



# ANATOMY OF A DECISION CERIDIAN DAYFORCE HCM

ANALYST

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## THE BOTTOM LINE

**Beset by an inability to manage their workforce efficiently, employers need modern technology for human capital management (HCM).** A viable solution comes in the form of Ceridian's Dayforce HCM, whose data model and level of automation markedly improve organizations' performance at the epicenter of HCM – i.e., core HR, payroll, time and attendance, benefits administration, and workforce management (WFM). As Ceridian builds on Dayforce HCM's strengths to extend deeper into talent management, users are increasingly choosing the vendor over competitors such as ADP, Kronos Incorporated, and SAP SuccessFactors.

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## THE DAYFORCE HCM SOLUTION

With United States headquarters in Minneapolis, Minn., Ceridian offers a solution for HCM in the real cloud, Dayforce HCM. The real cloud is a public, multi-tenant cloud, and not a managed hosting environment – i.e., a pretend cloud (Nucleus Research *p62 – Technology Value Matrix 2015 – HCM*, April 2015). The technology delivers all its functionality in one application that produces just one data set. A single rules engine governs the ecosystem. This is all significant and prompted Nucleus to analyze the experience of users operating in Dayforce HCM, a modern technology for HCM whose defining characteristics are reliability, automation, immediacy, and broad functionality across a wide berth of HCM.

### EPICENTER OF HCM

Nucleus believes that, at the epicenter of HCM, functionality from Dayforce HCM is the strongest in the industry. By way of its architecture, the application captures all

information in one set of data, delivering workforce-related information in the moment, always – meeting the definition of real time. Because of this, Dayforce HCM is especially powerful in supporting users' ability to comply with complex employment law and manage large hourly workforces effectively, across wide geographical footprints.

### TALENT MANAGEMENT

A majority of users say they plan to implement functionality in talent management as it becomes available in Dayforce HCM (Nucleus Research *p137 – Ceridian plots wise path to talent management*, August 2015). Dayforce HCM already features performance management, recruiting, and onboarding, all resting atop the single application and data set. An aggressive roadmap aspires to add much more functionality in 2016, and Ceridian's acquisition of RelatedMatters in 2015 underscores the push (Nucleus Research *p51 – Fortifying its position, Ceridian expands from the epicenter of HCM*, March 2015). Notably, some elements of talent management functionality available in Dayforce HCM right now are already superior to the offerings of well-established players in talent acquisition and abutting areas.

As one customer said, *"Onboarding from iCIMS wasn't integrating with what we now have from Dayforce. iCIMS was going to create a feed to pipe into Dayforce. But why would we want to pipe noncompliant forms from iCIMS into Dayforce when we already have Dayforce for so much else and could have it for onboarding, too? So we're moving our onboarding to Dayforce."*

### EMPLOYEE ENGAGEMENT AND WELLNESS

Ceridian continues to build upon its employee assistance program (EAP), LifeWorks. In October 2014, the vendor announced integration of LifeWorks into the single application of Dayforce HCM. Later, in the summer of 2015, Ceridian announced a partnership with WorkAngel, combining LifeWorks with WorkAngel's employee engagement and retention platform to help organizations manage employee engagement and wellness through mobile channels.

## WHY DAYFORCE HCM

Nucleus analyzed the experience of users that have migrated to Dayforce HCM from one of Ceridian's heritage products, and of those that have eschewed competitors' solutions in favor of Dayforce HCM. In choosing Dayforce HCM over products from ADP, Kronos, SAP SuccessFactors and others, users continually noted strengths in four areas: ease of use, compliance, implementations, and customer support.

## EASE OF USE

With Dayforce HCM, customers enjoy ease of use. That's what a modern technology for HCM delivers. Three factors influence this ease of use: One, Dayforce HCM is in the real cloud. Two, most things are automated, meaning manual workarounds are virtually nonexistent. Three, the user interface (UI) – i.e., the front end – is intuitive.

Customers lacked these system-related characteristic in outgoing solutions. Furthermore, in comparing vendors in the real cloud and elsewhere, users noted that several competitors' newest offerings fell short of Dayforce HCM's usability. With all data existing in one set, users save the time they'd otherwise spend combining data from multiple sets. Facilitating workforce planning by several orders of magnitude, this one data set at all times reflects the very latest information on the workforce.

Customers said:

- *"Why is Dayforce better than anyone else? If you want clean data, you need one system. A lot of vendors say they have this, but they do not. I did not see this level of flexibility anywhere else we looked."*
- *"I have to be honest: We weren't happy with Kronos' response to our RFP for time and attendance. We didn't like the front end. It looked old and tired."*

Called Dayforce Go, a real-cloud version of Dayforce HCM for small- and medium-size businesses (SMBs) is available. Nucleus has learned that SMB-targeted systems from competitors, such as Kronos Workforce Ready, are less well-suited to the real-world needs of anything but the smallest of SMBs. They lag Dayforce HCM and its contemporaries also offering modern technologies for HCM (Nucleus Research *p208 – Kronos Cloud versus modern HCM tech*, November 2015). Additionally, none of Dayforce HCM or any other modern technology for HCM lives anywhere other than in the real cloud (e.g., on premise or on a mainframe), a factor that has in the past swayed users away from solutions such as ADP's.

Customers said:

- *"Kronos Workforce Ready is not made for larger small businesses, like us, but Dayforce HCM is. Kronos pretends to be a payroll company, and they try to, but they're not."*
- *"The biggest drawback from ADP was that payroll still resided on a mainframe system when we elected to go with Ceridian. That was one of the first questions I asked ADP – whether payroll was on a mainframe. Once I learned it was, we didn't even want to learn more."*

## BETTER COMPLIANCE

A tight solution at the epicenter of HCM is indispensable for organizations seeking to improve processes to comply with employment law. Competitors may or may not offer adequate solutions, but they tend to compare unfavorably to Dayforce HCM.

*As one customer said, "We considered other time and attendance solutions. We looked at TimeLink and at Workplace Systems. Nobody on our team really liked either all that much. Nothing was inherently wrong, but nothing was as nice as Dayforce."*

Regulations governing employment and the administration of benefits are growing exceedingly complex. Perhaps the best example of this is the Affordable Care Act (ACA). Its component directly affecting business, the Employer Mandate, comprises a dizzying array of complicated calculations. At the epicenter of HCM, employers absolutely need a failsafe solution capable of carrying out these calculations and tracking all the variables these involve. Organizations are hard-pressed to ensure their compliance with the ACA when the data set for their time and attendance, for instance, is different from the one for benefits administration (Nucleus Research *p37 – WFM vendors and compliance with the Affordable Care Act*, February 2015). Through its architecture as one application producing a single data set governed by a single rules engine, Dayforce HCM solves this issue

Furthermore, the vendor works to become a trusted business partner to its users on issues compliance-related. Here also, vendor performance contrasts with that of ADP and Kronos, according to users. Notably, these same characteristics help organizations employing large populations of hourly staff across broad geographical footprints comply, as well, with laws found in the Fair Labor Standards Act (FLSA), whose provisions vary widely from state to state.

Customers said:

- *"When we looked at them, Kronos and ADP were lagging a bit on ACA. They were asking people, including me, what we thought the regulations were going to be."*
- *"It becomes more of a business partner situation. For compliance or whatever else, you rely on them. Ceridian was working with us."*
- *"From what I see, Ceridian does a good job with ACA. We are all full-timers, so we don't have the look-back periods. Based on what I'm seeing, however, my sense is that they will do a good job."*

## PREDICTABLE IMPLEMENTATIONS

In deploying new technology for HCM, employers appreciate a predictable, even-keeled implementation. Protracted implementations are costly and often produce glitch-prone deployments. When employers encounter hurdle after hurdle as they draw down outgoing systems to make way for the new, resulting delays can easily prolong implementations for several months. Here, too, competing vendors of HCM technology in the real cloud can differentiate themselves. This is especially the case for any vendor that wants to migrate a large user base running the vendor's older products to modern technology for HCM. MyMove is what Ceridian calls this process to shepherd users from the vendor's heritage products to Dayforce HCM.

*As one customer said, "We were a Ceridian client already, and overall, Dayforce implementation this latest round was good. I truly believe – and I keep telling others – that you should interview your vendor's implementation managers. Don't pick something that you don't like. It's a very big difference who your implementation managers are. Ceridian's system is very good, and they have good teams of people. MyMove is great, lessening the time and effort for implementation."*

## CUSTOMER SUPPORT

No modern technology for HCM can prevail against competing solutions by relying solely on its technical strengths. This is where Ceridian and a few others set themselves apart from vendors such as SAP SuccessFactors and ADP, for instance. In servicing users of Dayforce HCM, Ceridian delivers what's best described, according to users, as high-touch support. Feedback from customers is welcome, and developers evolve the product according to the continual input of users.

Customers said:

- *"We looked at ADP. Two things – first, customers are not happy with the service. They're just not. And the system is just not flexible. When you keep patching and patching, you're just never finished."*
- *"Any system will have bugs. But Ceridian listens to customers. I've spoken with developers at Ceridian, and they've listened to my feedback and incorporated changes based on this. It's those two things together – the one system of Dayforce, plus listening to customers. We know when an issue will be fixed. There's a lot of tight communication between us and Ceridian."*
- *"Ceridian support has been topnotch. Service requests are taken care of immediately. We've found that SuccessFactors – which we had already deployed for other functionality before happening upon Ceridian – doesn't have the expertise*

*or support structure to do customer support effectively. Implementation of SuccessFactors was rough, too.”*

## CONCLUSION

The benefit of migrating to the real cloud – a multi-tenant, public cloud – has long been clear (Nucleus Research *m108 – Cloud delivers 1.7 times more ROI*, September 2012). Differences in usability and functionality among vendors in the real cloud run the gamut, however. Vendors whose solutions fit the definition of modern technology for HCM provide greatest ease of use and deliver predictable implementations. They do the best job in facilitating compliance, and they provide solid, deep customer support. Dayforce HCM embodies these best practices. Unmatched at the epicenter of HCM, Dayforce HCM is a solution whose other strengths are often a stark contrast in comparison to the deficiencies of other vendors’ systems. As the last of employers in remaining sectors of the marketplace elect to shed their legacy systems in favor of modern technology for HCM (Nucleus Research *p62 – Technology Value Matrix 2015 – HCM*, April 2015), Nucleus sees Ceridian as well-positioned with Dayforce HCM to outmaneuver the competition.