

HCM Technology

SAP SuccessFactors

Report Abstract

September 2021

Pete A. Tiliakos

HR Technology & Services Research

Director

NelsonHall

12 pages

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Who is This Vendor Assessment For?

NelsonHall's HCM technology profile on SAP SuccessFactors 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 security services 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

SAP SuccessFactors (an SAP company), formed in 2001 and headquartered in Palo Alto, CA, is a global provider of cloud-based HCM technology.

SAP SE acquired SuccessFactors in February 2012 specifically for its cloud-based talent management capabilities. SAP SuccessFactors remained an independent company and subsidiary of SAPSE. Prior to the SAP acquisition, SAP SuccessFactors made several acquisitions to complement and advance its capabilities. Example pre-SAP acquisitions include:

- Jobs2Web (2012): talent acquisition
- Plateau (2011): learning management
- Jambok (2011): social learning platform
- Inform (2010): Performance measurement and workforce planning.

Following the acquisition by SAP, SAP SuccessFactors began expanding its focus beyond talent management software by developing its core HR capability, and in 2010 launched SAP SuccessFactors Employee Central, a cloud-native HR system of record for the suite. Since acquiring SAP SuccessFactors, SAP has invested in the expansion of its capability, primarily through organic development and select acquisitions; examples include:

- SwoopTalent (2021): AI-driven talent insights
- Litmos (2018): learning management
- Qualtrics (2018): analytics
- Multiposting (2015): talent acquisition/job postings
- Fieldglass (2014): contingent workforce management
- KMS Software (2020): onboarding.

SAP SuccessFactors is a cloud-native HCM technology suite, offering a solution to support the full lifecycle of events and all types of workers (e.g., employees, freelance/contractors). The suite is globally enabled through localizations for >100 countries and provides a mobile-first user experience (UX) by design,

enabled through dedicated apps for iOS and Android. SAP SuccessFactors is AI and ML-enabled across its solutions for guided, intelligent recommendations and predictive insights for a personalized user experience.

The SAP SuccessFactors HXM suite supports >7k clients, >180m users across >200 countries globally, including >40% of Fortune 500 companies and >30%.

Scope of the Report

The report provides a comprehensive and objective analysis of SAP SuccessFactors 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 of delivery locations.

HCM Technology Vendor Assessments also Available for:

ADP

AscentHR

Ceridian

Cornerstone OnDemand

HiBob

Infor

isolved

Namely

Neeiamo

Paychex

Paycor

PeopleStrategy

Sage Group

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.

Pete can be contacted at:

- Email: pete.tiliakos@nelson-hall.com
- Twitter: [@petet_NH](https://twitter.com/petet_NH)



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

Boston

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

London

Unit 6, Millars Brook, Molly Millars Lane, Wokingham, RG41 2AD
Phone: + 44(0) 203 514 7522

Paris

4 place Louis Armand, Tour de l'Horloge, 75012 Paris
Phone: + 33 1 86266 766

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