



Vendor Profile

Payroll Services

Popay

Report Abstract

August 2023

By Elizabeth Rennie

Research Director

NelsonHall

7 pages

Contents of Full Report

1. Introduction
2. Revenue Summary
3. Key Offerings
4. Delivery Capability and Partnerships
5. Target Markets
6. Strategy
7. Strengths & Challenges
 - 7.1. Strengths
 - 7.2. Challenges
8. Outlook

Who is this Vendor Assessment for?

NelsonHall's Payroll Services profile on Popay is a comprehensive assessment of Popay 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

Popay was established in 2004 and is an HR and Payroll software and services organization specializing in services to support the African region, the Benelux market, with its headquarters in Belgium. It brings proprietary HR/payroll software with roots in its system integration, including Oracle HCM and Oracle e-business suite. With a history of ~15 years servicing this market, it has established itself with proven capability through growing its client base to include key accounts such as the National Bank of Morocco, Randstad, and the European Parliament.

It services ~40k client employees through its proprietary platforms, this includes large Belgium clients using its HR platform, primarily for learning. Of these it supports payroll services for ~21k client employees. It has ~65 employees based in Belgium and across Africa, supports ~106 payroll service clients across 36 countries, and offers a mobile-friendly self-service capability to view pay slips, documents, leave, timesheets, and profiles. All its managed services are delivered with in-house resources, without any reliance on in-country payroll partners or vendor management.

It also has clients using third-party software where Popay processes the payroll. These include organizations such as the Government of Congo, the OCP in Morocco, the National Bank of Morocco. Including these the total number of client employees being serviced is ~200k.

Scope of the Report

The report provides a comprehensive and objective analysis of Popay'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 centers.

Payroll Services Assessments also available for:

ADP

Alight Solutions

CloudPay

Infosys

isolved

Neeyamo

OSV

Paychex

PayBix

Ramco

Safeguard Global

SD Worx

TMF Group

UKG / Immedis.

About The Author

Liz Rennie is the HR Technology and Services Research Director with global responsibility for key HR research projects, including Payroll Services and Cloud HR Transformation, 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.

Liz can be contacted at:

- Email: elizabeth.rennie@nelson-hall.com
- Twitter: [@erennie_](https://twitter.com/erennie_)



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., Continental Europe, and Asia, 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. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts 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

Boston

Riverside Center, 275 Grove Street, Suite 2-400, Newton Massachusetts 02466
Phone: +1 857 207 3887

London

29 Rose Hill
Binfield
Bracknell, RG42 5LH
Phone: +44(0) 208 638 7282

Paris

115 rue de Reuilly,
75020 Paris
Phone: +33 (0)6 23 81 17 54

Copyright © 2023 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.