



Everest Group Multi-country Payroll (MCP) Solutions PEAK Matrix® Assessment 2023

Focus on EY
October 2023



Background of the research

Managing payroll across multiple countries can become a complicated task involving regulatory, legal, and cultural differences. MCP providers have emerged as indispensable partners for enterprises seeking efficient solutions to navigate this complex terrain. Enterprises are now seeking assistance beyond just conventional payroll management. In response to evolving enterprise needs, MCP providers have evolved their offerings and extended their services beyond basic payroll processing. By offering consolidated solutions across geographies, MCP providers empower enterprises to centralize control, standardize procedures, and address the intricacies of cross-border employment.

Faced with economic uncertainty, enterprises have increased focus on cost reduction and resource allocation. MCP providers have risen to the challenge, offering flexible pricing models and easy scalability, aligning their services with enterprises' changing needs. As enterprises recalibrate their operations, MCP providers continue to demonstrate their value by offering cost-effective, compliant, and strategic solutions, underlining their essential role in the ever-changing global payroll landscape.

This research presents an assessment of 27 MCP solution providers featured on the [Multi-country Payroll \(MCP\) Solutions PEAK Matrix® Assessment 2023](#). The assessment is based on Everest Group's annual Request For Information (RFI) process for calendar year 2023, interactions with leading MCP solution providers, client reference checks, and an ongoing analysis of the MCP market.

The full report includes the profiles of the following 27 leading MCP service providers featured on the Global MCP Solutions PEAK Matrix:

- **Leaders:** ADP, Aight Solutions, EY, and TMF Group
- **Major Contenders:** activpayroll, BIPO, Ceridian, CloudPay, Deel, iiPay, Immedis, Links International, Mercans, Neeyamo, Papaya Global, Ramco, Safeguard Global, SD Worx, Sopra HR, Vistra and Zalaris
- **Aspirants:** Allsec, Ascent HR, OS HRS, Paybix, PaySpace, Popay

Scope of this report



Geography
Global



Providers
27



Services
MCP

Multi-country Payroll (MCP) Solutions PEAK Matrix® characteristics

Leaders

ADP, Alight Solutions, EY, and TMF Group

- Leaders are working toward creating a more employee-centric solution and providing greater flexibility to clients by enabling them to customize the services as per their needs
- They are investing in proprietary technology, data security, and partnerships to differentiate themselves from other providers in the market

Major Contenders

activpayroll, BIPO, Ceridian, CloudPay, Deel, iiPay, Immedis, Links International, Mercans, Neeyamo, Papaya Global, Ramco, Safeguard Global, SD Worx, Sopra HR, Vistra and Zalaris

- Most Major Contenders are scaling up their platform capabilities through the adoption of AI, automation, and integrations to provide a cost-effective solution with faster implementation cycles
- They are increasing their geographic presence and broadening their scope of services to include more ancillary payroll, EOR, and other HR processes to deliver a holistic solution to the clients

Aspirants

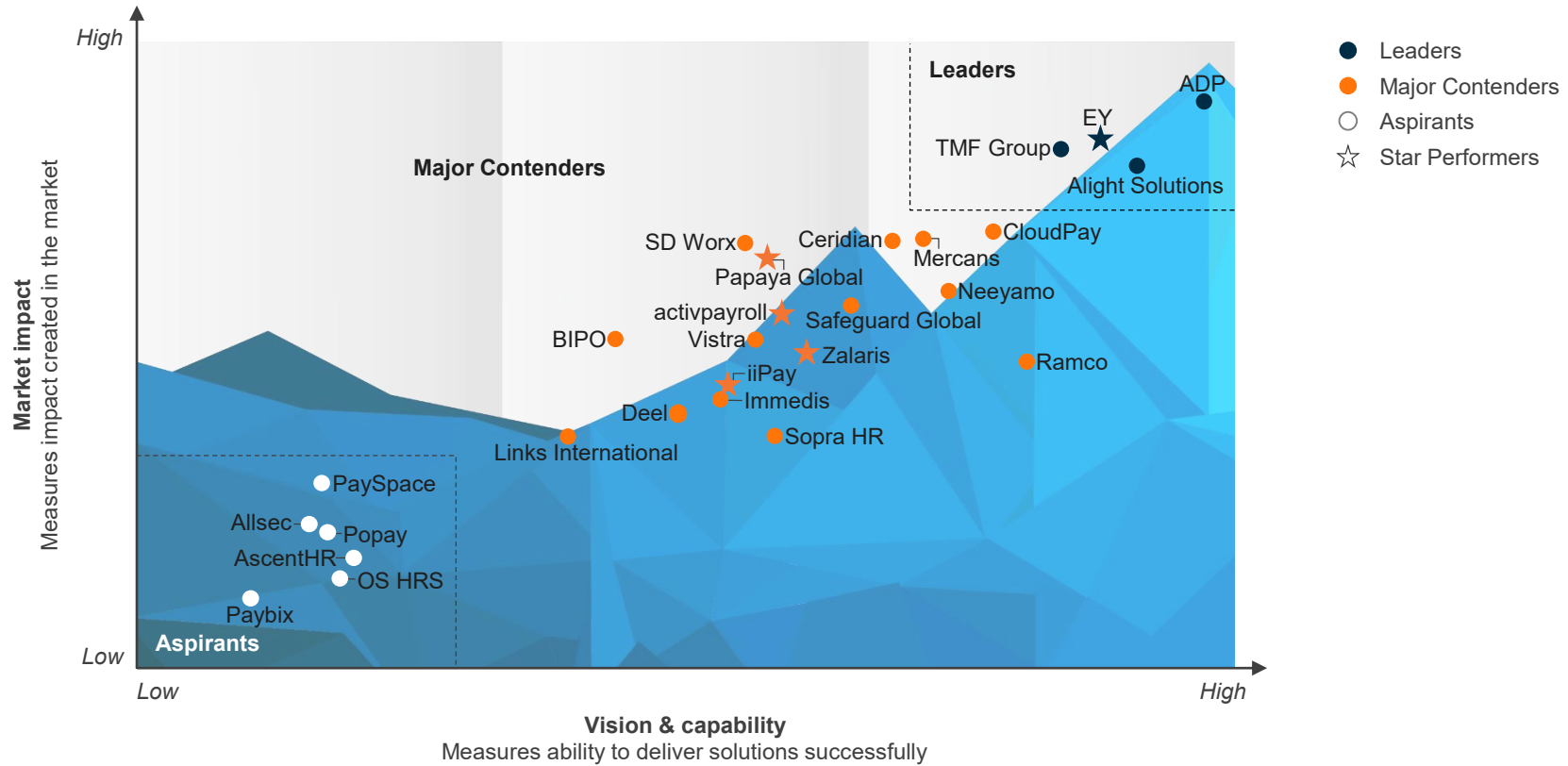
Allsec, Ascent HR, OS HRS, Paybix, PaySpace, Popay

- Aspirants are focusing on increasing their geographic coverage through their network of in-country partners and building the ability to cater to clients with larger headcounts
- They are also focusing on scaling up their current platforms by upgrading data and cyber security capabilities, investing in improving user experience, and rolling out new features

Everest Group PEAK Matrix®

Multi-country Payroll (MCP) Solutions PEAK Matrix® Assessment 2023 – Global | EY is positioned as a Leader and a Star Performer

Everest Group Multi-country Payroll (MCP) Solutions PEAK Matrix® Assessment 2023 – Global^{1,2}



¹ Assessment for Allsec, Ascent HR, Ceridian, and PaySpace excludes service provider inputs and is based on Everest Group's proprietary Transaction Intelligence (TI) database, service provider public disclosures, and interactions with buyers
² Assessment for Deel includes its acquisition of PayGroup; Assessment for Vistra does not include its merger with Tricor, and for Immedis does not include its acquisition by UKG
 Source: Everest Group (2023)

EY profile (page 1 of 5)

Service capability and strategy

Company mission/vision statement

Ernst & Young (EY) is a global firm with over 150 years of experience providing services and solutions in assurance, tax, strategy, transaction, and consulting across leading industry verticals. Part of EY’s NextWave strategy is growing its managed service offerings to over US\$11 billion by FY24. EY’s Global Payroll Operate offering provides fully managed payroll services in over 160 countries, currently serving 900+ global brands.

Headquarters: London, UK

Website: www.ey.com

Leadership

Sheri Sullivan, Global Payroll Operate Leader

Recent developments

- **2023:** introduced GIG NOW solution for contract workers, which supports compliance and controls; released generative AI data insights program Smart Agent and ChatGPT payroll bot pilot
- **2022:** invested in PEYtal and continues to invest in its proprietary payroll engine for deployment across Europe
- **2022:** invested in end-to-end flexible employee solutions developed to address mobility needs of employees, business travelers, remote workers, and regular employees
- **2022:** partnered with TCS for the next level, where teams have put together a clear value proposition of the two companies, win work, and successfully executed transformations for clients. This year, it worked through the go-to-market multi-national HR outsourcing approach and collaborated on enhancing product speed to features

Current MCP market segment focus

- **Buyer segment:** multinational companies with greater than US\$250 million in revenue; sweet spot is companies with presence in more than 20 countries with populations greater than 5,000 employees. EY has the capability to service clients that have up to several hundred thousand employees worldwide
- **Geography:** North America, Latin America, Europe, the Middle East and Africa, Asia Pacific, Oceania, and the Caribbean

Total MCP delivery FTEs = 2,605

Offshore	Nearshore	Onshore
651	469	1,537

Key partners

technology and integration partnerships with Microsoft, TCS, IBM, ServiceNow, Replicon, Oracle, Symantec, Cortina, Guidewire, and Blue Prism

Functional capabilities within key MCP areas across regions



■ Coverage – self
 ■ Through partners
 ■ Not offered
 ■ Both through self and partners

Regions	North America	EMEA	Asia Pacific	Latin America
Payroll preparation	■	■	■	■
Payroll calculation	■	■	■	■
Payroll distribution	■	■	■	■
Reconciliation	■	■	■	■
Third-party payments	■	■	■	■
Payroll tax reporting	■	■	■	■
Vendor management	■	■	■	■
Contact center	■	■	■	■
Time and attendance	■	■	■	■
Expense management	■	■	■	■
Expatriate payroll	■	■	■	■

EY profile (page 2 of 5)

Client portfolio

MCP solutions experience

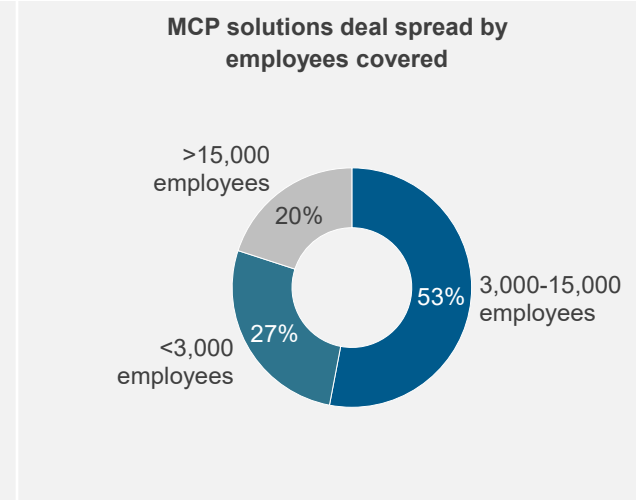
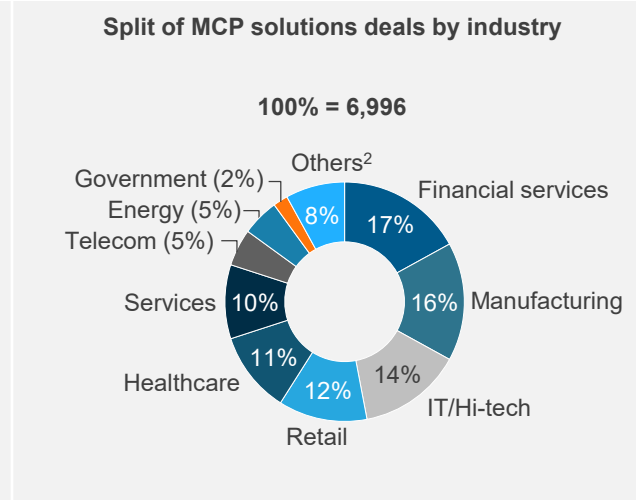
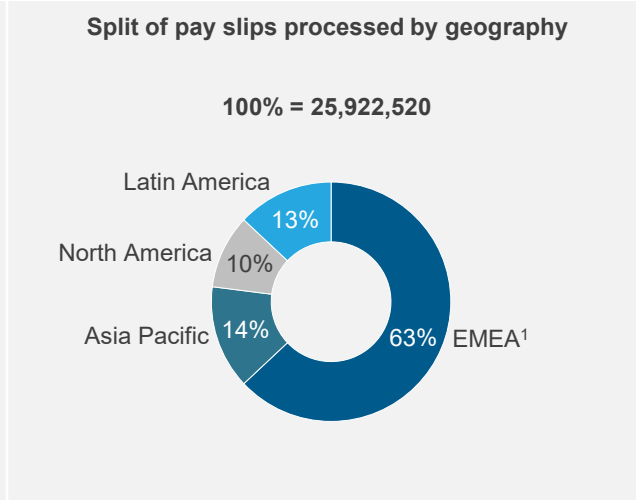
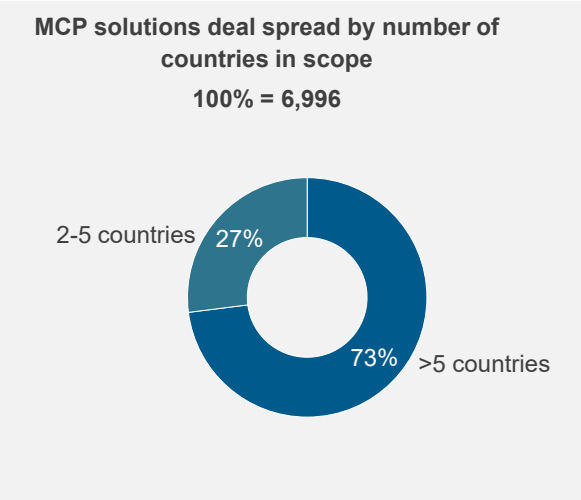



Total number of current MCP deals
(as of December 31, 2022):
6,996

Number of pay slips processed annually
(as of December 31, 2022):
25,922,520

Major MCP solutions clients

Not disclosed



¹ EMEA refers to UK, Europe, Middle East, and Africa
Source: Based on contractual and operational information as of December 31, 2022

EY profile (page 3 of 5)

Location coverage by payroll technology – G2N engines



EY profile (page 4 of 5)

Location coverage by payroll processing FTEs

































EY profile (page 5 of 5)

Everest Group MCP assessment – Global | Leader and Star Performer

Everest Group MCP assessment – EMEA | Leader and Star Performer

Everest Group MCP assessment – APAC | Major Contender

Measure of capability:  Low  High

	Market impact				Vision & capability					
	Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Services capability	Innovations and investments	Engagement and commercial model	Overall
Global										
EMEA										
APAC										

Strengths

- EY, a provider of solutions in assurance, tax, strategy, and managed payroll services under EY Payroll Operate, is a Leader on the Everest Group Global MCP PEAK Matrix® assessment 2023 and the EMEA MCP PEAK Matrix® assessment 2023 and a Major Contender on APAC MCP PEAK Matrix® assessment 2023
- Its proprietary G2N, PEYtal, currently serves 28 countries, with 25 additional countries on the roadmap. Payroll services are delivered in 159 countries completely through EY’s in-house teams. Its Interact Payroll module offers a standardized and mobile experience across 131 countries and 49+ languages
- EY has strong partnerships with technology giants such as Microsoft and IBM as well as MPHRO providers such as TCS. It is leveraging its partnership with Microsoft to develop a generative AI-based chatbot to help employees resolve queries faster in a self-service mode
- EY’s DigiPay module, a cloud-based data management platform, focuses on a data-first approach to offer AI-enabled controls and instant error identification, thus reducing 30-50% of client manual effort. Its ONE Data model provides a single data entry point for integrated services such as compliance, mobility, labor law, tax and finance, and payroll transformation across the entire payroll value chain
- It invests heavily in technology and innovation, evidenced by its AI chatbot PEYton, which offers tier 0 support for case management and its Smart Agent, which applies AI to the proprietary ONE Data model and provides business users instant reporting in preferred formats
- EY also provides additional functionalities such as the GigNow offering, a talent marketplace that matches contract workers with gigs at EY around the world, tax filing for employees (TAXCHAT), and mobility and immigration services
- Referenced clients have appreciated EY’s relationship management, especially the personalization and consultative support provided

Limitations

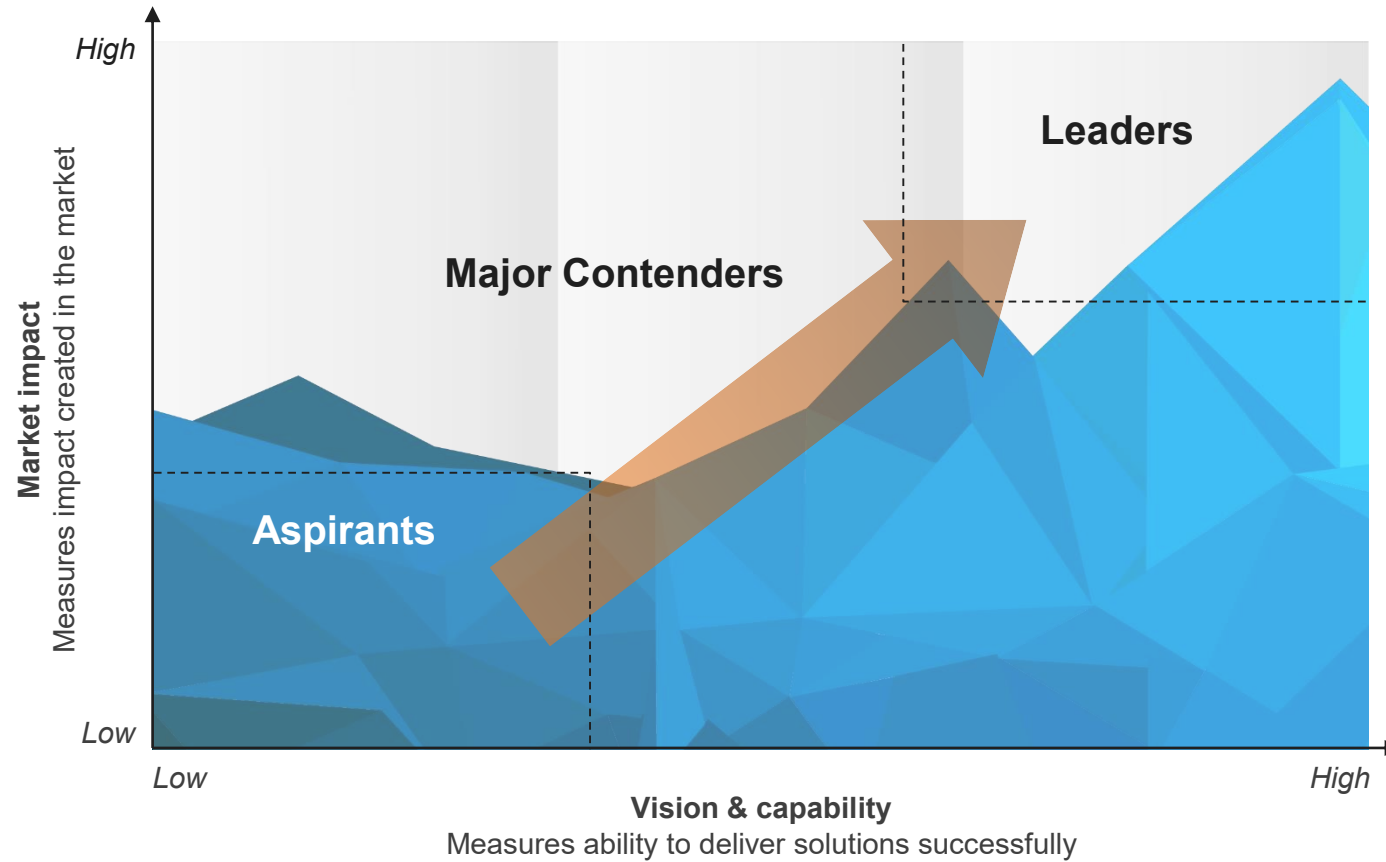
- EY is investing in advanced analytics functionalities; however, its predictive and prescriptive analytics are currently in the testing phase
- It currently does not have proprietary EWA and financial wellness capabilities for employees; however, it is planning to launch its EWA and payments services
- EY takes a partner-first approach for the T&A module. Enterprises on the lookout for a payroll solution with a built-in T&A solution might not find the current offering suited to their needs
- Referenced clients believe EY can support them better on ad hoc discussions and governance procedures

Appendix

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability



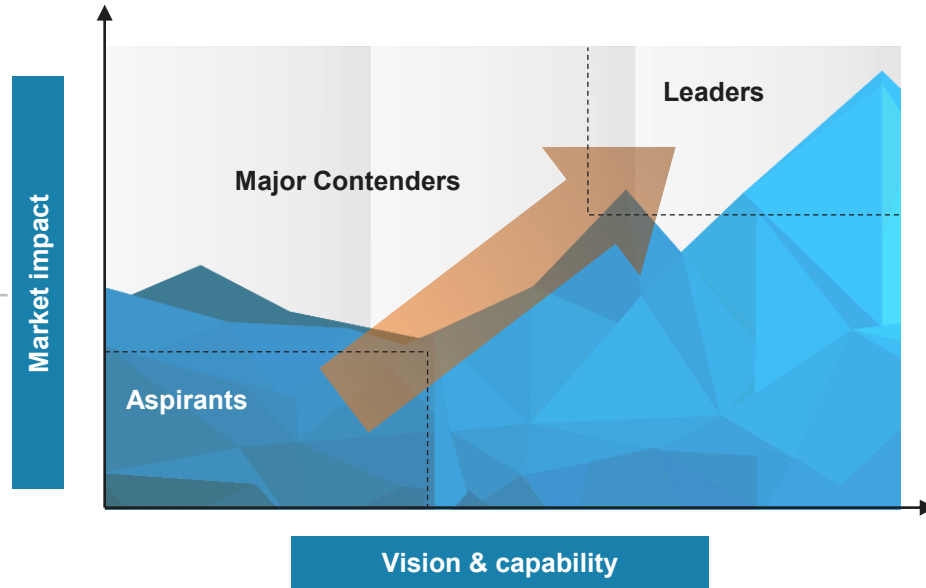
Everest Group PEAK Matrix



Solutions PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

- Market adoption**
Size and growth of deployments across the solution portfolio
- Portfolio mix**
Solution footprint across geographies, industries, and buyer size segments
- Value delivered**
Value delivered to the client based on customer feedback and other measures



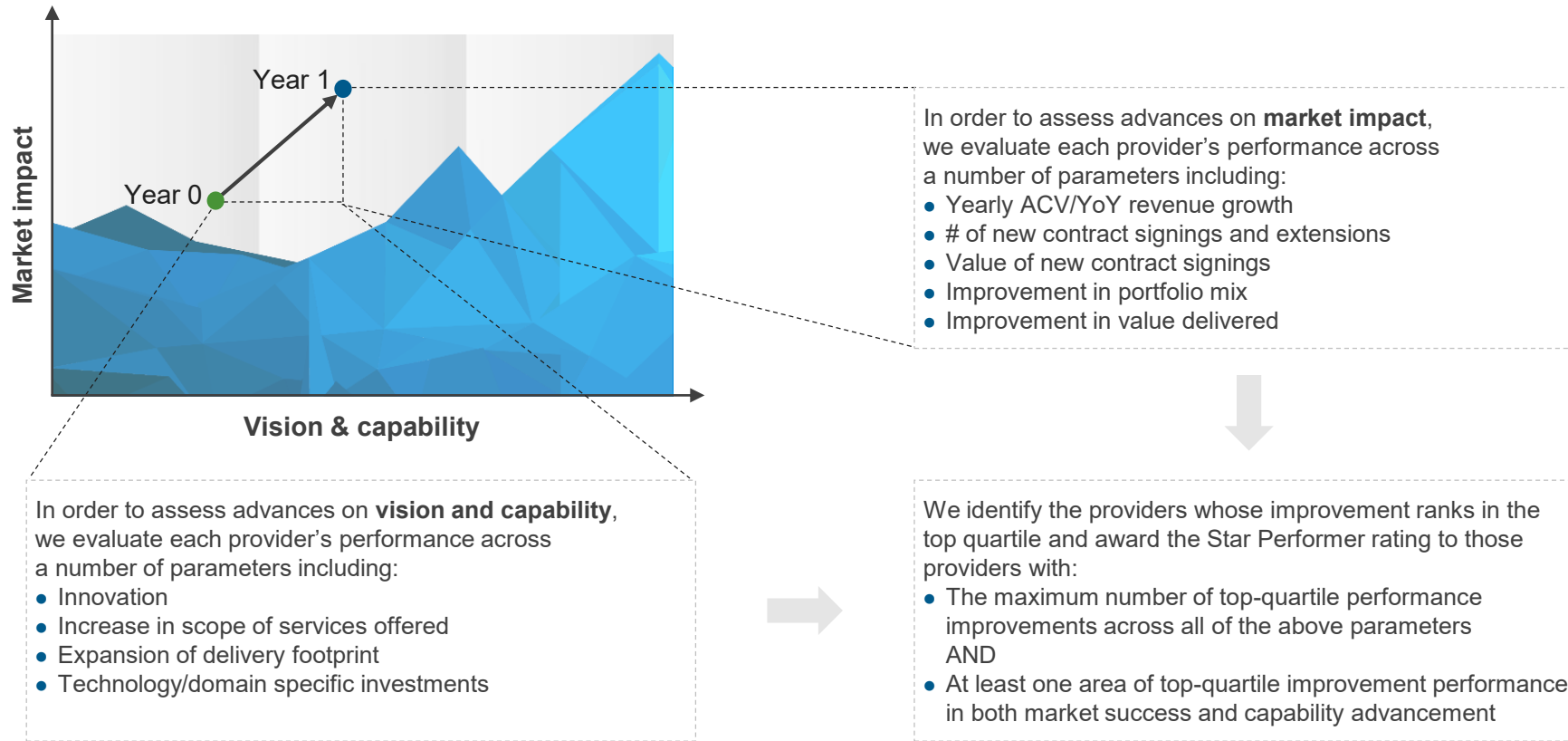
Measures ability to deliver solutions successfully. This is captured through five subdimensions

- Vision and strategy**
Vision for the client and itself; future roadmap and strategy
- Technology capability**
Technical sophistication and breadth/depth across the technology suite
- Services capability**
Effectiveness and breadth/depth of services portfolios across the services suite
- Innovation and investments**
Innovation and investment in the solution suite
- Engagement and commercial model**
Progressiveness, effectiveness, and flexibility of engagement and commercial models

Everest Group confers the Star Performers title on providers that demonstrate the most improvement over time on the PEAK Matrix®

Methodology

Everest Group selects Star Performers based on the relative YoY improvement on the PEAK Matrix



The Star Performers title relates to YoY performance for a given vendor and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

- Enterprise participants receive summary of key findings from the PEAK Matrix assessment
- For providers
 - The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
 - In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

- Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:
 - Issue a press release declaring positioning; see our [citation policies](#)
 - Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
 - Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or [contact us](#)

Does the PEAK Matrix evaluation criteria change over a period of time?

PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

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