


## Case Study: 2020 HR Tech Awards

Each year, technology companies across HR, talent, and learning apply for the HR Tech Awards to demonstrate the value they bring to their clients and to the broader industry. These case studies represent a sampling of the capabilities from the award winners in our program.

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<b>Company Name:</b>	Namely, Inc.
<b>Website URL:</b>	www.namely.com
<b>Insert Logo (JPG/PNG):</b>	
<b>Key Customers:</b>	Mid-sized businesses (50-1,000 employees)
<b>Category:</b>	Core HR/HCM: Best SMB-Focused Solution

## About The Company

Namely's modern people operations platform is a simple, flexible, and intuitive HR solution designed for mid-sized businesses—particularly those ranging from 50 to 1,000 employees—with the end-users in mind. Namely serves over 1,400 clients and specializes in helping them switch from legacy systems, PEOs, and point solutions. The platform manages employee profiles, onboarding, talent management, time-off tracking, reporting, and more. Implementation takes about 6-8 weeks, and Namely specialists guide clients through every step. Namely loves serving the mid-market because these employers are mission-driven, client-obsessed, and care deeply about their employees. Moreover, employee experience is a priority, and the platform is one that employees love to use.

Namely enables HR professionals to keep employees engaged with a social newsfeed and allows them to access the functionality on-the-go through a mobile app. Employees can request PTO, appreciate peers,

review their pay stubs (and much more) in a centralized location. Clients report increased employee adoption rates, which enhances company culture as well as productivity.

Namely empowers users to make data-driven decisions about people while saving time. The system allows HR, payroll, and benefits data to stay in sync, and simplified reporting gives clients control on how they use this data. Users can automate for paperless administration of their people data with Namely's open API partner integrations, configurable workflows, electronic onboarding, and eSignature.

Namely's benchmarking tool helps employers utilize data insights, providing specific and relevant benchmarking for a company based on industry, geography, or size. This feature offers one-of-a-kind insights to mid-sized companies because it's based upon direct-from-data insights rather than survey responses like most HR benchmarks. Companies look to this to assess the relationship between internal mobility and turnover within an organization relative to its peers, for example.

As an organization evolves, so does its HR needs, and Namely supports this evolution. For instance, with ever-changing federal and state laws, Namely's solution takes the worry out of staying compliant. The solution ensures clients get support from the right experts and technology as well as the advice required to achieve and maintain compliance with Namely's Comply Advice & Action Package.

Namely clients are like family. The client community is supported by a team of experts to answer questions and offer tips and tricks when using the platform. For clients who prefer self-service, Namely offers the Namely Help Community, which provides access to knowledge base articles designed to help users get the most out of their experience.

Namely offers a suite of products to take a company's HR function to the next level, including Namely Managed Benefits, Managed Payroll, Comply Advice & Action, Recruiting (powered by Jazz HR), and HCM Benchmarking. Namely's mission is to help mid-sized businesses build a better workplace and. Namely is excited to partner with its clients in meeting their HR needs, helping their employees thrive, and getting them the ROI they deserve.

## Problems The Technology Solves

Mid-sized businesses need a centralized platform to manage their HR needs, as well as one source of truth for employee information. Namely makes it easy to get employees onboarded, enrolled in benefits, and paid in one solution. Namely gives HR professionals full visibility into their company's headcount, diversity, PTO usage, and more with pre-built and custom reports. Namely takes the guesswork out of managing

multiple time-off plans with configurable rules and accruals, mobile PTO requests/approvals, and visibility to real-time employee balances.

The Namely system relieves administrative burden with streamlined employee data, eSignature, and automated role-based workflows. It easily allows HR, benefits, and payroll data to stay in sync. The platform also offers open APIs and standard integrations, making it easy to sync with other tools in the organization, such as applicant tracking systems or learning management tools.

Additionally, current HR systems tend to lack employee adoption. The Namely platform was designed with this in mind—to enhance communication across departments and offices with an intuitive people directory and tools for employee dialogue and appreciation. The platform looks and feels like a consumer application, making it easy for employees to log in and seamlessly navigate without the need for training. It's as simple and intuitive as social media but powerful enough to support the complexity of a modern workforce.

Namely enhances its offering further with an excellent HCM benchmarking tool. Employers often lack visibility into the overall performance of their people operations, especially compared to peers and competitors. They struggle to use the current data to drive HR initiatives. With Namely, ACA reporting is simplified by a built-in wizard with embedded help to fill out the company's required information. HCM benchmarking also offers excellent insight into pay equity and people diversity in various metrics compared to benchmarks, allowing companies to improve their compensation strategies and assessment of their talent pool.

## Client Case Study

WorkWave, a cloud-based software solution that supports every stage of the business lifecycle, is a mid-sized business headquartered in Holmdel, NJ, with 250+ employees. WorkWave is a trusted partner for thousands of customers across a wide variety of industries, including pest control, lawn care, cleaning, HVAC, plumbing and electrical, and last-mile delivery. WorkWave's company culture is dedicated to helping employees reach their full potential by growing professionally, personally, and financially. The company is also passionate about volunteering in its community, and each year, WorkWave's employees actively participate in charitable causes and events. With its employees always at the forefront, WorkWave transitioned from a PEO to Namely to gain more visibility into employee data, improve employee engagement, and streamline manual payroll processes.

Kelly Giatta, vice president of Talent at WorkWave, evaluated several solutions, including ADP, Paychex and Insperity, but Namely and the solution's benefits stood out the most. Kelly was impressed with the fully integrated HR system and recognized that Namely's various applications, like payroll and timesheets,

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are “all intertwined in one application, and each part of the system looks the same and communicates with each other.”

For Kelly, the user-friendly and intuitive platform sealed the deal. “For me, the selling point of the platform is the ease of use. I knew immediately Namely was going to be easy for our employees and HR administrators to use. That ease of use across the board is tremendous and made picking Namely a no-brainer.”

Kelly struggled to get employees to use their PEO solution, so she planned formal training to ensure everyone could hit the ground running with Namely. When she reached out to schedule these sessions, Kelly was pleasantly surprised to learn that employees were already using different features on the platform and that training wasn’t necessary. The employees were organically filling out timesheets, submitting PTO, viewing org charts, and more.

Before Namely, visibility into employee data was a challenge for WorkWave. Namely’s robust reporting dashboards empower Kelly to easily pull reports, ranging from employee tenure to work anniversaries, giving her team the insight needed to build strategic HR initiatives and develop employee engagement programs. For managers, this is a huge time saver: “They can view their direct reports’ progress to their goals directly from their employee profiles, kick off performance management and check-ins, and look into department demographics and metrics.”

Kelly received more positive feedback from employees on Namely’s seamless onboarding process. New hires appreciate the interface and find it easy to complete paperwork, access company resources, and see organizational charts all before their first day. Kelly says, “We’re able to give them that head start, familiarizing themselves with the business and culture before even walking through the door.”

Kelly was also on a mission to develop an annual review program, as WorkWave never had formalized annual performance reviews. She was able to leverage Namely’s performance review features to introduce the program to employees. Kelly reports, “We were able to transition over to Namely and launch HRIS, payroll, and annual reviews in about 8-12 weeks.” Having one interface for employees to share feedback and being able to standardize their review process was a game-changer for WorkWave.

After adopting Namely, WorkWave experienced Namely’s unparalleled customer support and recognized that creating a seamless client experience is a priority. Namely makes it easy for WorkWave to access Namely’s HR professionals via email, phone call, and the new Namely Help Community, a powerhouse knowledge database where commonly asked questions around the product are answered.

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WorkWave is one of more than 1,400 companies that use Namely to streamline people operations, payroll, benefits, and time & attendance needs. The WorkWave team confirms that Namely's HR solution increases department productivity and helps connect employees in other offices, a notable benefit as WorkWave is a global company. Namely provides the tools and guidance WorkWave needs to think bigger and more strategically and is delighted to be a part of their success.

## About Lighthouse Research & Advisory

[Lighthouse Research & Advisory](#) is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

Ben Eubanks is the Principal Analyst at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, [Artificial Intelligence for HR](#), was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of [We're Only Human](#), a podcast focused on the intersection of people, technology, and the workplace. In addition, he founded and operates [upstartHR.com](#), a community serving HR leaders that has reached more than one million readers since its inception.