



NelsonHall
TRANSFORM THROUGH INSIGHT

Vendor Profile

HCM Technology

HiBob

Report Abstract

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13 pages

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Who is This Vendor Assessment For?

NelsonHall's HCM technology profile on HiBob is a comprehensive assessment of its offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of HCM technology platforms 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 HR technology and services sector.

Key Findings & Highlights

HiBob, founded in late 2015 in Israel, with dual headquarters in New York, NY, and London, England, is a privately held provider of cloud-based HCM technology.

Since forming, HiBob has developed a modern 'work experience platform' called 'bob' specifically designed to combine comprehensive core HR functionality with workplace engagement capabilities and an intuitive, consumer-grade UI in support of modern, small and mid-sized, multinational firms. The technology has been designed to be data-driven, built on a single database, code line, and integrated across its suite of modules.

Although it has primarily maintained an organic approach to its technology development, in June 2021, HiBob announced it had acquired AI-based workplace relationship analytics technology provider Cassiopeia. The solution enables teams to improve communication, collaboration, and work-life balance through advanced communication pattern analysis.

Since its inception, HiBob has experienced triple-digit year-on-year growth and currently supports ~1.3k clients and >215k client employees on its work experience platform.

'bob' is a cloud-based work experience platform built on a single database, code line and integrated across its suite of modules. The solution offers a mobile-first design enabled through dedicated apps for iOS and Android. The bob platform is comprised of the following modules:

- Core HR
- Onboarding
- Workflow Automation
- Culture, Engagement, and Collaboration
- Time and Attendance Management
- PTO/Time off tracking
- Team Feedback
- Performance Management

- Goal Management
- Payroll Hub
- People Analytics
- Reports
- Compensation Management
- Benefits Administration
- Mobile app
- Your Voice.

HiBob actively targets growing small and mid-sized multinational firms primarily headquartered in the U.S., the U.K., Canada, Benelux, Nordics, Australia, and Israel, seeking to modernize their HR operating models and enhance their employee experiences. It generally seeks smaller firms on a growth trajectory and focuses on those with >50 to ~3k employees.

Scope of the Report

The report provides a comprehensive and objective analysis of HiBob HCM Technology offering, 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 for key centers.

HCM Technology Vendor Assessments also Available for:

ADP

AscentHR

Ceridian

Cornerstone OnDemand

Infor

isolved

Namely

Neeiamo

Paychex

Paycor

PeopleStrategy

Sage Group

SAP/SuccessFactors

UKG

Workday

About The Author

Pete is HR Technology & Services Research Director at NelsonHall, with shared responsibility for HR Services research globally with Nikki Edwards and Liz Rennie. Pete covers HR Services research in payroll services, global employer of record services, and HCM technology.

Pete has been part of NelsonHall's HR Services analyst team since 2016, providing comprehensive and insightful coverage of HR services markets in the world. In particular, he is known for his extensive knowledge and coverage of the global payroll outsourcing market. Pete assists both buy-side and vendor organizations in assessing opportunities and supplier capability across HR service lines.

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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., and Continental Europe, 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. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on 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

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