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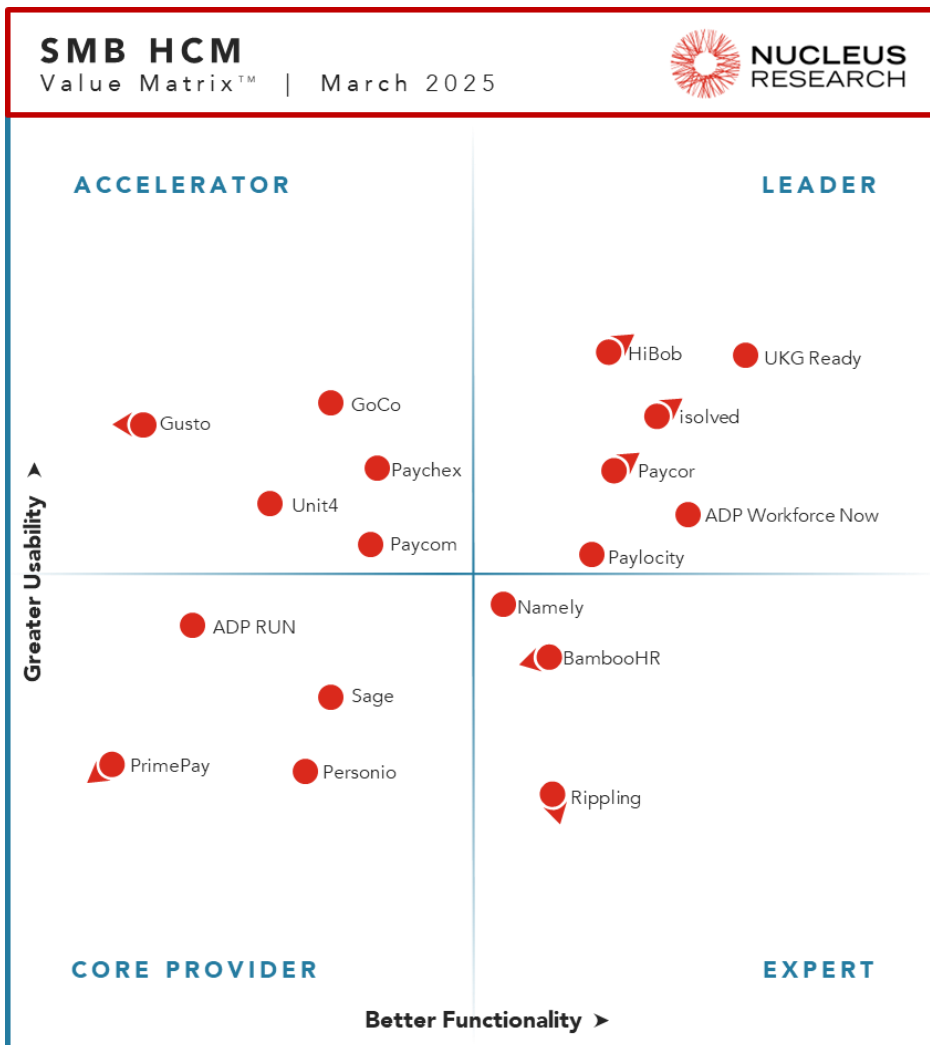# SMB HCM Technology Value Matrix 2025

ANALYST

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The Bottom Line

Small and midsized businesses (SMBs) are continuing to mature their HR operations and subsequent technological requirements. SMB-focused HCM vendors have matched this pace, with functionality designed to meet the needs of these organizations where they are and continue to support them as they grow. This has led to an acceleration of feature releases through R&D, mergers and acquisitions, and partnerships with third-party providers. Generative AI maintains its status as a primary point of vendor investment, with dedicated digital assistants launched to improve the usability of platforms and answer employee inquiries that would have otherwise burdened HR teams. Additionally, AI-powered insights and suggestions in HR analytics tools can equip leaders with the understanding of data required to make informed strategic decisions. Whether SMB clients plan to scale operations or simply continue to build upon the existing benefits of their deployments, vendor support and partnership is critical to demonstrating the value of new features and ensuring that customers can maximize the returns on their investment.

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Market Overview

Small and midsized businesses (SMBs) face unique HR challenges, with smaller HR teams expected to manage more work with fewer in-house resources. This has made a strong business case for a modern HCM solution that enables teams to do "more with less." Additionally, when considering smaller organizations in more complex industries, such as healthcare or construction, lightweight functionality presents a barrier to existing operations and their ability to scale.

SMBs face unique HR challenges that can't be band-aided with lightweight solutions. Having smaller HR teams requires modern capabilities like automation to maintain efficiency.

SMB HCM
Value Matrix™ | March 2025

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ACCELERATOR | LEADER

- HiBob
- UKG Ready
- isolved
- GoCo
- Gusto
- Paychex
- Paycor
- Unit4
- ADP Workforce Now
- Paycom
- Paylocity
- Namely
- ADP RUN
- BambooHR
- Sage
- PrimePay
- Personio
- Rippling

Greater Usability ▲

CORE PROVIDER | EXPERT

Better Functionality ➤

Over the past few years, SMB-focused HCM solutions have matured in tandem with their customers, offering more advanced capabilities to match the evolving requirements of their client base. For example, leaders are investing in Generative AI-powered features, such as digital assistants to answer employee inquiries and AI-powered insights and

suggestions in HR analytics tools to drive better decision-making. Once reserved for enterprise use cases, automation has now permeated the SMB HCM market and continues to grow in scope, enabling organizations to reduce time spent on repetitive, manual tasks. Broadly, vendors are investing in building out their suites. For providers that previously solely relied on API marketplaces and partnerships to fill functionality gaps, there has been a continued increase in new offerings through native development and acquisition. Some vendors have added global capabilities across areas such as payroll to provide customers with a more comprehensive, consistent experience across disparate international workforces.

Customer support and success resources continue to be crucial to the success of an SMB HCM deployment, not just in terms of configuring a system to current needs but ensuring that the setup drives increased value over time. This includes ensuring that customers are made aware of new features and their potential benefits, as well as helping them to keep up with changes in compliance regulations. Given this, proactive and continuous vendor engagement has become a non-negotiable.

In this year's Value Matrix, Nucleus assessed select HCM vendors with solutions built to support small and midsized organizations, with the ability to scale up to meet the needs of companies with up to 2,500 employees. Vendors are positioned based on their relative product usability and functionality, highlighting the value customers drive from using the solution's capabilities (Nucleus Research X222 – *Understanding the Value Matrix,* December 2023.) The report is intended to serve as a snapshot of the SMB 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 ADP Workforce Now, HiBob, isolved, Paycor, Paylocity, and UKG Ready.

ADP Workforce Now

ADP Workforce Now is an HCM platform built for the needs of companies based in North America with up to 1,000 employees. The suite includes intelligent analytics, leveraging the vendor's substantial client base and ADP DataCloud to provide relevant data, predictive analytics, real-time insights, and personalized recommendations. The vendor also offers ADP API Central as an add-on service that enables

Several vendors have introduced generative AI capabilities, adding to foundational benefits.

Continuous support is crucial to the success of an SMB's HCM deployment on an initial and ongoing basis.

customers across all product suites to build custom integrations. The service supports third-party developer resources and has built-in security using OpenID Connect and OAuth 2.0. Additionally, ADP provides compliance expertise across all 50 United States for Workforce Now customers.

Workforce Now integrates core HR, payroll, time and attendance, talent, benefits, and professional services within a single platform. Digital client onboarding for new customers uses AI and machine learning to ingest data, configure the system, predict policies, and create benefit plans. ADP also recently launched ADP Assist, a cross-platform solution powered by generative AI that can proactively deliver actionable insights and enhance HR productivity by answering questions and streamlining tasks. ADP Assist currently has uses across payroll (anomaly detection and resolution), analytics (simplification of reporting), and HR support for employees. ADP Assist offers advanced workflow automation capabilities, enabling HR teams to spend less time on repetitive tasks and more time on strategic initiatives. Reporting and dashboard capabilities enable users to choose from a library of pre-configured reports or create custom ones. They can then opt to receive notifications about important trends, gain visibility with unified data views, and compare company data against market benchmarks. The solution supports custom integrations but also has an app marketplace, ADP Marketplace, for a more plug-and-play integration experience, should customers wish to take advantage of third-party tools while maintaining Workforce Now as a system of record.

Recent updates and announcements include:

▶ **WorkForce Software Acquisition**
In October 2024, ADP announced its acquisition of WorkForce Software, a leading provider of workforce management (WFM) software for large, global, and otherwise complex organizations. The move will expand ADP's global offering of WFM solutions through WorkForce Software's time and attendance, scheduling, forecasting, leave and absence management, and employee communications capabilities into the broader ADP portfolio.

HiBob

HiBob's cloud-based HCM platform, Bob, includes modules for core HR, talent, hiring (ATS), onboarding, time and attendance, compensation, UK payroll, payroll hub, performance, learning, workforce planning, and people analytics. Built to serve as a central system of record for all of an organization's people, Bob has an intuitive,

ADP Assist is a cross-platform, AI-powered solution that can proactively deliver insights, answer questions, and streamline tasks.

social media-like interface that eases adoption and drives user engagement. It delivers a cohesive experience across the workforce, with configurable employee profiles that can serve as a single source of record for the entire system. The platform's org chart enables users to better understand the relationships between different employees, teams, and departments. Users can add information such as hobbies and birthdays to their employee profile, and the org chart also offers the ability to filter employees by hobbies, nationality, location, and more. Additionally, Bob has a timeline feature that marks milestones such as recognition, work achievements, performance reviews, and compensation updates.

The solution combines traditional task management with HR processes to automate workflows across areas including onboarding and offboarding, reporting, and compensation management. This enables HR teams to increase productivity and allocate more time to strategic functions, such as improving retention. As it continues to innovate, HiBob provides customers with a sandbox environment to test out new capabilities before they are implemented.

Recent updates and announcements include:

▶ **Bob Hiring**
In April 2024, HiBob released Bob Hiring, which seamlessly integrates recruitment into the flow of work while aligning with workforce planning, ensuring businesses can proactively hire the right talent at the right time, optimize headcount strategies, and support long-term growth with data-driven insights.

▶ **UK Payroll**
In September 2024, HiBob launched its UK Payroll solution, using HR and payroll data within Bob, such as sick leave, holidays, variable payments, and policy changes to keep payroll up-to-date for UK customers.

▶ **Bob Learning**
In October 2024, the vendor announced the launch of Bob Learning, an integrated learning and development module that unifies in-house content with courses from providers such as Udemy, Go1, and LinkedIn Learning. The module also offers AI-powered course design, enabling customers to create personalized learning paths using a variety of media formats.

> Bob combines traditional task management with HR processes to automate workflows across areas including onboarding and offboarding, reporting, and compensation management.

> Over the past year, HiBob has launched Bob Hiring, Bob learning, and UK payroll.

▶ **Mosaic Acquisition**

In February 2025, HiBob announced its acquisition of financial planning & analysis platform, Mosaic. The move will enable HiBob to offer an integrated HR and finance solution to improve insight into how workforce productivity and employee engagement drive business outcomes.

isolved

isolved People Cloud is a cloud-based HCM solution with functionality that spans core HR and payroll, workforce management (WFM), talent acquisition and management, employee engagement, compensation management, leave management, performance management, people analytics, and HR service delivery. People Cloud can be accessed through a web-based interface, as well as a dedicated mobile app that can be downloaded from the Apple and Android App stores. The vendor also offers various resources, including implementation support and HR, benefits, talent acquisition (including RPO) and alumni services. People Cloud modules provide midsized and smaller organizations with access to enterprise-grade functionality, highlighted through the automation, predictive analytics, trend identification, and modeling capabilities within the platform. For example, predictive modeling and guidance features enable users to test different scenarios to better understand the potential outcomes of specific decisions. Meanwhile, Analytics Everywhere enables organizations to compare their own HR metrics with isolved Benchmark Insights data to gain visibility into how their company stacks up against similar organizations by size or vertical. AI capabilities within isolved include its Generative AI-powered Job Ad Writer in the Attract & Hire module, which ingests recruiter input to craft job descriptions that can be edited and personalized. Attract & Hire also features AI-driven resume parsing and candidate matching functionality. In Learn & Grow, users can take advantage of AI search capabilities to find relevant learning content. More broadly, isolved's "Always-On HR" initiative has led to the launch of a Conversational Virtual Assistant, which provides users with an interactive chat experience to streamline information delivery in context.

People Cloud is modular, offering deep integration and interoperability while enabling customers to adjust their deployment over time as needs evolve. For example, many isolved customers opt to start with essential modules, gradually incorporating others as their headcount, or level of HR maturity, grows. Customers can also integrate third-party apps with their People Cloud implementation through the isolved Integration Marketplace. For customers in specialized industries, the vendor offers

> HiBob's acquisition of FP&A provider, Mosaic, will enable the vendor to offer an integrated solution for HR and finance.

> isolved People Cloud is modular, offering deep integration and interoperability.

preconfigured solutions for organizations across professional and business services, manufacturing, construction and engineering, healthcare services, and hospitality. The People Heroes World, which encompasses isolved's People Heroes Community and People Heroes University LXP, fosters peer-to-peer communication among customers and provides product education and certifications. In addition to these resources, isolved also hosts People Heroes events across the United States, as well as custom educational resources such as webinars. Employee feedback remains a key focus for isolved, with 480 product enhancements launched in 2024 stemming from direct customer feedback.

Recent updates and announcements include:

▶ **Candidate Match Tool**
isolved's new Candidate Match tool uses AI to score candidates for open positions based on the relevance and recency of their skills and experience, helping to accelerate the hiring process by highlighting top candidates.

▶ **Employee Referral Enhancements**
The vendor enhanced its Employee Referral Portal to give employers the option to take advantage of affiliate marketing features, which enable employees, fans, and customers to make referrals.

▶ **Talent Acquisition Services**
isolved introduced new talent acquisition services for People Cloud customers, including recruitment process outsourcing (RPO), job placement services, and industry-specific full-service hiring services for restaurants.

▶ **New Time Clock**
The isolved NXG G8 Time Clock was launched with facial recognition technology, as well as remote viewing and controlling capabilities.

▶ **Learn & Grow Updates**
The vendor introduced a new content library in its Learn & Grow module, providing customers with access to more than 95,000 courses, curated industry-specific and topic-specific playlists, and AI-powered searchability through a chatbot interface. A new HR compliance track within Learn & Grow consists of 25 Compliance Courses that help HR teams stay up-to-date with compliance changes at the federal and state levels.

In 2024, isolved launched 480 product enhancements stemming from direct customer feedback.

The new Candidate Match tool in People Cloud uses AI to score candidates for positions based on the relevance and recency of their skills.

▶ **Portable Alternative Coverage**

isolved Portable Alternative Coverage, powered by When, enables employers to provide alumni with an AI-driven marketplace with an expanded list of ACA and private medical options, as well as 24/7 access to licensed professionals and a virtual assistant to help navigate plans.

▶ **New Partnerships**

The vendor announced partnerships with Icon for Portable Retirement Plans (PRPs), FinFit for financial wellness resources, ZayZoon for earned wage access, and Paymentus for cloud-based bill payment technology.

isolved has announced recent partnerships with Icon, FinFit, ZayZoon and Paymentus.

Paycor

The Paycor HCM platform brings together dedicated modules for HCM Cor (including payroll and core HR), Talent Acquisition, Workforce Management, Talent Management, and Benefits Administration. The integrated platform is built for medium-sized, growing businesses with enterprise needs, enabling customers to scale up as their requirements become more complex. The vendor also has expertise in serving frontline-heavy industries such as food and beverage, healthcare, manufacturing, and professional services. This has led to the introduction of vertical-specific product configurations and integrations. The Paycor platform is open, enabling customers to easily connect to other business systems, including point of sales (POS), enterprise resource planning (ERP, and benefits administration solutions.

Paycor's integrated HCM platform is built for medium-sized, growing businesses with complex needs.

Complex payroll processing through Paycor manages intricate pay structures, multi-state regulations, and different employee classifications. Benefits Administration capabilities within the platform streamline benefits enrollment by providing users with a guided experience that helps them understand their options. The vendor's talent acquisition and talent management modules further support the employee lifecycle, with features for recruiting, onboarding, performance management, learning and development, and succession planning. Over the past few years, Paycor released AI tools such as job description authoring and its AI-driven Smart Sourcing feature. AI continues to be a focus for the vendor, highlighted by its Paycor Assistant launch. The intelligent AI companion can provide answers to frequently asked questions, guide user interactions with the platform, and can be used with the vendor's mobile app. Paycor Assistant Insights is a dashboard that gives administrators a clear, customizable vantage point into the tool's impact on productivity, enabling them to filter

usage data by time, view frequently asked questions and employee feedback, and update contact information.

Recent updates and announcements include:

▶ **COR Space and Paycor Skills**
In May 2024, Paycor announced the release of COR Space and Paycor Skills. COR Space enables teams to collaborate, communicate, and complete tasks in a centralized location. Paycor Skills enables leaders to use AI to address labor shortages and skill management challenges by providing insights to strategically upskill employees.

▶ **Paycor Compensation Management**
In August 2024, the vendor launched Paycor Compensation Management, a solution built to streamline compensation planning by reducing manual work and providing employees with pay transparency and total reward statements.

▶ **New Time-Off Management Features**
In September 2024, Paycor introduced a suite of new features for time-off management, including Time Off Advisor and microlearning content for managers in Paycor Paths.

▶ **Integration Platform**
In October 2024, Paycor announced the launch of its Integration Platform. The new platform will enable organizations to connect data and systems to Paycor easily, without the need for additional IT or developer support.

▶ **Acquisition by Paychex**
In January 2025, HCM provider, Paychex announced it had entered into a definitive agreement to acquire Paycor. The combined offering will enable Paychex to capitalize on Paycor's upmarket strength.

Paylocity

Paylocity's HCM platform offers modules for payroll, benefits administration, core HR, learning, time and attendance, talent acquisition and management, compensation, and employee experience. The platform can be adapted to meet the requirements of organizations of all sizes and supports payroll in more than 100 countries. Additionally, it can integrate data from third-party systems for a more cohesive experience. Paylocity prioritizes the automation of

Paycor's new Integration Platform will enable organizations to easily connect data and systems to Paycor without the need for additional IT or developer support.

manual tasks, giving HR professionals more time to focus on strategic goals such as improving retention and fostering a positive workplace culture. The platform contains AI-powered insights and recommendations that enable users to improve productivity. Paylocity also offers preconfigured dashboards, such as Retention Risk Dashboards, Time & Labor Forecasts, and the Modern Workforce Index.

The vendor has extended its AI investment by introducing AI-driven features across scheduling, employee development, career pathing, and generative AI-driven employee engagement recommendations. Paylocity's AI Assist, an Open AI-powered tool, can draft communications and announcements in Community and Community Plus In addition to its technology offerings, Paylocity provides resources such as implementation, account management, and specialized services, as well as a knowledge base with adoption kits and on-demand learning to facilitate customer success.

Recent updates and announcements include:

▶ **Gen Z-Focused Talent Acquisition Features**
   In April 2024, the vendor announced features aimed towards the newer generation, such as text-scan features that enable applicants to scan a QR code, an updated mobile service app, and two-way candidate texting

▶ **Benefits Decision Support**
   In August 2024, Paylocity introduced benefits decision support for personalized employee benefits choices.

▶ **Intelligent Headcount Planning**
   The vendor's Integrated Headcount Planning solution was announced in September of 2024. The solution is expected to unify HR, Finance, and talent acquisition within workforce planning. This announcement includes plan creation and real-time management capabilities, more automation for employee lifecycle events for onboarding, role changes, and offboarding. Additionally, customers will be able to set company goals, including hiring plans, and measure headcount targets with budgets. The offering also includes dashboards and analytics for straightforward decision-making.

▶ **Airbase Acquisition**
   Paylocity completed its acquisition of Airbase Inc. in October 2024 to fully integrate the vendor's modern capabilities for spend management, corporate cards, and procurement.

Paylocity has introduced AI-driven capabilities across scheduling, employee development, career pathing, and employee engagement.

Paylocity announced talent acquisition features aimed towards the newer generation, including text-scan features, an updated mobile service app, and two-way candidate texting.

▶ **AI Assistant**
Also, in October 2024, the vendor released an AI Assistant that enhances self-service by providing personalized, role-aware support.

▶ **High-Volume Recruiting Enhancements**
In January 2025, Paylocity launched recruiting enhancements to aid high-volume hiring and improve applicant and recruiter experiences.

Paylocity's AI Assistant enhances self-service capabilities by providing personalized, role-aware support.

UKG Ready

UKG Ready is an all-in-one HCM suite tailored to the needs of midsized and smaller organizations with enterprise-level needs. This is underscored by UKG's longstanding expertise in the HCM market, with a product portfolio (UKG Pro, UKG Ready, UKG Pro WFM) that manages the requirements and varying levels of complexity across different organizational sizes and verticals. Ready includes fully-fledged functionality for global HR, payroll, talent, and time. The suite is differentiated by the vendor's unique set of proprietary data that gives customers access to the people, culture, and business insights that can drive improved decision-making and overall workplace culture. For example, the solution includes Retention Predictors that can help to identify employees that may be a flight risk based on factors such as compensation, tenure, and workforce activity. Additionally, UKG Great Place to Work Hub is now available in UKG Ready, which can help customers improve their workplace culture through benchmark comparisons based on more than 100 million employee survey responses. The GPTW Hub then provides leaders with strategic recommendations in the flow of work, turning insights into clear actions. Ready also includes general HR practice guidance, surfacing the steps needed to proactively mitigate challenges such as attrition. UKG Bryte, the vendor's AI platform and digital assistant, is available within UKG Ready, and gives users access to personalized information and actionable insights in the flow of work to better enable manager decision-making. The suite is currently available in 17 languages, making it an attractive choice for organizations with global and otherwise dispersed workforces.

The UKG Ready suite is tailored to the needs of midsized organizations with enterprise-level requirements.

Recent updates and announcements include:

▶ **UKG Ready Expense Tracking**
UKG Ready Expense Tracking simplifies and streamlines the expense management process by enabling employees to submit reimbursement requests from any device. Automated workflows

and notifications then ensure that requests are reviewed and approved by the right people, in the timeliest manner.

► **UKG Ready Project Costing**
UKG Ready Project Costing launched to help manage project finances easily and accurately. The solution enables customers to easily create budgets and automatically track time against them, providing full visibility into project costs and trends through detailed cost breakdowns and real-time budget insights.

► **Global Payroll Enhancements**
In addition to UKG Ready's 2023 launch of a native Canadian payroll and tax offering, the suite now offers comprehensive global payroll solutions through UKG One View. The solution, combined with the vendor's payroll, tax, and WFM solutions, provides a single workforce experience across a global workforce. Current offerings include One View Connect for payroll data centralization, One View Managed for automated payroll with built-in compliance, and One View Payments for international payments and employee funding in more than 120 currencies. The UKG Ready Solutions Exchange, which is centrally located in the UKG Ready suite, is a digital storefront that offers tailored third-party solutions that can seamlessly integrate with Ready. Recent integrations include NetSuite and Employee Navigator.

► **ACA Manager Enhancements**
The vendor has enhanced its ACA Manager offering in partnership with Trusaic, simplifying the process for ACA filing directly within UKG Ready.

Experts

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

BambooHR

BambooHR is a cloud-based Human Capital Management (HCM) solution for small and midsized businesses (SMBs), specifically those with less than 1,000 employees. The platform's capabilities cover various domains: recruitment, onboarding, payroll management, time tracking, people analytics, and performance management. The vendor provides an integration network through the BambooHR marketplace, enabling customers to easily connect third-party tools and specialized capabilities with Bamboo for an integrated platform experience. Automation is embedded throughout the solution, enabling HR teams

UKG recently launched UKG Ready Expense Tracking, UKG Ready Project Costing, and enhancements to global payroll and ACA filing capabilities.

to improve efficiency while reducing manual data entry and subsequent errors. In the last few years, BambooHR has developed several AI-powered features, including AI Topic Summaries for Employee Satisfaction with eNPS, which makes employee open-response feedback readily digestible with reports. BambooHR also has an open job board and integrates with third-party providers in areas such as UK payroll, health and wellness services, benefits administration, and background checks. The platform can be accessed through a web-based interface, as well as mobile apps for iOS and Android.

Recent updates and announcements include:

▶ **AI Assistant**
Ask BambooHR, launched in October 2024, is an AI-powered assistant that allows employees and HR users to quickly receive answers to frequently asked HR questions.

Namely

A Vensure Employer Solutions company, Namely delivers a comprehensive Human Capital Management (HCM) platform designed for businesses with 50 to 500 employees, with the ability to scale to support up to 2,000 employees. Its all-in-one solution includes modules for HR management, onboarding, payroll, time, and HR analytics, all with a strong emphasis on compliance. Namely can be accessed through desktop, web, and a dedicated mobile app. For growing organizations, the vendor offers enhanced modules for benefits administration, performance management, applicant tracking, compliance, and workforce management, which includes advanced scheduling. Additionally, the company offers managed services for HR, payroll and benefits, alleviating administrative burdens for organizations with complex payroll operations or annual events such as open enrollment. Namely provides customers with 24/7 Live Support along with on-demand access to guidance, issue resolution, and real-time answers to HR and payroll questions.

For specialized verticals, Namely offers solutions tailored for various industries, including healthcare, hospitality, non-profits, manufacturing, professional services, finance, and cannabis. Through its extensive partner network, the vendor enables customers to integrate with best-in-class tools for global payroll, retirement plans, financial wellness, employee engagement, and customer relationship management, ensuring seamless scalability while maintaining compliance and operational efficiency.

BambooHR has developed several AI-powered features, including AI Topic Summaries for Employee Satisfaction with eNPS.

The Namely HCM platform is designed for organizations with 50 to 500 employees, with the ability to scale up to support 2,000 employees.

Namely offers pre-configured solutions for verticals such as healthcare, hospitality, finance, and nonprofit.

Rippling

The Rippling platform connects applications for HR, IT, and Finance applications through its proprietary Employee Graph data model. It is built on an Object-Oriented Framework, combining native applications, third-party tools, and custom fields to create a unified, holistic employee data structure. Designed primarily for small and midsized businesses (SMBs), the Rippling Unity Human Capital Management (HCM) platform includes payroll, Time and attendance, talent acquisition, benefits administration, and learning management modules, as well as Professional Employer Organization (PEO) services, enabling companies to outsource specific HR functions. The platform facilitates payroll processing through tax filing automation and compliance support for W-2 employees and 1099 contractors. Rippling provides global payroll to the UK, Ireland, Australia, France, the Netherlands, New Zealand, and Singapore. It also provides EOR (Employer of Record) services in more than 20 countries. Furthermore, users have access to more than 600 third-party integrations via the Rippling App Shop, enabling customers to tailor the platform to their company's specific needs.

Recent updates and announcements include:

▶ **IT Management App**
Rippling's IT Management app was released in August 2024, providing a centralized dashboard for managing users, devices, and access permissions.

▶ **Bill Pay**
Bill Pay was launched in October 2024, automating vendor payments and consolidating payroll, expenses, corporate cards, and bill management into one system.

▶ **Rippling Agent**
The Rippling Agent was introduced in November 2024 to enable zero-touch deployment and configuration of company devices across multiple countries, improving IT management and device security.

Rippling recently launched an IT Management App, a Bill Pay App, and the Rippling Agent for zero-touch deployment and configuration of company devices.

Accelerators

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

GoCo

Goco is a comprehensive all-in-one HR platform that consolidates functions, including talent, benefits administration, payroll synchronization, and compliance management, into a single platform. The vendor's configurable automated workflows, called "Magic Flows," are present throughout the platform, enabling HR teams to simplify complex tasks such as time-off management and reallocate more time to higher-value initiatives. The platform's intuitive interface enables employees to easily access information, complete tasks, and engage with HR processes through features including self-service, benefits enrollment, and digital document management. GoCo reporting provides users with grouping, sorting, and filtering options. Reports can either be built from scratch or use a pre-built template from the vendor's marketplace. Data can be presented through visual charts to identify trends or visualize proportions. Reports that must be run on a regular basis can be scheduled to run and delivered automatically, eliminating time spent on repetitive reporting. The vendor's differentiation lies in its customer support, with dedicated client success analysts, client success managers, client success specialists, and training specialists for each customer.

GoCo's configurable automated workflows, called "Magic Flows" are present throughout the platform.

Recent updates and announcements include:

▶ **Expense Management Features**
GoCo now includes Expense Management features that integrate directly with HR and payroll workflows to streamline expense tracking, submission, and reimbursement. This includes an AI-powered receipt scanner, which automatically extracts data from uploaded receipts to reduce manual data entry errors and accelerate the expense request process for employees and managers.

GoCo now includes Expense Management features that integrate directly with HR and payroll workflows.

▶ **Goal Tracking**
Goal Tracking within GoCo enables users to define, track, and manage goals and integrate them with performance reviews for a full view of progress against objectives. AI-powered summaries in performance management provide users with AI-generated summaries of goals, past reviews, and employment information within a single location.

▶ **Global Payroll Integration**
The vendor has enhanced its payroll capabilities by introducing global payroll integration.

▶ **Expanded Slack Integration**

GoCo expanded its Slack integration, enabling employees to receive notifications around things like surveys and expense requests directly within Slack.

▶ **Custom Payroll Reports**

GoCo's custom payroll reports enable organizations to access detailed payroll data alongside HR data in a way that is configured to specific needs. Additionally, organizations can assign payroll-specific duties with custom permissions that enforce security by not granting full payroll access.

Gusto

Gusto is a cloud-based HR solution built for the needs of small and medium-sized businesses (SMBs). The platform includes features like payroll processing, earned wage access, benefits management, time and attendance tracking, recruitment management, compliance management, and analytics. Gusto payroll supports all 50 states and offers international contractor payment in more than 80 countries. It also includes built-in local, state, and federal tax compliance tools. Through APIs and a growing app marketplace, the platform fully integrates with third-party applications so businesses can tailor their workflows.

Gusto plans to leverage AI to automate even more manual processes, offer improved integrations, and establish partnerships that equip SMBs with the resources they need to streamline HR operations and support their growth. Therefore, new developments include Gusto Compliance, which helps small businesses stay on top of regulatory challenges; increased scheduling integrations for even easier shift management; and a broader partnership with Xero, which enables U.S.-based small business customers to run their payroll directly inside the Xero platform for a more streamlined financial experience.

Paychex

The cloud-based Paychex Flex HCM solution is built for the needs of organizations with one to 1,000 employees. The platform spans functionality for core HR management, payroll, talent acquisition and management, onboarding, benefits administration, insurance and retirement services, time and attendance tracking, and compliance management. Paychex provides customers with 24/7 support, providing access to a community of approximately 700 Paychex HR professionals for personalized guidance. The vendor also places a heavy emphasis on compliance support, with a dedicated team of more than

GoCo has enhanced its payroll capabilities by introducing global payroll integrations.

Gusto payroll supports all 50 states and offers international contractor payment in more than 80 countries.

Paychex Flex is built for the needs of organizations with 1 to 1,000 employees.

200 compliance and risk experts who collaborate with customers to help them meet regulatory compliance at the federal, state, and local levels. For organizations looking to take advantage of third-party capabilities across different areas of HR, such as finance, time and attendance, and benefits administration, the vendor also offers pre-built integrations through the Paychex Flex Perks marketplace. Paychex Flex was developed with a mobile-first methodology, making the solution and all of its features accessible through any device, including smartphones, tablets, desktops, and smartwatches.

Recent updates and announcements include:

► **Paychex Flex Engage**
In August 2024, Paychex launched Paychex Flex Engage, a comprehensive employee engagement solution developed to help organizations digitally manage their workforce while driving collaboration and enhanced employee experience. The solution includes a social dashboard that keeps employees aware of company events, promotions, and more. Other features include pulse surveys, rewards and recognition tools, performance and goal management, and compensation management.

► **Paychex Flex Perks**
Also in August 2024, the vendor released Paychex Flex Perks, a digital marketplace that is integrated directly into Paychex Flex. The marketplace is comprised of benefits that are curated to meet the needs of today's diverse workforce, including access to earned wages, financial wellness solutions, and voluntary lifestyle benefits.

► **Paychex Recruiting Copilot**
In September 2024, Paychex introduced its Paychex Recruiting Copilot in partnership with AI talent acquisition vendor, Findem. The copilot analyzes millions of potential employees through a natural-language search engine to quickly produce a list of qualified individuals for open positions based on things like hiring requirements, job descriptions, and filters such as job title, location, skills, experience, industry, etc.

► **Paychex Funding Solutions**
In November 2024, Paychex released Paychex Funding Solutions, which is available to any B2B organization, regardless of whether they are a Paychex payroll client or not. The new service provides up-front capital based on a business's assets through invoice

Paychex provides customers with 24/7 support with access to a community of approximately 700 Paychex HR professionals for personalized guidance.

Paychex Flex Engage is a new employee engagement solution built to help organizations digitally manage their workforce while driving enhanced collaboration and employee experience.

factoring, enabling them to meet payroll obligations regardless of business challenges.

▶ **HR Analytics with AI Insights**

Also in November 2024, the vendor launched HR Analytics with AI Insights, which is integrated into Paychex Flex and powered by Paychex's partnership with people analytics vendor, Visier. Paychex data is combined with Visier datasets, providing more accurate benchmarking and insights. The vendor's HR Analytics capabilities are comprised of three components: HR Analytics Premium, which provides insight into workforce distribution, cost, attrition, turnover, and retention; HR Premium Plus, which also offers employee job matching and compensation benchmarking; and AI Insights, a generative AI-powered digital assistant that helps leaders to better use and understand the data.

Paycom

Paycom offers a comprehensive human capital management (HCM) solution that provides tools for benefits management, compliance, compensation, learning and development, payroll processing, talent acquisition, talent management, time and attendance tracking, performance management, and more, all in one application. Operating on a single database for desktop and mobile, Paycom enables real-time data processing, ensuring businesses have accurate and up-to-date workforce insights. To enhance compliance and mitigate risk, Paycom includes advanced analytics and compliance management tools that keep businesses informed of regulatory changes. Its Client Action Center tool provides payroll, tax, and banking administrators with real-time insights into wire transfers and tax accounts. For global workforce management, Global HCM allows businesses to oversee HR operations for their domestic and international employees in more than 180 countries with multi-language support. With Everyday, a flexible pay solution, employees access their wages daily for no fee on the Vault Visa Payroll Card, which works seamlessly with Paycom's employee-first automated payroll experience, Beti. GONE, a feature of Paycom's Time-Off Requests tool, automates decisions on employees' requests based on a company's time-off policies, including staffing needs, employee seniority, and more, ensuring efficient workforce planning. Paycom continues to enhance its web-based platform with automation-driven tools, expanding its presence and refining its capabilities to meet the evolving needs of businesses.

Paychex launched HR Analytics with AI Insights in partnership with Visier.

Paycom's Client Action Center tool provides payroll, tax, and banking administrators with insights into wire transfers and tax accounts.

Unit4

Unit4 offers solutions for HCM, along with enterprise resource management (ERP) and financial planning and analysis (FP&A). All of the vendor's products are built to integrate seamlessly, providing enhanced visibility into cross-functional HR and finance processes. The vendor's ERPx platform includes its HR and Payroll solutions, fostering improved connectivity between not only HR and finance (Performx) but also HR and project management (Talentx). Unit4's Industry Mesh subscription service also enables customers to integrate with industry-specific applications, content, and processes that undergo continuous improvements.

Unit4's cloud-based HCM offering spans core HR, payroll, talent management, learning, and compensation planning. Automation, analytics, and integration capabilities are included throughout the platform to streamline processes. Intelligent automation capabilities throughout Unit4's HCM suite include smart workflows and self-service tools that automate tedious processes and streamline administrative work. The vendor's new digital assistant, AVA, can also accelerate the completion and management of tasks, including approvals. The tool can be used in Microsoft Teams and provides users with a conversational interface, offering proactive suggestions, workflow automation, and seamless integration with enterprise applications. Unit4 offers "Industry Models" that provide customers with industry- and region-specific tools, including best practices and recommended system configurations that improve the time-to-value of implementations while reducing the overall cost of deployment.

Recent updates and announcements include:

▶ **Enhanced Integrations**
Unit4 has enhanced the integration between its Talent Management and Core HR modules to enhance workforce planning and workforce optimization. This also improves data exchange capabilities for areas such as skills and certifications to enable better development tracking.

▶ **Extended Self-Service**
Employee self-service capabilities have been extended to include personal details and enable employees to view payslips and request time off.

Unit4's new digital assistant, AVA, can accelerate the management and completion of tasks, including approvals.

Enhanced integration between Unit4's Talent Management and Core HR modules will improve data exchange capabilities for areas such as skills and certifications to enable better development tracking.

▶ **API Framework**

The vendor launched a new API framework that supports custom integrations with third-party vendors via the Unit4Extension Kit. Additionally, the new Unit4 App Studio was released as a means for organizations to customize workflows, using forms and process templates that meet their specific requirements.

▶ **Succession Planning**

The platform now supports succession planning through its single source of employee data, which enables HR leaders to identify high-performing employees based on skills, competencies, and performance. This visibility lends itself to enhanced strategic talent management, as HR can implement targeted training and development initiatives for employees who have skill gaps.

▶ **Automated Absence Payments**

Unit4 released automated absence payment capabilities, with historical transaction-based calculations that enable customizable formulas for compliant and accurate automated absence pay processing.

▶ **Customizable Leave Policies**

The vendor also supports customizable leave policies to accommodate the workforce needs of organizations in specific industries. Now, employees can easily access and view available vacation time-off balances and entitlements.

Core Providers

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

ADP RUN

RUN Powered by ADP is a cloud HR and payroll solution for small and medium-sized businesses (SMBs) that provides streamlined payroll, tax compliance, and workforce management. The platform offers features for areas such as time and attendance monitoring, human resources management, benefits administration, and more to help employers facilitate essential operational activities. RUN helps to simplify the payroll process by providing support for multiple payment options, including direct deposit, checks, and pay cards, making it flexible for businesses and employees alike. Web and mobile applications, plus 24/7 expert support, enable employers to maintain compliance and overcome operational challenges. RUN is built on a scalable framework,

> Unit4 launched a new API framework that supports custom integrations with third-party vendors via the Unit4Extension Kit.

enabling businesses to upgrade to more advanced solutions within the ADP product ecosystem as they grow. Recent compliance enhancements simplify electronic filing by supporting companies with more than 10 tax returns in a year, as required by IRS updates. The platform also provides solutions for U.S.-based firms, including payroll and tax compliance automation, a suite of HR-centric features, and dozens of integrations to support SMB data portability and export.

Recent compliance enhancements to RUN simplify electronic filing by supporting companies with more than 10 tax returns a year.

Personio

Based in Europe, Personio's HCM platform encompasses a variety of HR functionality that spans time tracking, absence management, onboarding and offboarding, people analytics, workflow automation, electronic signature, digital employee files, recruitment, workforce planning, performance and development, compensation management, and preliminary payroll administration. Core HR, Employee Lifecycle Applications, Payroll, and integration capabilities for 200-plus tools enable HR administrators to access centralized data, streamline HR processes with automation, and oversee the full spectrum of the employee lifecycle from onboarding to offboarding. The vendor ensures smooth implementation and ongoing customer value by offering substantial support and educational resources. Its scalable structure is built to accommodate a company's growth and the changing requirements often faced by small and mid-sized businesses.

Recent updates and announcements include:

▶ **Xero Integration**
In July 2024, Personio announced an integration with Xero, an online accounting software provider.

▶ **Proactive Insights**
In October 2024, Personio introduced Proactive Insights, an AI tool for HR teams to monitor trends, detect issues, and make data-driven decisions. A beta AI assistant was announced to answer HR queries and visualize data instantly. Smart Automation now detects repetitive tasks, prioritizes urgent requests, and suggests workflows to boost efficiency. Additionally, Personio expanded its 200+ integrations and introduced customizable templates to simplify compliance and streamline HR operations.

▶ **Payroll Expert Plan**
In January of 2025, Personio launched its Payroll Expert Plan, designed to enable SMBs to have tax advisors manage their Payroll, integrated within the Personio Payroll solution.

PrimePay

PrimePay is a cloud-based Human Capital Management (HCM) platform designed to streamline HR operations for businesses of all sizes. The complete suite features core HR, payroll, time and attendance, performance management, talent acquisition, and learning management. Its single-model platform is inherently optimized for different analytics use cases and provides an easy way to integrate third-party applications through APIs and MuleSoft functionality. PrimePay's HR workflows allocate tasks to specific company roles instead of individual employees, ensuring essential HR processes are completed on time, regardless of workload distribution. The vendor unveiled PrimePay Analytics in September 2024, delivering insights to help businesses understand workforce productivity, manager performance, and overall workforce efficacy so they can drive data-driven decisions that optimize business results. Customers often emphasize the solution's flexibility, making it particularly useful for organizations with unique or specialized needs.

PrimePay Analytics was launched in September 2024 to enable data-driven decision-making.

Sage

Sage is a provider of finance, HR, and payroll software with a prominent presence in the SMB market. The vendor's HCM offerings include Sage People and Sage HR.

Sage People is a configurable global cloud HR and People solution that enables HR to deliver strategic business value. Built on Salesforce, Sage People offers flexibility to design new and improved ways of working, and relieves HR from time-consuming administrative tasks while providing intelligent analytics to make data-driven people decisions. Sage People is designed for the needs of global organizations with more than 500 employees and includes features for core HR, people analytics, talent acquisition, talent and performance management, UK payroll, and attendance and leave. The solution can be adapted and configured by internal HR teams for total control.

Sage HR is an all-in-one HR platform that enables small and midsized businesses to better manage and engage their people. Using Sage HR, HR teams can access a range of features across its modules while maintaining a single platform to manage all key HR operations in one place. Customers can start with Core HR and Leave Management modules, and as business needs evolve, they can add extra modules such as performance management, timesheets, shift scheduling, expenses, and recruitment. Sage HR offers HR teams the ability to automate administrative tasks and processes such as onboarding,

Sage's HCM offerings include Sage People and Sage HR.

freeing up time for strategic planning, or engaging directly with candidates and colleagues.

Recent updates and announcements include:

► **Sage Copilot**
In February 2025, Sage celebrated the one-year anniversary of Sage Copilot, a generative AI-powered assistant designed to enhance accounting, finance, and people management processes and help businesses make informed decisions.

Sage Copilot is a generative AI-powered assistant designed to enhance accounting, finance, and people management processes.