

## New World Workforce Management

# Ceridian

### Report Abstract

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12-pages

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## Who is This Vendor Assessment For?

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NelsonHall's New World Workforce Management profile on Ceridian is a comprehensive assessment of Ceridian offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of Workforce Management and identifying vendor suitability for Workforce Management RFPs
- Vendor marketing, sales, and business managers looking to managers developing strategies to target service opportunities and benchmark themselves against their peers
- Financial analysts and investors specializing in the Workforce Management sector.

## Key Findings & Highlights

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NelsonHall's vendor assessment analyzes Ceridian's offerings and capabilities in Workforce Management services. Ceridian, founded in 1992 and headquartered in Minneapolis, Minnesota, is a publicly-traded (NYSE and TSX under the ticker: CDAY) global HCM technology and services provider. Today, Ceridian operates as a cloud-based HCM software provider with global capability. It has a local presence in eleven countries and and three divisions, with the majority of their resources and effort focused on Dayforce:

- Dayforce: a global cloud HCM SaaS offering, which includes workforce management. It supports organizations with 100 to 100k employees and currently has ~5k clients and ~4.2m users across 65 countries. Ceridian reported ~14% growth in its Dayforce recurring service revenue over 2020.
- Powerpay: an HCM SaaS business supporting Canadian organizations with less than 100 employees. Powerpay has ~38k clients
- Bureau solutions, which offers payroll-related services using legacy technology where Ceridian maintains the software. Ceridian no longer sells Bureau solutions to new customers and, over time, is converting Bureau customers to its Dayforce platform (represents ~13% revenues).

This profile focuses specifically on Ceridian's workforce management offering and capability. Ceridian has a long history of building workforce management into its offerings. Even before its Dayforce product launch, it had sold workforce management as a stand-alone module as part of its Ceridian on-premise technology. Ceridian provides workforce management software as a module of its Dayforce HCM suite and as a stand alone solution.

Ceridian targets mid to large-sized organizations with >6k employees for its Dayforce platform and services. It is capable of scaling from ~50 to ~100k employees. For example, Henkel, global industrial and consumer goods leader, is Ceridian's largest customer to date, servicing ~52k employees across >70 countries.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Ceridian’s Workforce Management 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.

## New World Workforce Management Assessments also available for:

ADP

Capita

Infor

Quinyx

SD Worx

TCP

UKG

WorkForce Software

## About The Author

Liz Rennie is a Principal Research Analyst with global responsibility for key HR research projects including Cloud-Based HR Transformation, Cloud-Based Benefits Services, and Workforce Management, 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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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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