



Vendor Profile

Payroll Services

CloudPay

Report Abstract

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10-pages

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Who is This Vendor Assessment For?

NelsonHall's Payroll Services profile on CloudPay is a comprehensive assessment of CloudPay offerings and capabilities, designed for:

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

Key Findings & Highlights

This NelsonHall vendor assessment analyzes CloudPay's offerings and capabilities in Payroll Services. CloudPay offers managed payroll and treasury services across ~130 countries through its proprietary platform. The company is focused on providing global payroll, payments, and on-demand pay through a unified platform. It has ~230 payroll clients and services to ~220k client employees supported by ~450 payroll delivery employees.

The company was initially formed in 1996 as Patersons Payroll Solutions Limited, a global payroll aggregator. It shifted its focus toward its current unified global payroll model. It re-branded to CloudPay in October 2012, aligning its brand with the naming for its multi-country payroll technology offering.

Recently, in August 2021, CloudPay secured additional capital investment. It raised \$58m in growth capital from new and existing investors, supporting investments in fintech solutions to support B2B payments. CloudPay is developing payment processes to direct salary payments to cards rather than banks to help make the payment process faster. In July 2021, CloudPay launched its first earned wage access offering, CloudPay NOW, following its acquisition of Wezaam. A multinational lifestyle brand client realized early adoption across 12 countries. Earlier in March 2020, CloudPay partnered with Visa to enable payments through a paycard.

Scope of the Report

The report provides a comprehensive and objective analysis of CloudPay's Payroll Services offerings and 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 of delivery locations.

Payroll Services Assessments also Available for:

activpayroll

ADP

Alight

Ascent Online

BDO

Conduent

EY

Immedis

Infosys

isolved

Mercans

Neeyamo

OSV

Papaya Global

Paychex

PayGroup

Payslip

Payzaar

Ramco

Safeguard Global

SD Worx

TMF Group

UKG

About The Author

Liz Rennie is the HR Technology and Services Research Director with global responsibility for key HR research projects, including Cloud HR Transformation, Benefits Services, and Payroll, as part of NelsonHall's wider HR Technology & Services practice.

In this key role, Liz assists both buy-side and vendor organizations in evaluating opportunities and capability to support HR and benefits transformation through deploying cloud-based services and redesigning HR service delivery to leverage the latest technologies offered by mobile, AI, blockchain and robotics.

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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

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