



Global Employer of Record Services

Atlas

Report Abstract

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Who Is This Vendor Assessment For?

NelsonHall's Global Employer of Record Services profile on Atlas is a comprehensive assessment of the company's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of employer of record services and identifying vendor suitability for RFPs
- Vendor marketing, sales, and business managers looking to benchmark themselves against their peers
- Financial analysts and investors specializing in the employer of record sector.

Key Findings & Highlights

This NelsonHall vendor assessment analyzes Atlas' offerings and capabilities as a provider of global employer of record services.

Atlas, formerly Elements Global Services, is headquartered in Chicago, Illinois, and provides H.R. technology and direct global employer of record services, including onboarding, legal and tax compliance, payroll, benefits, visa & immigration support, and human capital management. The minority-owned company also offers technology-enabled industry-specific HCM services and H.R. consulting. The company was founded in 2015 by its current CEO, Rick Hammell, after identifying opportunities to support organizations in navigating the complexities of their globalization efforts. From its formation, Atlas has been a direct employer of record with owned legal entities in ~160 countries.

The company rebranded from Elements Global Services to Atlas in June 2022. Similarly, its SaaS-based technology stack was enhanced, relaunched as a single platform, and renamed Atlas Human Experience Management (Atlas HXM). Its rebranding efforts reflect the flexibility, agility, and enabling technology required to meet client and worker UX expectations, talent needs, and data requirements intensified by recent global events.

The company maintains a humanitarian focus to bridge global gaps between employers and employees and create opportunities for small and minority-owned businesses. Atlas' culture promotes diversity and equality for its clients, worksite employees, and internal employees.

In the past seven years, the company has grown from a local employer of record start-up servicing clients in ~30 countries; to a global technology firm currently providing employer of record services in ~138 countries, with capabilities across ~160 countries.

In August 2020, the company secured \$20m through a minority investment round with Guidepost Growth Equity. This funding supported new service offerings and multiple enhancements to the Atlas HXM SaaS-based HR technology platform, including:

- Government: A worker onboarding and human capital management solution for prime contractors and subcontractors to transition global United States Department of Defense (DoD) and United States Agency for International Development (USAID) projects quickly and compliantly
- Venture Capital: Human capital management solution for venture capital firms in planning and managing mergers & acquisitions, restructuring, divestitures, and investment deals.
- Enhancements to their technology platform enriched the company's payroll and business intelligence functionality, allowing clients to access specific country pages, download documents, and submit requests online to hire or expand into a new country.
- In addition to recent technological advancements, Atlas expanded its global presence by opening new offices in Shanghai, China (its APAC headquarters); Lagos, Nigeria; Johannesburg, South Africa; Washington D.C.; San Francisco; London; and Dublin. The company operates 19 in-country offices and maintains remote teams in ~50 countries.

Atlas' solutions comprise the following products and services:

- Direct Employer of Record
- Contractor Pay
- Consulting Services
- Data & Insights
- Global Mobility & Visa.

The company's proprietary technology stack, Atlas HXM, enables centralized online access for employers and workers. Atlas offers its global employer of record services to ~500 clients and manages ~3,500 active workers across ~160 countries and ~90 languages.

Scope of the Report

The report provides a comprehensive and objective analysis of Atlas' global employer of record service 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

Global Employer of Record Services Vendor Assessments are also available for:

Acumen International

CXC Global

Globalization Partners

Mauve Group

Mercans

Neeiamo

Omnipresent

Papaya Global

Remote

Safeguard Global

Velocity Global

About The Author

Jeanine is a Principal Research Analyst at NelsonHall and a member of the HR Technology & Services practice. She has global responsibility for crucial HR areas, including employer of record (EOR) and learning platforms.

Jeanine is a highly experienced HR practitioner with 28 years of experience in HR across industry sectors, including aerospace, automotive, energy, government, pharmaceuticals, telecommunications, learning, and business consultancy.

Jeanine has significant experience leading and managing business transformation/integration, competitive and industry benchmarking, HR and learning technology, strategic change leadership, managed service provider engagements, organizational and process redesign, and M&A initiatives.

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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.

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