

Next Generation HCM Technology

HiBob

Report Abstract

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10-pages

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Who is This Vendor Assessment For?

NelsonHall's Next Generation HCM Technology Vendor Assessment for HiBob is a comprehensive assessment of HiBob's HCM platform offerings and capabilities designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of HCM Technology and identifying vendor suitability for HCM Technology RFPs
- Vendor marketing, sales, and business managers looking to develop strategies to target service opportunities and benchmark themselves against their peers
- Financial analysts and investors specializing in the HR Technology sector
- HR and Payroll decision makers.

Key Findings & Highlights

NelsonHall's vendor assessment analyzes HiBob's offerings and capabilities in HCM Technology services. HiBob, headquartered in London, U.K., was founded in 2015 and is a privately held provider of cloud-based HCM technology. Since forming, HiBob has developed a modern "work experience platform" called Bob, specifically designed to combine comprehensive core HR functionality with workplace engagement capabilities and an intuitive, consumer-grade UI supporting modern, mid-sized, multinational firms. The technology has been designed to be data-driven, built on a single database code line, and integrated across its suite of modules.

Although it had primarily maintained an organic approach to its technology development, in 2021, HiBob announced it had acquired AI-based workplace relationship analytics technology provider Cassiopeia. The solution enables teams to improve communication, collaboration, and work-life balance through advanced communication pattern analysis.

In October 2021, HiBob raised ~\$150m in Series C funding and another \$150m in Series C1 in August 2022. The organization currently supports ~3.2k customers with 650k employees on its work experience platform.

HiBob has 750 employees dedicated to its work experience platform offering. The company operates globally with centers in seven primary locations—New York, NY; London, U.K.; Tel Aviv, Israel; Amsterdam, the Netherlands; Berlin, Germany; Sydney, Australia; and Lisbon, Portugal. HiBob also embraces the philosophy of the "anywhere office" by allowing its employees to work at any chosen location for up to two months. Its Tel Aviv location is primarily for R&D and platform development, and it also maintains in-country offices for localized sales and customer support in the U.S., U.K., The Netherlands, Germany, Australia, and Portugal.

HiBob views prospective customers through two axes—company size and number of sites/geographies. Though it can service most organizations, HiBob actively targets mid-sized multinational firms seeking to modernize HR operating models and enhance employee experiences.

Scope of the Report

The report provides a comprehensive and objective analysis of HiBob's Next Generation HCM Technology 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 delivery locations.

Next Generation HCM Technology Assessments also available for:

ADP

Ascent HR

Cornerstone

Darwinbox

Infor

isolved

Oracle Corporation

Paychex

Paycor

Paylocity

UKG

Workday

About The Author

DeeAnna Warrington is a Principal Research Analyst at NelsonHall and an HR Technology & Services practice member. She has global responsibility for HCM technology, workforce management, and health & welfare administration.

DeeAnna is a highly experienced HR Specialist with 15 years of experience across various industries such as finance, wealth management, health insurance, healthcare, retail & sales, and real estate. She has significant experience in HR business operations and technology, acting as a consulting project manager to match organizations with HR software and service providers.

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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

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