



Global Employer of Record Services

Deel

Report Abstract

June 2024

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10 pages

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Who is this Vendor Assessment for?

NelsonHall's Global EOR profile on Deel is a comprehensive assessment of Deel's offerings and capabilities, designed for:

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

Key Findings & Highlights

Deel is a direct global employer of record (EOR), contractor management, payroll, and compliance services provider headquartered in San Francisco, California. The company was founded in 2019 by Alex Bouaziz and Shuo Wang to empower companies to eliminate hiring borders, so anyone anywhere can access new opportunities. The company expanded its products and services to include a stand-alone global payroll offering in 2022.

Deel offers a global HR platform supporting hiring, payroll, employee management, and engagement throughout the HR lifecycle, specifically:

- Onboarding
- Career development and training
- Performance management and goal-setting
- Employee and organizational engagement.

Deel has established legal entities in the past five years and commenced EOR services in ~100 countries. The company delivers its direct EOR services using internal staff within its established and 100% owned local entities. The company applies organic and inorganic growth strategies and has completed ten acquisitions since 2019. Acquired companies complement and enrich Deel's payroll, compliance, and collaboration product and service capabilities, including:

- PaySpace (March 2024)
- Zaavy (February 2024)
- Capbase (January 2023)
- PayGroup (November 2022)
- Legalpad (August 2022)
- Roots (January 2022)
- ZeitGold (August 2021).

Scope of the Report

The report provides a comprehensive and objective analysis of Deel’s Global EOR offerings, capabilities, and market and financial strengths, including:

- Identification of the company’s strategy, emphasis, and new developments
- Analysis of the company’s strengths, challenges, 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.

Global EOR Vendor Assessments are also available for:

Atlas

FoxHire

G-P

Multiplier

Neeiamo

Remofirst

Remote

Papaya Global

Safeguard Global

Velocity Global.

About The Author

Jeanine is a Principal Research Analyst at NelsonHall and an HR Technology & Services practice member. She has global responsibility for key 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 possesses significant experience in 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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