskilling or find individuals in the marketplace that can fill gaps they have today or anticipate future gaps.

BEEKEEPER

Year Established: 2012

Technology Area: Mobile Platform for Frontline Workers

CEO: Cristian Grossmann

Website: www.beekeeper.io

What do they do?

Beekeeper is a mobile platform designed for the frontline workforce. They provide a secure communications platform allowing frontline employees to be more agile and productive. Users are able to access documents; review their work schedules and communicate with each other through the Beekeeper application.

For employees sitting at a desk, it is often easy to misunderstand the needs of workers in areas like hospitality or logistics. They often only have access to a mobile device and can be scattered across multiple locations in various regions of the country and world. With the Beekeeper platform, they are able to keep up to date with their employer's requirements - can be onboarded quickly; can progress through any training exercises and generally feel engaged with the company and brand.

The Beekeeper platform is used by the likes of Domino's, Hilton and Heathrow.

LEVER

Year Established: 2012

Technology Area: Talent Acquisition Suite

CEO: Nate Smith

Website: www.lever.co

What do they do?

Lever is a leading Talent Acquisition Suite. It combines a complete Applicant Tracking System (ATS) and Customer Relationship Management (CRM) capabilities in one product - the LeverTRM (Talent Relationship Management Platform). The platform is designed to increase productivity, engage talent, and then measure performance.

Lever is aiming to give talent leaders 'the reach of a marketing leader, the forecast of a sales leader, and the insight of a finance leader'. They believe that with the competition for talent greater than ever, a pure applicant tracking system is no longer the right tool to hire the best talent.

They work with over 4,000 customers worldwide including the likes of KPMG, Netflix and DAZN.

ESPRESSIVE

Year Established: 2017

Technology Area: Employee Engagement & Enterprise Service Management

CEO: Pat Calhoun

Website: www.espressive.com

What do they do?

Espressive is a pioneer in AI for employee self-service. They have brought the idea of consumer virtual assistants (such as Alexa) into the workplace with their virtual support agent (VSA) called Barista. They believe that this approach to employee needs reduces help desk call volumes by in the region of 50-70%, and employee adoption by circa 80% as employees can get the help they need when they need it.



The platform can be used by a range of different internal service providers - HR and payroll requests, issues and questions being just a couple of examples. One specific area of HR that works well is the employee onboarding experience. By bringing HR, Facilities and IT together with the virtual assistant, the whole employee onboarding experience can become a much more seamless process.

HIBOB

Year Established: 2015

Technology Area: Core HR Platform

CEO: Ronni Zehavi

Website: www.hibob.com

What do they do?

Hibob is the creator of bob, the modern core HR solution or HRMS. The platform is designed to 'enable mid-sized businesses to create remarkable work experiences that make their people and business thrive'. The platform was built from the ground up to be more about people and less about the human resources team. As such, it is designed to be user-friendly and to connect employees to the company culture.

Bob contains all the key parts of a modern HR platform, from core HR capabilities to onboarding and from compensation to time and attendance.

The bob platform is used by companies such as Gong, Hopin, and Monzo and they announced large fundraising rounds in December 2020 and October 2021 to fuel their growth.

FUEL50

Year Established: 2011

Technology Area: AI Opportunity Marketplace

CEO: Anne Fulton

Website: www.fuel50.com

What do they do?

Fuel50 is the AI Opportunity Marketplace. The platform smart-matches the people in a business to the opportunities across the organization - increasing workforce agility and internal talent mobility.

The platform uses Fuel50's specialized AI engine to match employees to a variety of career-related requirements - job opportunities, vacancies, mentors, gigs, and projects. It connects to an employee's LinkedIn page or users can upload a recent resume - and connects to the core HR platform, ATS (Applicant Tracking System) and Learning Management Platform, to give a holistic employee viewpoint.

Fuel50 is used by over 70 companies including the likes of Allied Irish Bank (AIB), NetApp and Ericsson.

SCHOOX

Year Established: 2012

Technology Area: E-Learning

CEO: Lefteris Ntouanoglou

Website: www.schoox.com

What do they do?

Schoox is a learning and development solution. In one platform, it combines training, social collaboration,



content management, performance and skills management, career development, and business impact measurement. Schoox pride themselves on their technology's ease of use. The platform is designed to connect to the customer's existing HR applications so that employee information is easily accessible, and it can fit into a landscape where other technologies may work around the Schoox data flow.

Customers of Schoox vary in shape and size and include the likes of Subway, Five Guys, and Celebrity Cruises amongst a roster of more than 1500 customers in over 120 countries worldwide.

JOBVITE

Year Established: 2006

Technology Area: Recruitment Software

CEO: Pete Lamson

Website: www.jobvite.com

What do they do?

Jobvite is all about finding top talent, faster. Their mission is to 'provide customers with the tools to attract, engage, hire and retain the talent that drives success'.

The Jobvite Talent Acquisition Suite offers a full recruitment platform. It covers all aspects of recruiting - attraction, engagement, recruit, hire, onboard, retain and promote from within.

For customers who already have an applicant tracking system they also offer a standalone Talemetry Recruitment Marketing Suite designed to bring candidates to you through a 'marketing-led' approach to recruitment.

Jobvite customers include the likes of USA Today, Trustwave and Covia.

LEAPSOME

Year Established: 2016

Technology Area: Performance Management and Employee Engagement

CEO: Jenny von Podewils and Kajetan von Armansperg

Website: www.leapsome.com

What do they do?

Leapsome's 'People Enablement Platform' helps organizations to prosper by driving employee engagement, performance, and learning. It combines tools for goal and OKR (objectives and key results) management, performance and 360 reviews, learning, onboarding, engagement surveys, and more.

Leapsome helps drive the whole business together to achieve their common goals. It integrates with a customer's core HR system of record as well as their chosen technology stack (Outlook, Teams, Jira etc).

Leapsome is used by companies across the globe. They include the likes of Spotify and Mercedes-Benz.

PHENOM

Year Established: 2011

Technology Area: Talent Experience Management

CEO: Mahe Bayireddi

Website: www.phenom.com

What do they do?

Phenom and its Talent Experience Management (TXM) platform provides a single unified solution that stretches across the four recruiting interaction experiences - candidate, employee, recruiter, and manager. The AI-powered technology aims to 'enable candidates to find the right job, employees to grow and evolve, recruiters to discover top talent, and managers to build teams faster'.

By joining career sites, CRM, CMS, chatbot, SMS, internal mobility, talent analytics, and AI, Phenom connects every key interaction in the talent lifecycle to provide a hyper-personalized experience.

The Phenom TXM is used by over 400 businesses like Southwest, MGM Resorts, Micro Focus, and they have a goal to help 1 billion people to find the right job.

PRO UNLIMITED

Year Established: 1991

Technology Area: Integrated Workforce Management

CEO: Kevin Akeroyd

Website: www.prounlimited.com

What do they do?

PRO Unlimited offers an Integrated Workforce Management platform that enables a company to manage a non-employee workforce. They combine a Managed Services Provider (MSP) with a Vendor Management Software (VMS) solution.

Their vendor management system (VMS), Wand, manages the contingent workforce and integrates to a variety of ERP and HR platforms. It centralizes contingent workforce management (including temporary workers, independent contracts, statement of work engagements and self-sourced contractors into one cloud-based platform.

GLOAT

Year Established: 2015

Technology Area: Internal Talent Marketplace

CEO: Ben Reuveni

Website: www.gloat.com

What do they do?

Gloat helps customers to achieve what they call the 'anytime workforce'. Their internal talent marketplace improves internal mobility to create a much more flexible workforce.

Businesses have perhaps never needed to be more agile. With changing market dynamics and customer buying behavior, companies need to be fleet-footed. To do this, they need their employees to be adaptable to change. Gloat enables roles to be filled quickly by shifting internal talent to the most appropriate place at the most important time, and allowing staff to understand what skills and milestones they need to achieve to make that next internal move.

Gloat lets the business know what talent is available across the company (and in the external and contingent workforce), understands current gaps, and anticipates changing needs to adapt in real-time. It also benefits from AI technology to ingest and analyze the employee record, resumes, and LinkedIn profiles in order to understand your employee's experience in seconds.

WORKPLACE FROM FACEBOOK

Year Established: 2016

Technology Area: Workplace Communications

CEO: Mark Zuckerberg

Website: www.workplace.com

What do they do?

Workplace is Facebook's tool for the workplace. With a similar user interface to its big brother, the platform brings a familiar way of engaging with colleagues as it does friends and family. According to Facebook, Workplace is now used by over 7 million users across hundreds of companies, with large deployments at the likes of Astra Zeneca, Walmart, and Deliveroo.

The platform connects everyone in a company and uses familiar features like Groups, Chat, and video broadcasting to help people communicate and work together - in the office or remotely, promoting communications between different teams and groups and sharing information with those that need it when they need it.

15 FIVE

Year Established: 2011

Technology Area: Performance Management

CEO: David Hassell

Website: www.15five.com

What do they do?

15five is a human-centered performance management vendor. Through engagement surveys and 1-on-1 tools, to performance reviews and OKRs (objectives and key results), they aim to unlock employee potential and develop successful and highly effective managers.

The 'human-centered' aspect is very important to 15five as they aim to create a thriving workplace by empowering people to do their best work and stay highly engaged. They put science at the heart of what they do and follow the Positive Product Design method - aligned with the latest positive psychology research.

The business has been operating since 2011 and has in the region of 3,000 customers including the likes of Spotify, HubSpot, and Credit Karma.

BAMBOOHR

Year Established: 2008

Technology Area: HR Platform

CEO: Brad Rencher

Website: www.bamboohr.com

What do they do?

BambooHR is an 'all in one' HR platform for small and medium-sized businesses. The software is designed to cover the key HR processes from recruiting and onboarding, through HR records, to compensation and talent management - and much more.

The platform was built for the SMB (Small and Medium-sized Business) area. According to the company, 89 percent of customers sit in this category. It is designed to be easy to adopt and can be consumed and purchased in a modular way such that it meets the needs of the procuring business.



Used by over 2 million employees across over 20,000 customers, the business is based in the United States but serves customers in over 120 countries worldwide.

ORGVUE

Year Established: 2008

Technology Area: Workforce Analytics

CEO: N/A

Website: www.orgvue.com

What do they do?

Orgvue is a SaaS HR technology platform that enables customers to design, test and deploy new organizations. It helps businesses that are going through or planning to go through change such as organization transformations; mergers and acquisitions; digital or working practice changes, and workforce downsizing.

The technology brings together different data sources to give a single version of the truth about the organization. From this baseline, workforce plans can be built and leaders can collaborate on the future state and design.

Orgvue is a division of Concentra Analytics the London-based data and analytics business. Clients of the Orgvue product include the likes of Tesco, HSBC, Aviva, and Sainsbury's.

VISIER

Year Established: 2010

Technology Area: Workforce Analytics

CEO: Ryan Wong

Website: www.visier.com

What do they do?

Visier is a leader in the Workforce Analytics area. It is designed to allow customers to understand their workforce in every possible way.

The cloud-based software has HR expertise built-in to the product and uses more than 10 million anonymized employee records and over 2,000 business metrics. Customers can connect any of their HR platforms so that the analytics capabilities can deliver the right answers to the right questions.

Visier's Workforce Analytics platform is now used by more than 11,000 customers across more than 75 countries. According to Visier, 1 in 3 of the Fortune 500 use the platform, and customers include the likes of Pitney Bowes, Johnson & Johnson, and Novartis.

ZENEFITS

Year Established: 2013

Technology Area: SMB HR, Payroll, and Benefits.

CEO: Jay Fulcher

Website: www.zenefits.com

What do they do?

Zenefits is a United States-focused People Platform. It is an HR application that brings benefits, payroll, and core HR together. Built to service the small and mid-sized business community, they aim to provide



an innovative and intuitive platform.

By connecting aspects such as onboarding and employee set-up, with benefits selection and administration, and subsequently payroll - the Zenefits application provides a simple mechanism for managing the key employee processes.

Zenefits includes a wide range of HR functionality including - benefits, payroll, time off, compensation, performance management, and more.

365TALENTS

Year Established: 2015

Technology Area: AI Talent Marketplace

CEO: Loic Michel

Website: www.365talents.com

What do they do?

365Talents is a French-based AI Talent Marketplace established in 2015 and focused on the large enterprise sector. They work with companies such as EY, Societe Generale and RTE to help them to unlock knowledge about their employee's skills, to improve internal mobility and employee development.

The 365Talents platform helps automate skills mapping, internal mobility, staffing, and employee development & engagement. They offer 3 solutions to cover the talent management area - Skills Audit, an Internal Talent Marketplace, and Strategic Workforce Planning.

With a greater understanding of the workforce and all the skills and experience available, businesses can quickly adapt to change and power to new heights.

BETTERWORKS

Year Established: 2013

Technology Area: Performance Enablement Solution

CEO: Doug Dennerline

Website: www.betterworks.com

What do they do?

Betterworks is a performance management and goal-setting solution that is designed to align the enterprise, closing the loop between people, strategy, and results. By aligning employees to the strategic goals of a business and then using performance management to measure achievement, companies can drive forward as one to achieve the most important plans.

Betterworks is built around the OKR (objectives and key results) methodology of goal setting and continuous performance management, and employee engagement.

Customers include the likes of FedEx, Hulu and Kroger and over 10 million goals have been completed across the application so far.

PERSONIO

Year Established: 2015

Technology Area: SMB HR Platform

CEO: Hanno Renner

Website: www.personio.com

What do they do?

The Personio platform is built for the small and medium-sized business market. The solution includes core HCM, recruiting, and payroll. The business is headquartered in Munich, Germany, and following their latest funding round (Series E) in October 2021, they are valued at over \$6b - making them one of the most valuable HR vendors in the world.

Alongside the major funding announcement, Personio also announced the launch of the People Workflow Automation category. With this, Personio aim to help SMEs to transform manual and fragmented people processes into automated workflows that span the entire business and all applications within it.

Personio has over 5,000 customers around the world. They include the likes of Premier Inn, Mindful Chef and Futurice.

WORKJAM

Year Established: 2014

Technology Area: Frontline Workforce Platform

CEO: Steven Kramer

Website: www.workjam.com

What do they do?

Founded in Canada in 2014, Workjam is a digital productivity tool for the frontline workforce. They work with a number of well-known people-centric businesses including the likes of Shell, Woolworths, Target, and Kroger, to provide the digital tools their employees need to work effectively.

The technology is designed to increase employee job satisfaction and engagement by helping frontline workers feel more connected to the wider business. By allowing workers to select shifts; elect to take training courses to further their development; and to be recognized for performance - productivity and employee retention may be improved.

Workjam includes elements such as task management, employee communication, learning, employee self-service, and 'expresspay' - amongst other capabilities. The platform is available in 35 different languages and is localized across many countries and territories.

SMARTRECRUITERS

Year Established: 2010

Technology Area: Talent Acquisition Suite

CEO: Jerome Ternynck

Website: www.smartrecruiters.com

What do they do?

SmartRecruiters and their 'Talent Acquisition Suite' is a modern source-to-hire recruitment platform. Founded in 2010, SmartRecruiters was created to 'make hiring easy' - to 'help businesses to get the talent they need to succeed and to help people find a job they love'.



The platform brings together various elements of the hiring process in one application - from attracting talent (wherever they may be), and selection (applicant tracking and internal communication tools) to hiring (digital offer management and reporting capabilities). All designed to create an efficient, transparent and collaborative hiring experience.

SmartRecruiters have a range of impressive customer logos in a variety of industries - from the likes of LinkedIn and Visa, to McDonald's and Kelly Services.

CHECKR

Year Established: 2014

Technology Area: Background Check Technology

CEO: Daniel Yanisse

Website: www.checkr.com

What do they do?

Checkr is a US-based and focused background check technology vendor. Using artificial intelligence and machine learning, they aim to make background checks faster, easier, and more compliant. Their recent (September 2021) funding round saw them raise \$250m, valuing the company at \$4.6 billion.

The Checkr application's API solution connects to the existing customer platforms, meaning that background checks can be conducted inside the technology used every day by their clients. They provide the full range of checks, including criminal records, employment verification, and driver checks.

As the world of work has changed post-Covid, recruitment has become a hot topic. Ensuring candidates are screened appropriately is crucial. The Checkr application performs around 30 million background checks each year and customers include the likes of Airbnb, Adecco, Lyft, and Netflix.

AVATURE

Year Established: 2005

Technology Area: Recruiting & Talent Management

CEO: Dimitri Boylan

Website: www.avature.net

What do they do?

Avature was founded in 2005 by the former Co-founder and CEO of Hotjobs.com, Dimitri Boylan. Today, over 650 companies use Avature, including the likes of Shell, IBM and AXA, for recruitment and talent management.

The Avature Platform is designed to be one solution that helps identify, attract, hire, develop and retain talent across multiple industries and multiple countries across the globe. As such, it contains elements ranging from Candidate Relationship Management (CRM), Career Sites and an Applicant Tracking System (ATS) through to Onboarding, Performance and Successions Management capabilities - and much more inbetween.

UKG (ULTIMATE KRONOS GROUP)

Year Established: 2020 (new, merged business).

Technology Area: HCM & Payroll

CEO: Aron Ain

Website: www.ukg.com

What do they do?

Built from the merger of Ultimate Software and Kronos, UKG is now one of the largest HR technology businesses in the world. Using the tagline 'our purpose is people', the company provides a platform that covers core HR (HCM), payroll, workforce management and HR service delivery.

Their UKG Pro platform provides a core HR solution (HCM) and payroll for medium and large enterprises, while UKG Ready combines HR, talent, payroll and time capabilities in a single solution suitable for small businesses.

Customers of the newly enlarged business number over 12,000 and include the likes of Tesla, Marriott and Samsung.

WORKDAY

Year Established: 2005

Technology Area: HR suite

CEO: Aneel Bhusri and Chano Fernandez

Website: www.workday.com

What do they do?

Workday is one of the world's largest and most respected cloud computing vendors with enterprise applications stretching across HCM, Finance, and Planning. Established in 2005 by the founder and former CEO of Peoplesoft and the former Peoplesoft chief of strategy, the HR area has always been a central element of the business and around which other applications and capabilities have been added.

Within the HR suite, Workday covers many of the most important capabilities ranging all the way from core HR to payroll and from talent management (learning, performance et al) to workforce management. Their recent acquisition of Peakon, a Workday Company, brings new aspects such as employee engagement and sentiment management.

Customers are generally large and medium-sized businesses and include many of the most well-known household names. By combining HR, finance, and planning, Workday aim to allow everyone to have real-time access to the most important data to make sound decisions.

CULTURE AMP

Year Established: 2010

Technology Area: Employee Experience Platform

CEO: Didier Elzinga

Website: www.cultureamp.com

What do they do?

Culture Amp is all about improving employee performance, engagement, and retention. They believe that



their customers enjoy a 2x better rate of innovation, a 2x higher customer satisfaction, and are 25% more profitable as a result of using their engagement tools to engage, develop, manage performance and retain key talent.

Key parts of the platform include 'employee engagement' with employee survey technology, 'performance management' that uses a trusted and transparent review process to drive positive change, and 'employee development' to drive skills development and employee growth.

The company was founded in Australia in 2010 and today over 4,000 companies use the platform to power their employee experience. The platform is used by the likes of McDonalds, Airbnb, Slack, and Oracle.

GEM

Year Established: 2017

Technology Area: All-in-one Recruitment Platform

CEO: Steve Bartel

Website: www.gem.com

What do they do?

Gem was founded by Steve Bartel and Nick Bushak to manage and nurture relationships with external top talent - their potential recruitment 'gems'. It is built specifically for recruiters so that they can 'automate tasks, track touchpoints, show pipeline views, and offer analytics for forecasting hires'.

The technology tracks each candidate touchpoint in the talent acquisition funnel by integrating the likes of LinkedIn, Gmail, Outlook, Chrome, and a customer's applicant tracking system (ATS) - such that the recruitment team can find, engage and then nurture top talent. Gem helps to build lists of potential talent, find email, and automate follow-ups to save time and increase response rates.

Gem is used by over 800 recruiting teams including the likes of Dropbox, Robinhood, and Lyft.

LEENA AI

Year Established: 2015

Technology Area: Employee Experience Platform

CEO: Adit Jain

Website: www.leena.ai

What do they do?

Leena AI is an autonomous conversational AI-backed platform. Think of them as the Siri of the HR world. The technology acts as a personal assistant for your employees and is equipped with NLP and machine learning. Their mission is to help enterprises build employee experience that puts people first.

The technology can be used for a variety of tasks to take the workload away from the HR team. These include HR case management, knowledge management, and frequently asked question (FAQ) automation.

Leena AI is used by the likes of Coca-Cola, AON, and Nestle and claims to have over 1 million employees using the platform

HR ACUITY

Year Established: 2006

Technology Area: Employee Relations Case Management

CEO: Deb Muller

Website: www.hracity.com

What do they do?

The HR Acuity solution enables businesses to identify, investigate and track employee issues.

No matter the size of the company or the industry in which it operates, employee issues do happen. This is what HR Acuity is designed to handle. The system includes built-in intelligence, templates, and reporting to help manage employee issues in the right way.

The platform documents and manages employee cases and helps conduct fair and consistent processes through the inclusion of best practices and templates that are built-in to the solution.

The technology is used by the likes of LinkedIn, Qualcomm and Save the Children.

DEGREED

Year Established: 2012

Technology Area: Upskilling Platform

CEO: Dan Levin

Website: www.degreed.com

What do they do?

Degreed is the 'upskilling platform' connecting learning to opportunities. They believe that people need to continuously build their skills for the future and those skills are captured in the Degreed platform.

The information contained in Degreed is controlled and owned by the employee - who can then choose to share it (for example they can share with their manager or a hiring manager) in order to build a career roadmap or aim for that next big role.

It gives businesses their workforce skills metrics at their fingertips - what skills are they lacking? Where do they need to invest? What new opportunities can quickly be resourced? Who in our business can meet this new challenge?

Customers include the likes of Cisco, Imperial Brands and Tata Communications. **See the extended profile on Degreed elsewhere in the Longlist.**

HIRETUAL

Year Established: 2015

Technology Area: Talent Data Cloud

CEO: Steven Jiang

Website: www.hiretual.com

What do they do?

Hiretual aims to be the single source of truth for 'top of funnel' recruiting. They source, engage, analyze and rediscover qualified talent in one platform. They look to act as a search engine across recruitment data pools (resumes, emails, metrics etc) and integrate to over 30 ATS tools.

Their AI Sourcing is able to sort and rank talent from various web sources that it believes will be the best fit for your open roles, significantly reducing the amount of time needed to trawl for suitable candidates. With more than 45 connected open web platforms (e.g. LinkedIn, GitHub and Upwork) and a candidate database of over 750m, they believe they can reduce sourcing time in half.

Hiretual is used by over 5,000 recruiting teams from the likes of Raytheon, PWC, Accenture and Nike.

LATTICE

Year Established: 2015

Technology Area: People Management Platform

CEO: Jack Altman

Website: www.lattice.com

What do they do?

Lattice aim to turn employees into high performers, managers into leaders, and companies into the best places to work, fantastic goals....which is partly how they will achieve this!

The platform brings together employee engagement, performance management, and employee development in one platform in order to enable their customers to achieve their goals and drive their businesses forward - together.

Lattice has in the region of 3,500 customers across the globe including Monzo, Reddit and Slack.

PYMETRICS

Year Established: 2013

Technology Area: AI-based Talent Acquisition and Management

CEO: Frida Polli

Website: www.pymetrics.ai

What do they do?

Pymetrics are helping companies build the workforce of the future using behavioral science and AI technology - creating more diverse teams and more efficient processes.

The application ensures that employers do not judge a job seeker by their resume alone, but rather they collect behavioral data that measures a job seeker's true potential - therefore measuring 'potential not pedigree'. They assess the top performers in their role in the company - and that data builds algorithms that represent what success looks like. Advise your internal talent on their best-fit career path and bring the right external candidates into the right roles.

Companies using the Pymetrics solution include the likes of Colgate-Palmolive, KraftHeinz, and McDonalds.

Comment

Too much choice?

The Longlist highlights our curated view of the brightest and best HR technology, but there are so many vendors in the HR arena. Take a look at our **HR Technology Carousel** service profile (towards the end of the report) to read about how we can quickly bring the right vendors to your door.

GREENHOUSE

Year Established: 2012

Technology Area: Enterprise Talent Acquisition Software

CEO: Daniel Chait

Website: www.greenhouse.io

What do they do?

Greenhouse's mission is to make every company great at hiring. They believe that for people to be amazing and reach their potential, they 'need to be in the right role, on the right team and at the right time'.

Their software focuses on the areas of recruitment and onboarding and covers companies of all shapes and sizes. In terms of recruitment, the solution helps customers to find and track the right candidates; set up a fair and equitable hiring process; create a professional candidate experience (career pages / customizable email templates), and use pre-packaged reports to measure the talent team's performance.

Greenhouse work with over 4,000 clients including Wayfair, J.D. Power, and HubSpot.

CERIDIAN

Year Established: 1992

Technology Area: Cloud HCM

CEO: David Ossip

Website: www.ceridian.com

What do they do?

Ceridian is a global HCM vendor covering the HR, payroll, benefits, workforce management, and talent area in their 'Dayforce' platform. All the key elements that make up the employee lifecycle.

With over 6,000 employees and operations across the globe, Ceridian is a large HR technology vendor and sells to both the SME and large enterprise markets. With a background in payroll, the company has pivoted to a core HCM vendor and continues to build out the platform with product updates and acquisitions (Ideal, the DE&I platform being a good example of that).

PEOPLEFLUENT

Year Established: 1997

Technology Area: Talent Management & Learning

Managing Director: Stephen Bruce

Website: www.peoplefluent.com

What do they do?

A part of the growing Learning Technologies Group (LTC), PeopleFluent is an integrated Talent Management and Learning software provider, helping companies to 'hire, develop and advance a skilled and motivated workforce'.

The platform can be deployed as an integrated solution or customers can purchase the individual elements that meet their needs. Customers might also look to the wider Learning Technologies Group for associated technology capabilities outside of PeopleFluent.

PeopleFluent is used by the likes of Hertz, Serco and Norton Healthcare.

WORKHUMAN

Year Established: 1999

Technology Area: Social Recognition & Continuous Performance Management

CEO: Eric Mosley

Website: www.workhuman.com

What do they do?

Workhuman is on a mission to 'make work more human for every person on the planet'. Their Social Recognition and Continuous Performance Management solution is used by more than 5m employees across the world in 180 different countries.

The Workhuman Cloud is all about recognition, development, and celebration. Key features include service milestones, life events, peer social recognition, and conversations. All designed to bring employees and teams together through a culture of thanks and appreciation.

Workhuman believes that their technology improves the sense of belonging, increases employee performance, and enhances retention - all such critical factors in a world where businesses are facing a major challenge to keep existing employees and recruit new talent to replace those lost post-Covid.

ORACLE

Year Established: 1977

Technology Area: Cloud HCM

CEO: Safra Catz

Website: www.oracle.com

What do they do?

Oracle has long been associated with the HR technology area. Their Oracle Cloud HCM solution is a major player in the market and different iterations have been used by enterprise clients for decades across the full 'hire to retire' process.

The Cloud HCM solution has considerable breadth and depth built over many years. Today, the application covers a plethora of HR requirements, including core HR, recruiting, compensation, learning, payroll, analytics, performance, goals....the list goes on and on, Oracle aims to connect all aspects of an employee in a single version of the truth and with a consistent experience across devices.

Their HCM environment is used by large enterprise clients across the globe - including the likes of Mazda, FedEx, Cobham, and ArcelorMittal.

BRYQ

Year Established: 2014

Technology Area: Talent Intelligence Platform

CEO: Markellos Diorinos

Website: www.bryq.com

What do they do?

Bryq's mission is to 'empower recruiters and hiring managers to make faster, better and bias-free hiring decisions through objective data and AI automation'.

The Bryq 'Talent Intelligence Platform' is designed to identify the most compatible candidates based on personality traits and cognitive abilities. The application ranks your top candidates based on their fit for the role - something which Bryq believes cuts the time to hire in half. Their 20-minute talent assessment



blindly screens candidates and their AI-assisted profile predictor suggests ideal job profiles, curates candidate shortlists, and provides customized behavioral interview questions. Bryq integrates with a variety of the most popular ATS and recruitment systems (e.g. ADP, BambooHR, etc) and is used by customers such as EY, Automata, and IGTI.

ADP

Year Established: 1949

Technology Area: HCM & Payroll

CEO: Carlos Rodriguez

Website: www.adp.com

What do they do?

ADP has been a core constituent of the HR technology sector for decades. Today they are a major worldwide player in cloud-based HCM solutions that cover areas such as HR, payroll, talent, time, tax, and benefits. They also have a significant services area that covers elements such as outsourcing.

The vendor has technology solutions that fit most sectors of the economy - from SMB (they claim to work with 500,000 small businesses) to the largest multi-national companies.

ADP has been named to FORTUNE Magazine's "World's Most Admired Companies" list for 15 consecutive years. They work with almost a million customers in 140 countries, including in the region of 75% of the Fortune 500, and their payroll platform pays one in six workers in the United States.

iCIMS

Year Established: 2000

Technology Area: Talent Cloud

CEO: Steve Lucas

Website: www.icims.com

What do they do?

The iCIMS Talent Cloud is a single recruiting platform designed to cater to the entire talent acquisition lifecycle. Built for commercial businesses and large, global employers, iCIMS helps their customers find the right people, quickly.

The technology covers the 'attract', 'engage', 'hire', and 'advance' (internal mobility) segments of the hiring process to bring the very best talent into the business, hire them efficiently, onboard them professionally, and give them a career path that retains them and allows them to grow into your company.

iCIMS is used by companies including the likes of PWC, Wipro, Uber, and Microsoft. They have strategic partnerships with ADP, Ceridian, Microsoft, and UKG.

DEEL

Year Established: 2019

Technology Area: Global Payroll

CEO: Alex Bouaziz

Website: www.letsdeel.com

What do they do?

Deel is a new payroll solution helping businesses to quickly hire talent in 150 countries without the usual



need to open a local office and navigate regional payroll, benefits, taxes, and HR laws. It allows for quick and easy onboarding of contractors and employees 'in minutes' and can pay teams in more than 120 currencies.

New businesses need to be agile. They now have a fluid and globally distributed talent pool from which to hire - but the process to onboard, payroll, and compliance have been a limiting factor. Deel looks to address these issues so that businesses can bring in the right talent, at the right time, to meet their employment needs - wherever that talent resides.

Announcing a significant \$425m Series D investment in October 2021, Deel is used by over 4,500 companies including Coinbase, Shopify, and Dropbox.

SAGE PEOPLE

Year Established: 1981 (Sage Group)

Technology Area: Mid-Sized Enterprise HCM

CEO: Steve Hare

Website: www.sagepeople.com

What do they do?

Sage People is the cloud-based multinational HR and people management solution from Sage, the global applications provider. The platform covers a broad area and includes core HR, analytics, talent acquisition, time and attendance, compensation and performance - plus much more.

The application supports 21 different countries and 180 currencies to provide an HR technology solution capable of supporting customers as they grow in size and by geography.

Sage People is used by customers including Skyscanner, Trustpilot, and Shawbrook Bank. They are focused on the mid-size organization area and claim to have 400,000 end-users accessing the tools in more than 150 countries worldwide.

SERVICENOW

Year Established: 2004

Technology Area: HR Workflow Technology

CEO: Bill McDermott

Website: www.servicenow.com

What do they do?

ServiceNow is a multi-billion dollar enterprise software business founded in 2004 and focused on digital workflow technology.

An important element of ServiceNow's solution area is the area of Employee Workflow. Using their technology, businesses can create connected and engaging employee experiences that enable workers to find what they need, when they need it. Products in this area include the likes of HR Service Delivery, Workplace Service Delivery, Legal Service Delivery, Procurement Service Management, and Safe Workplace Suite.

ServiceNow aims to allow employees to navigate complex processes and get the information that they need in and through the channels that they prefer to use. In doing so, they improve employee experience, increase productive and help staff morale.

HR TECHNOLOGY LONGLIST

Who Are Viewpoint Analysis?

We are Technology Matchmakers....

Viewpoint Analysis Ltd aims to build a bridge between companies with a technology need and the exciting technology vendors that can meet your need. A Technology Matchmaker for want of a better term. Our services include:

- **Technology Ideas & Options**

Do you know that you need technology but are not sure what and where to turn? Our 'Technology Ideas Matchmaker' and our 'Technology Day' services bring amazing vendors to your door with new ideas and capabilities.

- **Market Assessment**

Our Project Matchmaker connects your business requirement with the technology vendors who can satisfy it. A great way to run an initial market assessment ahead of a selection process.

- **Vendor Selection**

Our 'Rapid RFP' - for customers who want to run an RFP process but want to make a quick decision, or our 'Meet My Need' service where we take a different approach and remove the need for spreadsheet questionnaires.

Email - contactus@viewpointanalysis.com or call 0113 5129252



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