



# Market Analysis

HR Technology & Services

# Next Generation HCM Technology: Transforming the Workplace

## Report Abstract

September 2021

By Name

Job Title

NelsonHall

59 pages

## Contents of Full Report

1. Changing Market Dynamics
2. Customer Requirements
3. Market Size and Vendor Market Shares
4. Vendor Offerings and Targeting
5. Vendor Delivery
6. Vendor Challenges and Success Factors

Appendix I – Glossary

Appendix II - Vendors Interviewed

Appendix III – Vendor Profiles.

## Who is This Market Analysis For?

---

NelsonHall's HCM technology report is a comprehensive market assessment report designed for:

- Sourcing managers investigating developments and offerings within the HCM technology market
- Vendor marketing, sales and business managers developing strategies to target opportunities in the HCM technology marketplace
- Financial analysts and investors specializing in the HR technology and services sector, including cloud HCM platform technology offerings and providers.

## Key Findings & Highlights

---

NelsonHall's Next Generation HCM Technology report focuses on how modern HCM platforms and providers are supporting the ever-evolving workplace of the future and incorporating next-generation technology solutions to rethink HR processes and reimagine the employee experience.

The impacts of the pandemic rapidly accelerated an already intensifying need to digitize HR operations and thrust the future of work forward sooner than expected. Organizations across sectors are seeking to modernize employee experiences and enable digital HR capability for greater efficiency, insight, agility and resiliency in meeting the challenges of the next decade.

Workplace digitalization to drive productivity and elevate the employee experience, paired with the need to create more resilient, agile, and data driven HR operating models to support strategic business outcomes, continues to fuel cloud HCM platform adoption globally. While North America continues to lead all geographies in adopting modern cloud HCM platforms, each are expected to fuel continued adoption and growth with all major vendors increasing international targeting beyond North America.

Next generation HCM tech is being built for the user first, incorporating cognitive technology to continuously augment, personalize, guide, support, and engage employees along their journeys. HCM technology offerings are increasingly advancing toward AI and ML enabled 'experience platforms' designed to augment and support users for enhanced personal and HR outcomes. Providers are allocating >20% of annual revenues toward R&D to advance platform capabilities, with the employee experience at the heart of roadmap initiatives.

HCM technology delivery models are becoming more vertically centric aiming to support unique sector challenges, underpinned by high touch engagement models that seek to 'orbit' clients to ensure maximum ROI and value realization

## Scope of the Report

---

The report analyzes the worldwide market for cloud HCM technology platforms and addresses the following questions:

- What is the market size and projected growth for the cloud HCM technology market globally?
- What are the top drivers for adoption of cloud HCM technology?
- What are the benefits currently achieved by users of modern cloud HCM technology?
- What pricing mechanisms are typically used within cloud HCM technology contracts and how is this changing?
- Who are the leading cloud HCM technology vendors globally?
- What is the current trend in supporting and delivering cloud HCM technology and how is this changing?
- What are the challenges and success factors vendors face in cloud HCM technology adoption?

## HCM Technology Vendor Assessments Available for:

---

ADP

AscentHR

Ceridian

Cornerstone

HiBob

Infor

isolved

Namely

Neeiamo

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.