



Global Employer of Record Services

# Safeguard Global

## Report Abstract

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## Who is this Vendor Assessment for?

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

- Sourcing managers monitoring the capabilities of existing suppliers of Safeguard Global 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

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Founded in 2008, Safeguard Global is a future of work company headquartered in Austin, TX, providing workforce enablement solutions to manage people and scale operations. The company helps clients recruit, hire, pay, analyze, and manage workers and operations worldwide.

In 2009, Safeguard Global identified opportunities with buyers and partners seeking to solve the challenge of hiring in-country workers where the business had no legal entities, and time was a critical factor. Safeguard also began seeing U.S. domestic PEOs seeking international solutions for their clients concerned about complexity overseas. The offering started as an add-on service for managed payroll clients and became a key solution to meet the overall lifecycle needs of established and emerging multinationals.

In late 2018, Safeguard World International rebranded to Safeguard Global. In early 2019, investment from private equity partners Accel-KKR (AKKR) for a minority stake in the firm provided funding to support its next growth phase. With this funding, Safeguard Global acquired Switzerland-based WorkFor, a Pan-European-based provider of human capital management services and partner of Safeguard Global since 2013. The acquisition brought a portfolio of HR services designed explicitly around country domain experience for local payroll and the EOR model supported by an in-country presence across eight major EMEA countries.

In October 2020, Safeguard Global acquired GEDA, a German payroll and accountancy services company. The acquisition extended Safeguard's German market presence to support multinational organizations' employee onboarding, management, and payroll.

In January 2022, Safeguard Global acquired Global Upside Corporation, a global expansion, technology, and services company in San Jose, CA. Global Upside specializes in recruiting, EOR services, new entity incorporation, human resources, accounting, payroll, and tax & compliance solutions. The acquisition supports Safeguard Global's 'Work in Any Way' workforce management vision, which considers where, when, and how people work to ensure a people-centric, flexible, inclusive, and diverse organizational culture.



In July 2023, the company announced the launch of ChatSG, an initial application of generative AI technology for the global HR market, delivering rapid global workforce insights. The technology integrates with Safeguard Global’s proprietary dataset and analytics capabilities, allowing users to ask natural language questions in over 40 languages.

Today, Safeguard Global supports EOR services for ~1,140 clients and ~6,400k active workers across ~170 countries.

## Scope of the Report

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The report provides a comprehensive and objective analysis of Safeguard Global’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:

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Atlas

CXC Global

Deel

FoxHire

G-P

Multiplier

Neeiamo

Remote

Remofirst

Papaya 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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## 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., Continental Europe, and Asia, 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. For vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall conducts 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](mailto:guy.saunders@nelson-hall.com)

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