



Global Employer of Record Services

G-P

Report Abstract

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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 Global EOR profile on G-P is a comprehensive assessment of G-P's offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of Global EOR services 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

This NelsonHall vendor assessment analyzes G-P's EOR offerings and capabilities.

G-P, formerly Globalization Partners, is a global growth technology and employer of record service provider headquartered in Boston, Massachusetts. The company offers a suite of global employment solutions on its global growth platform, including recruiting, onboarding, tax, compliance, payroll, legal, and in-country advisory services. They provide a full-stack global growth platform for ~2,000 customers supporting ~187 countries, ~100 entities, and ~150 currencies.

The company was founded in 2012 by CEO and Executive Chair Nicole Sahin after identifying opportunities to support organizations seeking support in navigating the complexities of global expansion and staffing activities. G-P established its initial global legal infrastructure and engaged its first client in 2013. By 2015, the company had found legal entities on three continents and secured over 100 customers.

Since its inception, G-P has raised total equity funding of ~\$350m over two rounds. In February 2020, the company announced it had closed on a \$150m minority equity investment managed by Wincove Private Holdings and TDR Capital to support continued growth. Following this round of funding, the company valuation was ~\$600m. In January 2022, the company received a \$200m minority equity investment from Vista Credit Partners (VCP), valuing the company at \$4.2b.

In October 2022, the company rebranded from Globalization Partners to G-P. In April 2023, the company sunset its Global Employment Platform and launched G-P Meridian, a customizable SaaS-based global employment product suite to address the needs of companies of all sizes looking to build and manage international teams in the new world of work. Following the launch, G-P announced its vision for global growth technology, a new category within HR technology sparked by the demands and opportunities of the everywhere workforce.

G-P maintains a vendor ecosystem comprising ~400 partners, including strategic technology partnerships to enrich its technology stack and complement its solutions. In March 2023, the company and Wise partnered to accelerate cross-border payments for contractors and freelancers. G-P announced its collaboration with workforce management solutions provider UKG in the same month.

The company is a founding Global Employment Innovation Organization (GEIO) member. The group, announced in February 2023, focuses on promoting, maturing, and expanding the ecosystem for global employment service providers by bringing industry leaders together to help ensure a better employment services industry for all stakeholders. The group focuses on and supports the remote work revolution through industry-wide cooperation and best practices to ensure providers have a solid foundation for a prosperous future.

G-P positions itself as an HR technology provider supporting firms in all aspects of global growth, including compliant global expansion, payroll, and talent-sourcing services. The company's responsive technology and expertise enable companies to manage the entire employee lifecycle, mitigate risk and manage compliance, taxes, benefits, and payroll globally, regardless of entity status.

With more than a decade of experience in global expansion and employment, G-P helps companies achieve their growth ambitions. G-P's global growth platform provides the foundation for its SaaS-based G-P Meridian Suite of global employment products and services. It allows clients to design a custom tech-enabled workforce solution that aligns with their business needs. G-P backs its technology with in-region HR, legal, compliance, and finance experts supporting customers 24/7.

Scope of the Report

The report provides a comprehensive and objective analysis of G-P'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 also available for:

Atlas

CXC Global

G-P

Magnit

Multiplier

Neeiamo

Remofirst

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 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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