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RESEARCH

# HCM TECHNOLOGY VALUE MATRIX 2021

## ANALYST

Trevor White, Evelyn McMullen

## THE BOTTOM LINE

In 2020, the HCM market faced a decline in customer numbers as some organizations have struggled to maintain steady payrolls and workforce headcounts. However, the space has also experienced increased demand as other organizations have faced sharp increases in in-person workplace safety requirements and challenges associated with managing a remote workforce. Leading HCM vendors have doubled down on time and capital investments in an effort to optimize ever-changing compliance demands and meet demand for enhanced employee support features. These providers have further differentiated themselves with the inclusion of quick and continued adaptation to the Paycheck Protection Program (PPP) and other employee protection programs that require advanced and flexible reporting functionalities for organizations.



## MARKET OVERVIEW

The human capital management (HCM) market has seen substantial and constant growth over the past several years. However, shortly after hitting record low unemployment, the COVID-19 outbreak pulled the economy into a downturn that has resulted in mass layoffs and furloughs across the greater workforce. Over the past year, the HCM market has faced an often confusing and uncertain future. Many organizations have faced declining payrolls

and headcounts, while others have experienced almost unprecedented levels of demand, facing the challenges that come with a sudden and sharp increase in demand and work environment requirements. Furthermore, many organizations delayed investments in HCM, waiting for greater market certainty to implement major investments not tied to revenue. As the economy recovers, the human capital management space is experiencing large investments across all market verticals and organization sizes.

Innovation and updates this past year have been driven by COVID-19, which became the main focus of HR departments across the country over the past year. The forced closure of most offices highlighted the inefficiencies of manual systems and finally put to rest the defense of the on-premise HCM deployments. As regulations, government programs, and general health understandings changed rapidly, it was important for organizations to stay up to date with the latest news and requirements. The value of the cloud, with its access and “update anywhere” capabilities, was clear from the start, with many organizations having little to no time to prepare for forced pandemic closures.

Leading HCM vendors have focused substantial time and capital to meet ever-changing reporting and compliance demands and have made major investments in new employee support features and tools. Key differentiators this year for major vendors included quick and continued adaptation to the Paycheck Protection Program (PPP), which required complex and reporting with constantly changing criteria. Vendors have also developed tools and updated reporting capabilities to help HR departments manage other state and federal relief and employee protection programs.

For this Value Matrix, Nucleus evaluated HCM vendors based on the relative usability and functionality of their solutions, as well as the value that customers realized from each product’s capabilities (Nucleus Research s142 – Understanding the Value Matrix – September 2018). The research is intended to serve as a snapshot of the HCM technology market, help inform customers about how 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 Ceridian, Infor, Oracle, UKG Pro, and UKG Ready.

### CERIDIAN

Dayforce is an end-to-end, cloud-based HCM solution that offers functionality for HR, payroll, benefits, workforce management (WFM), and talent management. The vendor has recently enhanced its talent capabilities and now covers the full range of talent processes,

including recruiting, onboarding, performance management, succession planning, engagement, and compensation management. Dayforce provides a full-suite HCM solution on a singular platform, leveraging a single data set governed by a single rules engine. The solution's architecture provides users with a cohesive experience while eliminating integration challenges. It also produces a single employee record that is used throughout the solution, eliminating manual re-entry processes and allowing for real-time data processing across modules. Dayforce is designed to share data beyond the HR department, with role-based permissions that can grant access to business leaders and employees.

As a global solution, Dayforce has an edge, with strength in global payroll and WFM capabilities, localized currency, support for more than 20 languages, requirement-tailored HR data for individual countries, and a flexible rules engine that can configure geographic and country-specific localization requirements. The solution also provides a single global contract and service agreement that can simplify the start-up process for customers. Ceridian currently has approximately 4,900 live customers spread across more than 65 countries and continues to expand its base through large bi-annual updates and continual enhancements that deliver increasing value over time.

Updates and announcements since the last Value Matrix include:

- In May, Ceridian launched its on-demand pay solution, Dayforce Wallet, which allows employees to have access to earned wages prior to the employee's pay period with no cost to users. Dayforce Wallet processes same-day payroll every time a request for withdrawal is initiated, submitting applicable taxes and garnishments to federal, state, and local governments. Dayforce Wallet customers are seeing positive impact to their businesses, with a 5 percent increase in recruiting close rates and a 9 percent reduction in the time it takes to fill an open position. Additionally, Dayforce Wallet customers experienced 42 percent lower voluntary turnover among those employees using the Wallet.
- Also in May, Ceridian announced the completion of its acquisition of Singapore-based Excelity Global to further extend its presence in the APAC market.
- In November, the vendor announced the launch of Dayforce Benefits Intelligence, which uses analytics and predictive modeling to help better forecast enrollment, measure plan utilization, and manage costs.
- In February, Ceridian announced its intention to acquire Ascender, a leading HCM provider across 30 countries in the APAC market to further extend its presence in the region.

## INFOR

Infor offers Global Human Resources (GHR) as its HCM solution. The platform provides functionality for organizational planning, benefits enrollment, absence management, onboarding, cross-boarding, offboarding, employee rewards management, occupational health and safety, and employee self-service. Additionally, GHR provides a personnel system of record for both employees and non-employees. Infor takes a vertical approach with its solutions, offering packaged functionality that is tailored to specific industries, including healthcare, hospitality, manufacturing, and the public sector. Infor CloudSuite HCM analytics enable customers in management to utilize Infor Coleman AI to measure employee performance metrics. Coleman can also be used by employees to answer basic work-related questions like when their next shift is, or how much paid time off they have.

Infor has a full suite of talent management services in GHR, including talent acquisition, compensation, management, goal setting, performance management, learning management, and advanced pre-hiring assessment. The framework of the vendor's applications includes industry-specific content models available for organizations. The business' overall level of flexibility and personalization through its solution allows organizations to anticipate updates and customize their experience.

- In July, Infor unveiled its multitenant payroll system, Infor Payroll. The solution provides custom in-house payroll processing capabilities, along with automated functionality for employment tax filing, wage payments, and garnishments.
- In October, Infor released an update to its EzRMS, providing a new forecast algorithm to help hospitality organizations leverage existing data to identify revenue opportunities.

## ORACLE

Oracle provides customers with a full suite of modules for HCM, including core HR, payroll, absence management, time and attendance, recruiting and onboarding, talent management. The vendor typically serves mid-sized to enterprise-level organizations and is using its migration solution, Oracle Soar, to move legacy on-premises users to the Oracle Cloud HCM. Oracle Cloud HCM Workforce Management provides time and labor and absence management capabilities suitable for all industries, including those with large hourly unions and workforces. While Oracle Time and Labor currently provides non-rule-based shift scheduling capabilities, it leverages a broad range of integrated workforce management solutions across Oracle cloud, covering shift planning to project resource management. For example, workers can forecast and plan schedules from Oracle Cloud CX Field Service and publish the planned schedules into Oracle Cloud HCM with web services. In a recent update to the platform, the vendor launched Oracle Analytics for HCM, a

module that delivers preconfigured dashboards that allow HR leaders and managers to visualize KPI measures. The vendor partners with other advanced labor scheduling providers such as Humanity and Workforce Software in industries such as Retail, Manufacturing, and Healthcare.

Updates and announcements since the last Value Matrix include:

- In September, Oracle launched an update to its Cloud HCM which added on-demand pay functionality, allowing hourly employees to request accrued pay early. The update also included a tool for mobilizing talent called Opportunity Marketplace that enables workers to choose from available opportunities on in order to foster upskilling and career growth.

## UKG PRO

The 2020 merger of Ultimate Software and Kronos offers customers an expanded product line that caters to the needs of medium to large-sized, multinational organizations. UKG Pro, previously named UltiPro, is an enterprise-level HCM platform which includes AI-driven, cloud-based functionality for advanced HR, payroll, benefits, analytics, and workforce management. The suite also provides solutions for recruiting, onboarding, career and succession planning, performance, on-demand learning, compensation management, employee-file and case management, employee feedback, and sentiment analysis. UKG Pro has more than 100 country localizations in addition to the U.S. and Canada, allowing multinational organizations to better manage a global workforce. The UKG Pro Pay engine helps customers streamline the entire gross-to-net and net-to-zero pay process, as well as proactively comply with a fluid regulatory landscape for North American businesses. Additionally, the HCM platform is underpinned by AI-driven functionality, and can provide tracking retention and performance predictors, prescriptive leadership coaching with machine learning (ML) and natural language processing (NLP), and sentiment analysis of structured and unstructured data.

With HCM and WFM available within one comprehensive platform, HR and employees alike benefit from a seamless user experience, consistent design, and more unified tasks and actions. Advanced reporting and analytics capabilities provide organizations with the ability to combine HCM and external data to draw contextual insights.

Recent updates and announcements since the last Value Matrix include:

- Since March 2020, UKG has invest resources into ensuring comprehensive support, reporting, and tools are available for customers to navigate uncertain times. This includes responding to new emergency legislation—including the Families First Coronavirus Response Act (FFCRA); the Coronavirus Aid, Relief, and Economic Security (CARES) Act; Payroll Protection Program (PPP). With UKG Pro People

Analytics (formerly UltiPro Business Intelligence), hundreds of customers were able to more easily track and reconcile credits and deferrals related to COVID-19 relief, support PPP and PPP Loan Forgiveness applications, report on essential employees, and more.

- The new UKG Marketplace is live, with 240+ Technology and Services Partners and enhanced integrations for product offerings, including UKG Pro, UKG Dimensions, and UKG Ready.
- UKG Pro Recruiting (formerly UltiPro Recruiting) features an Indeed Easy Apply integration, giving administrators and hiring managers a complete picture of candidates coming in from the job search engine.
- More enhancements added to the mobile app (formerly the UltiPro mobile app), including the News & Information feature, Usage Insights, and self-service capabilities for employees to view HR-related articles and request assistance, all from their preferred device.
- The Workforce Continuity solution became widely available to customers using UKG Pro People Center (formerly UltiPro HR). The solution is comprised of the Workforce Continuity Hub and dashboard for administrators, mobile Personal Impact Form and Safety Check-in for employees, plus instant reporting capabilities that enable leaders to respond to changes in workforce productivity, and with greater agility.
- The Advanced Analytics offering was made widely available to customers using UKG Pro People Assist (formerly UltiPro Employee Case Management) or Pro Document Manager (formerly UltiPro Employee File Management). The Robotic Process Automation (RPA) assists customers with high-volume, repeatable tasks.
- An in-app satisfaction measurement tool was also added to People Assist to help HR teams make targeted, data-driven improvements. HR administrators can gauge satisfaction levels with regard to any request initiated, as well as view aggregated reporting to understand average scoring, analytics, and more.

## UKG READY

UKG Ready, formerly known as Kronos Workforce Ready, is a seamless, flexible HCM and WFM solution tailored to the needs of small and mid-sized businesses (SMBs). The full-suite solution provides HR, payroll, time, and talent in one solution enabling organizations headquartered in various countries (specifically, U.S., Canada, Mexico, U.K., Belgium, France, the Netherlands, Australia and New Zealand), to support their employees in more than 85 countries.

The platform's modern user experience enables smaller HR teams to provide an enterprise grade solution giving their people access to the resources they need anytime, anywhere, and from any device. The experience ensures employees can do meaningful, fulfilling work that positively impacts an organization's goals – without being bogged down by outdated processes and old technology.

Recent updates and announcements in the last 12 months include:

- Announced in late summer 2020, People Insights which provides proactive insights and analytics, powered by a machine learning engine, AIMEE, now helps organizations reduce employee turnover and better understand the drivers of their workforce. In May, the readyConnect panel was released, providing improved direction to resources as well as immediate access to live support representatives within the system, so administrators can easily get the answers and the tools they need.
- The vendor released a COVID Response Hub, a critical enhancement that continues to evolve with the needs of the workplace and provides critical capabilities to help customers adapt quickly to change and uncertainty. Through this comprehensive set of tools, that includes contact tracing, case tracking, vaccine management, and more, organizations have been able to keep their people safe, supported and informed, and keep their business moving forward.
- The Company Hub enables customers to leverage intranet-like features to keep their people up-to-date, connected, and informed. In addition, the employee communication tool, Communicator, was released, providing editing and design capabilities and communications templates, in order for customers to create and send email, two-way SMS communications, and push notifications to their employees.
- Over the last six months, UKG has invested in high-volume recruiting tools, such as quick apply, Indeed integration, and a new preboarding portal, to enable organizations to streamline and optimize their hiring processes as they begin to rehire and scale for seasonal hiring.

## EXPERTS

Experts in the Value Matrix include ADP, Paychex, SAP SuccessFactors, and Workday.

### ADP

ADP offers three multitenant cloud-based HCM solutions based on organization size. ADP Run is designed for smaller businesses with 1 to 50 employees, Workforce Now is built for mid-sized businesses with 50 to 3,000 employees, and Vantage HCM serves organizations with more than 3,000 employees. All three solutions provide customers with a broad range of functionality, including the vendor's Turnover Probability feature, a predictive model that allows organizations to forecast employee flight-risk.

ADP's Pay Equity Explorer solution allows organizations to maintain EEO-1 compliance through the use of benchmarking data capabilities. Additionally, the vendor has improved upon the simplification of its 5,500 compliance reporting processes to minimize costs associated with errors. ADP's collaboration with the U.S. Internal Revenue Service (IRS) provides organizations with W-2 verification codes to reduce instances of stolen income tax refunds. The vendor's acquisition of Global Cash Card has also allowed it to extend Wisely Pay to its customer base, which includes instant pay functionality and other financial wellness solutions.

Updates and announcements since the last Value Matrix include:

- In November, ADP partnered with recruitment website ZipRecruiter to allow organizations to find high-quality job candidates quickly through the use of real-time applications, thus saving recruiting costs and simplifying workflows.

### PAYCHEX

Paychex's modular, cloud-based HCM platform, Paychex Flex, covers areas including payroll, core HR, benefits administration, insurance and retirement services, time and attendance, and compliance management. The solution is designed to target SMB's and is able to combine with the general ledger (GL) and talent management analytics for maximized efficiency. Paychex Flex offers capabilities such as payroll processing, new-hire reporting, performance management, benchmarking, recruiting and screening, onboarding, HR administration, time and attendance, benefits administration, compliance services, business loans and insurance, tax services, and several others.

The vendor offers "Quick Answers" as one of its prominent analytics-based features, which allows users to easily access frequently used data in-context. Administrators also have the ability to customize dashboards, providing them with easy-to-understand analytics

surrounding time and attendance, hiring, benefits, labor costs, and headcount changes. Overall, the Paychex Flex solution provides an intuitive user interface and employee self-service platform.

Updates and announcements since the last Value Matrix include:

- In March, the vendor updated Paychex Flex solution with integration capabilities that allow users to integrate the platform with third-party solutions for HR, finance, time and attendance, and benefits administration.
- In April, the vendor announced that through its existing partnership with PayActiv, the Paychex Pay-on-Demand solution would be available to customers through the PayActiv mobile application. In response to complications brought on by the COVID-19 crisis, PayActiv has waived employee transaction fees for the service. Paychex has also helped customers navigate loan processes through its Loan Forgiveness Signature-Ready application, as well as its Loan Forgiveness Estimator and Reporting. Later in April, the vendor announced partnerships with Fundera, Biz2Credit, and Lendio to aid customers with PPP loans.
- In September, the vendor introduced new solutions to help organizations manage employee health and safety amid a return to the workplace, including COVID-19 Leave Tracking, Screening, and Health Attestation Support.

## SAP SUCCESSFACTORS

SAP SuccessFactors offers a large suite of HCM applications, including SAP Jam and other third-party extensions in SAP's App Center of more than 200 applications. The vendor also offers mobile access through apps for iOS and Android, enabling on-demand user access to timesheets, time-off requests and approvals, search functionality, organization charts, performance management data, and reviews. SAP is constantly rolling out new capabilities, including Brilliant Hire, an AI-powered employee screening solution that automates recruiting processes. FlexPay is another offering that provides employers with on-demand pay functionality that allows employees to access their accrued wages at any time during the pay period. SAP Qualtrics is the vendor's employee experience solution that offers functionality for employee engagement, employee lifecycle tracking, and benefits optimization.

Updates and announcements since the last Value Matrix include:

- In May, SuccessFactors migrated to the cloud with help from its partners, Rizing and SpinifexIT, allowing customers to drive increased employee engagement and reduce strain on HR and IT professionals.

- In December, SAP announced the launch of SAP SuccessFactors Time Tracking, a cloud-based time and attendance solution that provides flexibility to employees while streamlining time administration, automating pay processes, and increasing workforce visibility.

## WORKDAY

Workday's enterprise-grade, cloud-based solution provides organizations with a single system to perform human capital management, financial management analytics, and planning. Customers can also integrate first or third-party extensions into the Workday HCM solution through Workday Marketplace to tailor functionality to specific organizational needs. For example, employers can select learning content, instructor-led training, or a hybrid of both. Workday generates reports on the effectiveness of the extensions used by its customers to gauge their effectiveness on HCM metrics. The vendor's HCM functionality includes absence management, benefits administration, compensation, learning, payroll, recruiting, succession planning, time tracking, and talent management.

Workday users in the United States, Canada, and France can run the solution through Amazon Web Services, and the vendor is continuing its plans to further expand its public cloud offering across the globe. While Workday is not suited for organizations with complex time and attendance requirements, the vendor's continuously expanding functionality through partnerships and extensions make up for its shortcomings.

Updates and announcements since the last Value Matrix include:

- Workday recently announced its acquisition of employee experience vendor, Peakon. The move comes in response to a market-wide emphasis on employee engagement functionality prompted by mass telecommuting.

## FACILITATORS

Facilitators in the Value Matrix include Paycor, PeopleStrategy, Ramco Systems, and Unit4.

## PAYCOR

Paycor's HCM solution targets small to mid-sized businesses and provides functionality for core HR, recruitment, time tracking, payroll, learning, and workforce insights. The vendor specializes in workforce recruitment, with candidate texting and analytics capabilities paired with job board integration and an automated employee referral program. The Paycor mobile app allows users to interact with the solution's time clock and view time-off requests,

pay history, scheduling, and company updates on-demand through a single source. The vendor can also provide a deeper analysis of key HR metrics such as turnover, overtime expenses, and diversity and inclusion. Paycor's recent acquisition of goal-setting and performance management provider, 7Geese, enables managers to better focus on their employees, whether they are working remotely or otherwise.

Recent updates and announcements include:

- In March, Paycor announced the release of its Open Enrollment Wizard (OEW), an addition to the vendor's benefits administration software. OEW is best-suited for SMBs, and provides employees with a step-by-step guide for open enrollment.
- In July, the vendor launched Paycor Pulse, an employee engagement solution that leverages natural language processing (NLP) to surface employee sentiment insights and allow business leaders to quickly mitigate potential issues such as involuntary turnover.
- In September, Paycor Compensation Planning was released as a tool for users to automate compensation events, including the planning, management, and execution of pay increases, bonuses, and rewards into one system.

## PEOPLESTRATEGY

PeopleStrategy provides organizations with complete insurance brokerage services and a cloud-based suite of enterprise-grade technology solutions that are optimized for small and mid-sized businesses with up to 500 employees. Functionality through the suite covers hiring, core HR, performance analytics, compensation, benefits administration, schedule monitoring, and compliance analytics. The PeopleStrategy platform simplifies access to HR data, tasks, and timelines through web-based mobile functionality, customizable navigation bars, and employee and manager self-service. In addition to core business functionality, the platform offers access to a variety of additional services through a certified partner network.

PeopleStrategy customers can opt for a full suite experience or choose among specific modules that can be customized to best suit their needs. The vendor also manages all system updates, minimizing disruption to organizations and increasing usability. Recently the company has delivered a new user-configurable interface. The upgrade includes live-streamed assistance that connects users to PeopleStrategy support, allows organizations to cut costs associated with training employees on the solution.

Updates and announcements since the last Value Matrix include:

- In July, PeopleStrategy announced a partnership with FinFit, giving customers access to additional financial tools and resources through the PeopleStrategy suite.

- In August, PeopleStrategy announced a partnership with the following companies: Forest Capital Management which provides 401k services, Peanut Butter which provides tuition assistance programs, and TouchCare who provides health and wellness concierge services.
- In September, the vendor announced the launch of the ThinkHR risk management platform, allowing users on-demand access to compliance information, as well as their LMS tool, with access to over 300 programs and the ability for customers to upload custom content for their organization.
- In response to a mass shift to remote work in 2020, the vendor has introduced telecommuting tools such as time-tracking to augment productivity.

## RAMCO SYSTEMS

Ramco Systems offers a full-suite HCM and global payroll solution that can be implemented on-premises, through public or private cloud, or as a hybrid solution. The vendor primarily serves organizations in verticals such as aviation, logistics, manufacturing, staffing, and professional services. Payroll through the solution is supported in 45 countries and extends reach to approximately 108 countries through Ramco's global partnerships. The vendor's services are also available in a broad range of languages. In addition to its cloud HCM offering, Ramco's product line also includes managed services for HR, including payroll, employee helpdesks, benefits, global payroll, and time and attendance.

Ramco leverages its partnerships to enhance its HR modules for recruitment, talent management, and performance management. Reporting and analytics capabilities are also included across all modules within the full suite. Mobile access through the Ramco app provides managers with data that can be narrowed down from team to individual employee tracking metrics such as performance, manpower status, and booking and billing.

## UNIT4

Unit4 offers an enterprise-wide solution comprised of products for ERP, FP&A, and HCM. The solutions can fully integrate and communicate within each other to deliver a cohesive user experience and provide a broad overview of an organization and its employees. The Unit4 HCM suite is SaaS-delivered and provides organizations across approximately 26 countries with applications that support HR, talent, and payroll with automation, analytics, and integration capabilities. The solution consolidates data across modules, serving as a single source of record for HCM processes, leveraging automation to minimize time spent on mundane administrative tasks while reducing data errors and improving accuracy. Unit4 Talent Management has recently been integrated with Microsoft Teams, allowing users to send direct feedback and messages through Microsoft Teams Chat that are directly

uploaded into the software to enhance accessibility through a reduced need to toggle between the two platforms.

Updates and announcements since the last Value Matrix include:

- Unit4 recently launched a library of questions to help organizations pulse the engagement and wellbeing of employees both working remotely or returning to the workplace.
- To help HR teams keep track of employee engagement, performance, and development, the vendor launched Insights and Analytics, a series of dashboards that admins can manage and filter according to demographic to identify risks, trends, and opportunities.
- The vendor announced integration with ATS provider, SmartRecruiters, allowing customers to create a seamless experience for employee lifecycle tracking from recruitment to retirement.

## CORE PROVIDERS

Core Providers in the Value Matrix include Ascentis, Paycom, Snag, and SyncHR.

### ASCENTIS

Ascentis provides users with cloud-based HCM functionality that spans HRIS, payroll, talent acquisition and management, and timekeeping in a single solution. The solution can be accessed via desktop and a mobile application, leveraging automation to increase user productivity. For example, the solution can automate tasks such as filing tax-related documents to the IRS to save employee time and minimize compliance risk. Time and Attendance through Ascentis offers users advanced mobile scheduling features with automated change notifications for employees and managers. Additionally, the Ascentis platform can integrate with more than 400 third-party HCM and payroll systems. The Employee Self-Service portal enhances employee experience with centralized company-branded employee and manager portals that include custom data elements and tabs. Analytics functionality through the solution provides users with intuitive, customizable dashboards, drag and drop capabilities, and the ability to export reports. Ascentis serves as an attractive option for smaller businesses, as users can choose the level of functionality that they prefer and work across modules with minimal disruptions.

Updates and announcements since the last Value Matrix include:

- In May, Ascentis introduced AI-powered time clocks with temperature and face-reading capabilities, allowing customers to automate attendance taking protocols amid the implementation of Covid-19 health and safety measures.
- The vendor recently released a Re-hire Wizard, allowing customers to bulk re-hire laid off or furloughed employees. Additionally, the vendor has revamped its user interface across all of its products to facilitate faster adoption and provide users with an enhanced visual experience.

## PAYCOM

Paycom provides small and mid-sized organizations with HCM and WFM capabilities for areas including benefits, compliance, compensation, learning, payroll processing, performance management, talent acquisition, and time and attendance in a flexible platform. The solution operates on a single cloud database, allowing users to process data in real-time. Paycom enables organizations to identify and onboard candidates who are eligible for tax credits, thus lowering overall human capital cost. Analytics capabilities through the solution also help its users comply with various employment laws. Paycom's Direct Data Exchange for management allows employers to leverage analytics functionality to detect weaker performance areas and adjust costs accordingly. Machine learning functionality through Paycom's Employment Predictor can be used to better uncover risk factors and anticipate employee departure trends. The solution's intuitive interface and easy user adoption make it an attractive choice for smaller businesses, while Paycom's investments in analytics and machine learning help maintain its growth in the market.

## SNAG

Snag, also known as Snagajob, offers a single, streamlined solution for workforce management, recruiting, onboarding, training, and performance management. The platform also connects employers and staffing organizations to hourly job candidates. The vendor's Snag.work platform sets it apart from other HCM providers by providing companies in high turnover industries such as restaurant and retail with prescreened, background-checked candidates known as "Snaggers".

## SYNCHR

SyncHR is a multitenant cloud solution that provides organizations with functionality for HR, benefits administration, and payroll. The solution can monitor user activity in real-time, allowing managers to view use of the solution across any timeframe. HCM workflows through SyncHR minimize productivity snags caused by internal mobility by linking to company roles rather than individual. The solution's centralized architecture is optimized for

various analytics use-cases, as well as the integration of third-party applications through its API or MuleSoft, leveraging its cloud extensibility layer. Customization features through SyncHR appeal to its consumer base. However, the vacancy of common functionalities when compared to other end-to-end HCM providers can be viewed as less favorable.