



**NelsonHall**  
TRANSFORM THROUGH INSIGHT

# Vendor Profile

## Payroll Services

# AscentHR

### Report Abstract

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10 pages

### Contents of Full Report

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5. Target Markets
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## Who is This Vendor Assessment For?

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

- Sourcing managers monitoring the capabilities of existing suppliers of managed 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 HR and payroll technology and services sector.

## Key Findings & Highlights

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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 34 countries natively; extended to ~74 through partners)
  - HRBerry: employee and manager self-service module
  - ELSA: Learning enablement system.

Today, AscentHR supports ~550 clients within its payroll services business and produces >867k pay-slips monthly.

AscentHR historically targeted small and mid-sized firms for adopting its payroll technology and managed services. However, with its capability and offering maturing, it is more commonly engaging buyers with larger employee footprints and is now targeting firms with >500 employees headquartered in APAC and the Middle East.

## Scope of the Report

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The report provides a comprehensive and objective analysis of AscentHR payroll services 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 of delivery locations.

## Payroll Services Vendor Assessments also Available for:

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activpayroll  
ADAM HCM  
ADP  
Alight/NGA HR  
Ascender  
AscentHR  
Ceridian  
CloudPay  
Conduent  
Immedis  
Infosys  
Neeyamo  
OneSource Virtual  
Papaya Global  
PayAsia  
Paychex  
Payzaar  
Ramco  
Safeguard Global  
SD Worx  
TMF Group  
UKG  
Zalaris

## 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.

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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](mailto:guy.saunders@nelson-hall.com)

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