Competitor Analysis Of Sap Successfactors: A Conceptual Study

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Abstract:

Every organization focuses on remote access to data and integration of data. The Technological revolution in Human Resources demands organizations adopt cloud-based HR software. One such cloud based HR software is SAP SuccessFactors. There are numerous cloud HR software available in the market. This study aims to identify competitors of SAP SuccessFactors and to conduct a competitor analysis of SAP SuccessFactors. This Study is completely conceptual & gathers data from secondary sources. This study will be useful to organizations who want to implement cloud HR software and can compare SAP SuccessFactors with other Cloud HR software.

Keywords: *Cloud HR technologies, SAP SuccessFactors, Competitor analysis, SAP SuccessFactors Competitors.*

I. Introduction:

Globally, businesses are adopting digital transformations, moving from traditional & on-premises HRMS systems to cloud-based AI-driven solutions that are transforming HRM by offering robust software solutions. A cloud-based HR system is a web-based software program that helps businesses manage and automate different HR tasks. Cloud-based HRMS are accessible via the internet and are hosted on remote servers, in contrast to conventional on-premises HR systems. This implies that users can use a web browser or specialized mobile applications to access the system at any time, from anywhere(Pankaj Bhargav,2023).

One such cloud-based HR technology is SAP SuccessFactors. It is "a cloud-based HR solution that helps organizations manage various HR operations with ease"(George McGovern,2023). SuccessFactors, launched in 2001 by Lars Dalgaard, was acquired by SAP in 2012 to offer a cloud-based human capital management suite. The platform includes SAP Jam, a social collaboration tool, and has expanded to recruitment marketing, onboarding, and workforce analytics. In 2019, the platform underwent functionality upgrades, architectural changes, and a new Fiori-based user interface. SAP SuccessFactors works on SAAS architecture.

SAP SuccessFactors provides solutions in the form of employee experience management, core HR& payroll, talent management, HR analytics& workforce planning, and sales performance management. It contains various modules including Employee Central, performance and Goals, learning, Work Zone, succession& development, recruiting, onboarding, Incentive Compensation Management, Territory and Quota, Agent Performance Management, Workforce Analytics, Workforce Planning, Total Workforce Management, total market place, payroll, employee engagement, employee life cycle, employee technology experience.

This paper is organized into six sections starting with the introduction of SAP SuccessFactors, followed by objectives of study, research methodology, findings of objectives, and ends with discussion& conclusion followed by references.

II. Objectives

1. To identify the top competitors of SAP SuccessFactors.
2. To do a comparative analysis of SAP SuccessFactors.

III. Research Methodology

This study is completely conceptual. The researcher used secondary data to study the objectives and reach conclusions. The data is collected from various sources like official websites of competitors, blogs, reports etc.

Competitors of SAP Success Factors:
Workday:

Workday was started by two softwares Aneel Bhusri & Dave Duffield in 2006. Its first application is workday human capital management and started operating in 46 countries. By 2009 it acquired 100+ companies. This cloud-based software is designed by ML technology which will engage its customers. The workday HCM consists of 10 modules namely HCM, HRM, employee experience, employee voice, workforce management, talent management, analytics& reporting, vendor management system, workforce planning, and local & global payroll.

Oracle:

Oracle Fusion Cloud HCM is a full-featured cloud solution with AI-embedded infrastructure and a seamless user experience that unifies human resource processes and personnel across an organization(Website). With its all-inclusive HR management solution, Oracle Cloud Fusion HCM makes it simple to track performance, leaves taken, job postings within the company, and HR policies(Gartner).

Bamboo HR:

BambooHR is an HR software that runs on the cloud and helps companies manage employee data, workflows, goals, onboarding, training, and payroll(Teamflect). It was founded in 2008 to give work freedom to employees. By streamlining complicated procedures, Bamboo HR enables HR professionals and businesses to concentrate on assisting staff members, helping them succeed in their roles, and expanding their companies(Bamboo HR). There are four different modules in Bamboo HR consists of HR data and reporting, Hiring and Onboarding, Payroll, time and benefits, and Employee experience and performance. It also integrates all four modules under one umbrella named as Bamboo HR Platform.

Infor HR:

The cloud-based software Infor® Human Resources connects talent and business goals, improves user experiences, and expedites processes which together add substantial value to the organization. It provides three different solutions for HR namely Human Capital Management, Talent Management, Infor workforce Management, and consists of 10 modules namely Global HR, Payroll, Benefits and Case Management, Talent Science, Talent Optimization, Learning Management System, Time and Attendance, Workforce scheduling, Labour planning and forecasting.

UKG PRO:

UKG is a cloud-based payroll and HR solution with competitive pricing that is comparable to SAP SuccessFactors, outstanding customer service, and a top-notch user interface. It provides services such as scheduling, time tracking, employee self-service portal, and mobile applications for iPhone and Android smartphones (Teamflect). UGC Pro HR software was developed in 2020 to serve enterprise levels with two different HR solutions namely Human Capital Management and Workforce Management which contains seven modules namely Human resources, Payroll, Talent, reporting & analytics, time & attendance, scheduling, and compliance.

ADP workforce now:

ADP Workforce Now is a cloud-based platform that helps businesses manage HR-related tasks like applicant tracking and HR administration. It offers resources for compliance, streamlined reporting, an intuitive dashboard for efficient employee engagement, and the simplification of complicated procedures.ADP workforce now provides solutions and services to businesses of all sizes consisting of payroll, time& attendance, HR, HR outsourcing and PEO, talent, tax & compliance.

Ceridian Dayforce:

Ceridian is a worldwide provider of HCM software. Ceridian Dayforce is a cloud platform that helps businesses of all sizes handle employee lifecycle, payroll, benefits, workforce management, and talent management. Ceridian, a global HCM company, focuses on making work life better for

employees, customers, and communities worldwide through its commitment to employee satisfaction and community involvement. Ceridian Dayforce consists of 6 modules namely Payroll, workforce management, talent intelligence, benefits intelligence, advanced HR analytics, and HR software.

Microsoft Dynamics 365:

Human resource management is handled by Microsoft Dynamics 365 Human Resources, which also handles hiring, onboarding, management, and HCM reporting. It optimizes HR management leveraging integrations with Power BI dashboards, interactive analytics, and LinkedIn. In addition to fostering cooperation, advancement, and transparency and enabling data-driven decision-making, it also connects information silos and encourages employee empowerment and operational excellence. Microsoft Dynamics 365 HR provides solutions in the form of benefits management, employee development, people, employee self-service, personnel management, business processes, learning, system administration, compensation management, leave & absence, task management, compliance, and organization administration.

Darwinbox:

Darwinbox is a cloud-based HCM platform to simplify and automate day to day tasks. Darwinbox was founded in 2015 with headquarters in Hyderabad. It eases the tasks of HR management with the help of AI & ML. Darwinbox provides solutions in the form of thirteen products namely Core HR, employee engagement, people analytics, time& attendance, performance management, recruitment, employee onboarding, rewards& recognition, travel & expense, compensation planning, payroll, employee helpdesk, and engagement.

Competitor analysis of SAP SuccessFactors:

Competitors of SAP SuccessFactors analyzed the factors including the number of customers, languages the software supports, different modules, offerings provided by software vendors, its customizability, its supporting platforms, pricing of a software product, integration capability with other software, compliance with GDPR, user-friendliness etc. The analysis of SAP SuccessFactors is mentioned below in tabular form.

Competitors Factors	SAP Succe ssFact ors	Work-day	Oracle	Bamboo Hr	Infor HR	UKG Pro	ADP Workfo -rce Now	Ceridian Software	Micros-oft	Darwi-nbox
Year of Foundation	2012	2006	2011	2008	2014	2020	2011	2013	2016	2015
No of customers	267+ millio ns	10000+	430K	32000	15K+	80K+	1000K+	5673	1100	2.2milli on
Supporting Languages	45	39	39	7	9	6	3	19	27	2000+
Number of Modules	12	10	26	4	7	7	6	6	14	12
Product Offerings	No freetra il	No freetrai l	No free trail	Freetrail, premium consultin g	No freetra il	Premiu m consult ing	Premiu m consulti ng(Selec t,Plus, Premiu m)	Freetrail, premium consultin g	No Free trail	Free trail
Customizable	Yes	No	Yes	Yes	Yes	Yes	Yes but limited	Yes	Yes	Yes
Supporting platform	SAAS	SAAS/ PAAS/ LAAS	SAAS	SAAS	SAAS	SAAS/ PAAS/ LAAS	SAAS	SAAS	SAAS	SAAS
Mobile APP availability	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes

Pricing of Product	$6-$37/user/module/month	$99/user/month	$4-$15/Per employee/month	Cutom Pricing $7-$15/per employee/month	$95 to $1095/user for license. After one year $200 as subscritption fee.	$600 per year for every 5 users.	Pay on request ($30-$50/employee/month)	$21-$30/employee/month	Dynamics 365 Human resources:$120/user/month Dyanamics 365 Human resource self service:$4/user/month	Price on request
Integration with other software	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Ideal for	Enterprise	Enterprise	Enterprise	Small	Enterprises	Enterprise	Any size(Small,Medium, large,Global)	Any size	Medium to Large	Enterprise&Large
General data protection requirement	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
User friendliness	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Minimum number of employee required to implement software	1000	1000+	1000+	20	1000+	2500	50	10	5	1000+

Table1: Competitor analysis of SAP SuccessFactors
Sources: Secondary data(2023)

	Features	Pros	Cons
SAP SuccessFactors	• Core HR& Payroll • Talent Management • Hr analytics & Workforce planning • Employee experience management	• comprehensive HR software. • places emphasis on unique experiences. • Mobile self-service is available at any time and from any location. • Ease of integration.	• There is no free trial. • Small businesses may find it overwhelming.
Workday	• Assist your people in realizing their potential. • Make the work environment more captivating for employees. • Boost the productivity of your workforce. • Make more informed plans and decisions by using data. • Create an environment where everyone is welcome.	• Friendly user interface. • Customizable. • Flexible integration. • 24/7 customer support.	• Expensive tool. • No free trail.
Oracle	• Human Resources • Talent management • Workforce management • Payroll • HCM analytics	• A user-friendly interface (UI) that is simple to use • employee self service tool. • Excellent reporting tool. • Simple configuration . • A complete payroll solution • flexible and customizable pricing option	• Slow down the performance if the number of users increases. • Regular updates lead to technical problems • For certain users, confusing user interface/user experience (UX) • Smaller businesses may find it costly.

Bamboo Hr	• Centralized employee data management system. • Employee benefits tracking system. Onboarding & offboarding tools. • Employee satisfaction& wellness monitor tools. • Automated workflows for quick decision making.	• Free trial option. • Mobile app availability • centralization of employees data. • Off boarding functionalities • Availability of standardized inbuilt reports. • Simple and easy to navigate. • Lower cost per employee.	• The website does not list prices. • The basic plan does not offer ATS. • Lack of payroll benefits. • The basic plan does not offer phone support.
Infor HR	• Empowering Hr departments beyond expectations. • Workforce agility. • Empowering talent.	• Easy to access reports. • Accurate performance management system.	• Slow support from technical staffs. • Less custom options.
UKG Pro	• The platform aims to attract and retain the right talent. • Compliance with GDPR, CCPA. • The new feature UKG talk helps to engage with employees.	• Highly customizable tool. • Extensive reporting capacities • It is very easy to handle payroll as a whole.	• Customer service is not good. • Implementation is difficult. • It is too complicated to schedule.
ADP Workforce Now	• Better employees benefit experience. • Simpler and quicker payroll. • Real time insight & accurate time tracking.	• Best all in one HR software. • Best payroll software. • Highly customizable. • Easy to integrate. • Automated attendance& time tracking mechanism.	• Lack of pricing information on website. • Difficult to setup initially. • No free trail.
Ceridian Workforce Now	• Boost retention, wellness, and employee engagement. • Boost agility and operational intelligence. • Manage global compliance more simply. • Promote labor cost efficiency.	• Single centralized architecture. • Strong payroll, time& benefit administration feature. • Highly integrable.	• No modern interface. • Rigid implementation process.
Microsoft Dynamics 365	• Data driven& people centric human resource management practices. • Enhanced employee experiences with self service tools	• Easy to use. • Data privacy. • Easy to integrate.	• Constant updates. • Compatibility issues.
Darwin Box	• To decrease biometric attendance, the system makes use of virtual ID cards and facial recognition. • divide shifts at home and in the office. • Monitor staff output with a mobile device. • Digital performance feedback . • and recognition are also made possible by it, along with flexible workflows.	• Covers all HR functionalities in one software. • User friendly navigation& interface.	• Mobile app need to be improved. • Need to work on ATS .

Table2: Features, Pros& Cons of SAP SuccessFactors competitors.
Sources: Secondary data(2023)

IV. Discussion & Conclusion:

SAP SuccessFactors has emerged as one of the top-rated cloud HR platforms. Even though there are numerous competitors to SAP SuccessFactors each has its capabilities. They differ in terms of their product offerings, customization capacity, pricing, functionalities &modules, and many more features. From the above comparison, you can see SAP SuccessFactors has the highest number of customers with 267 million and Microsoft 365 HR has the lowest number of customers with 1100. In terms of supporting languages, darwinbox supports 2000+ languages followed by SAP SuccessFactors with 45 languages and the least number of languages supported by the ADP workforce now is only 3. Oracle HR offers 26 functional modules. The pricing of modules is based on a per-user basis and per module basis. The pricing deals of ADP workforce now & Darwinbox are not available on websites.

The researcher concludes and suggests that organizations should use cloud-based HR modules collectively. It means one ERP is strongest in Payroll another ERP is in recruitment and another in

training. Organizations have to analyze before buying modules and instead of depending on one ERP for handling all HR functionalities should choose various ERP modules that are best in the market for various HR functionalities.

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