



HCM Technology

# AscentHR

## Report Abstract

August 2021

Pete A. Tiliakos

HR Technology & Services Research

Director

NelsonHall

15 pages

## Contents of Full Report

1. Background
2. Revenue Summary
3. Key Offerings
4. Delivery Capability and Partnerships
5. Target Markets
6. Strategy
7. Strengths & Challenges
  - 7.1. Strengths
  - 7.2. Challenges
8. Outlook

## Who is This Vendor Assessment For?

---

NelsonHall's HCM technology profile on AscentHR is a comprehensive assessment of its offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of HCM technology platforms and identifying vendor suitability for RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the HR technology and services sector.

## Key Findings & Highlights

---

AscentHR, founded in 2002, and headquartered in Bangalore, India, is a privately held HR technology and services company. The company entered the payroll services market in 2003 when it launched its proprietary PowerPay platform.

AscentHR provides the following managed services and solutions:

- HR consulting services: HR outsourcing and transformation, recruiting and sourcing strategy, compensation and benefits, training, education, and development, workforce management, performance management, separation management, HR policy, and M&A Advisory on HR
- HR outsourcing services: managed payroll services, benefits administration, HR and payroll compliance, HR policy administration, contact center, and welfare trust services
- HR technology: consulting, implementation, and management for its proprietary, cloud-based, multitenant, fully integrated HCM, and payroll platforms:
  - StoHRM: HCM suite supporting core HR, leave, time and attendance, payroll, recruiting, learning, performance management, workforce planning, succession planning, analytic reporting, and self-service
  - Lexcare: HR compliance platform
  - PowerCRM: CRM platform for service inquiry management
  - PowerPay: multi-country payroll platform (supporting 35 countries natively; extended to ~74 through partners)
  - HRBerry: employee and manager self-service module
  - ELSA: Learning enablement system.

AscentHR offers a proprietary HCM technology suite called StoHRM. The platform is a cloud-native, low-code design, LAMP-based application built on a single database, code-line, and infrastructure. The modular solution is fully integrated across the suite and mobile-enabled through a dedicated app. The platform can be adopted as a standalone offering (core HR must be included to adopt other modules) and is leveraged by AscentHR as its primary service-enabled technology for its managed services adopters.

AscentHR targets emerging mid-sized firms with >500 employees headquartered in APAC and the Middle East to adopt its StoHRM HCM technology and supports >160 clients and ~113k client employees through the platform. Its largest StoHRM adopter has ~60k employees live on the platform.

## Scope of the Report

---

The report provides a comprehensive and objective analysis of AscentHR HCM Technology offering, capabilities, and market and financial strengths, including:

- Identification of the company's strategy, emphasis, and new developments
- Analysis of the company's strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company's customer base including the company's targeting strategy and examples of current contracts
- Analysis of the company's offerings and key service components
- Analysis of the company's delivery organization including the location for key centers.

## **HCM Technology Vendor Assessments also Available for:**

---

ADP

Ceridian

Cornerstone OnDemand

HiBob

Infor

isolved

Namely

Neeyamo

Paychex

Paycor

PeopleStrategy

Sage Group

SAP/SuccessFactors

UKG

Workday

## About The Author

Pete is HR Technology & Services Research Director at NelsonHall, with shared responsibility for HR Services research globally with Nikki Edwards and Liz Rennie. Pete covers HR Services research in payroll services, global employer of record services, and HCM technology.

Pete has been part of NelsonHall's HR Services analyst team since 2016, providing comprehensive and insightful coverage of HR services markets in the world. In particular, he is known for his extensive knowledge and coverage of the global payroll outsourcing market. Pete assists both buy-side and vendor organizations in assessing opportunities and supplier capability across HR service lines.

Pete can be contacted at:

- Email: [pete.tiliakos@nelson-hall.com](mailto:pete.tiliakos@nelson-hall.com)
- Twitter: [@petet\\_NH](https://twitter.com/petet_NH)



## About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, primary research, and is widely respected for the quality, depth, and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

### Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466  
Phone: +1 857 207 3887

### London

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD  
Phone: + 44(0) 203 514 7522

### Paris

4 place Louis Armand, Tour de l'Horloge, 75012 Paris  
Phone: + 33 1 86266 766

Copyright © 2021 by NelsonHall. All rights reserved. No part of the publication may be reproduced or distributed in any form, or by any means, or stored in a database or retrieval system, without the prior written permission of the publisher. The information provided in this report shall be used only by the employees of and within the current corporate structure of NelsonHall's clients, and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organization without prior written consent of NelsonHall. NelsonHall exercises its best efforts in preparation of the information provided in this report and believes the information contained herein to be accurate. However, NelsonHall shall have no liability for any loss or expense that may result from incompleteness or inaccuracy of the information provided.