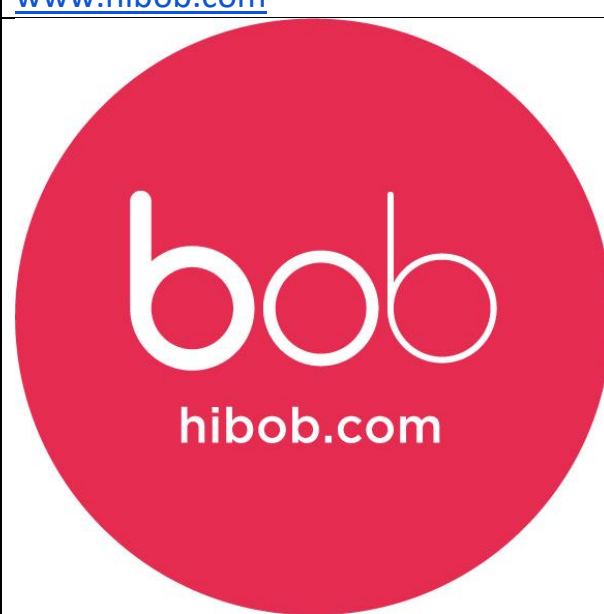




Company Name:	HiBob
Website URL:	www.hibob.com
Logo	
Key Customers:	Cazoo, Extreme Reach, Fiverr, Happy Socks, Monzo, The&Partnership, and VaynerMedia

About the Company

HiBob is on a mission to enable companies to thrive through change using people-first strategies. The HCM platform, Bob, simplifies the complexities of today's global, hybrid, and remote world of work, driving greater impact for HR, managers, and employees.

The ideal customer is a modern, multinational, mid-enterprise company with 250-3,000 employees with at least 20% globally dispersed. Using tools like Slack and Zoom, they aspire to work, collaboratively, hybrid, and remotely. They also recognize the importance of company culture, wellness, employee experience, and diversity, and are from the following industries: advertising and media, consulting, fintech, gaming, hardware and software development, IT & services, finance, and insurance.

In August 2022, HiBob announced its C1 Series funding for \$150 million, bringing the company's total funding to \$424M. This round was led by General Atlantic (GA) and Bessemer Venture Partners (BVP). This was only 10 months after our \$150 million Series C funding round. In September 2022, HiBob partnered with Mercer to deliver Compensation and Benchmark data through Bob, HiBob's HCM. Benchmarking in Bob connects pay data to critical HR workflows, streamlining the entire compensation management process using data-driven compensation insights for the modern workforce. During the first three



quarters of 2022, the company has continued its strong growth and today has 740 “Bobbers” at eight offices: London, Tel Aviv, New York, Sydney, Amsterdam, Berlin, and Lisbon.

Today more than 3,000 global companies, including Cazoo, Extreme Reach, Fiverr, Happy Socks, Monzo, The&Partnership, and VaynerMedia, trust Bob to streamline their processes, make data-driven decisions, and create exceptional employee experiences.

Problem(s) Your Technology Solves

Bob is an HCM designed to enable HR leaders to implement people-first strategies that will let companies survive and even thrive as they confront the critical challenges of 2023-4:

- Keeping employees engaged and productive while overcoming the challenges of a hybrid and remote workplace that lacks the natural social opportunities of working in an office every day
- Accurately planning their workforce needs and people investments during a period of uncertainty
- Retaining and developing existing employees during a worldwide talent shortage while protecting the company’s bottom line

Unlike other HCMs that are designed for HR professionals, Bob is an HCM for everyone working at a company: employees, managers, and the entire modern “specialized people organization” (HR generalist, L&D, HR Ops, HRIS, Compensation and Benefits, DEI&B, HRBP, and Payroll). It’s not a back-office tool, rather it’s used by everyone in the organization throughout the day. From clocking-in in the morning to reading news, shoutouts, and commenting, to locating people, performing tasks, requesting vacation, and clocking out. Bob is a people management platform with information, collaboration, engagement—and the HR tools you expect.

As a single source of truth, Bob makes people operations more efficient and improves access to data. Each personal profile is the employee’s up-to-date record of their history at the company, starting with the data entered by the employee during preboarding to 360-degree reviews, accomplishments, and more. The org chart empowers anyone in the organization to locate employees with the responsibilities or skills needed to make a project successful, locate a person’s team members or manager, or simply build connections. The DE&I dashboard allows you to examine company trends in the areas of diversity, equality, and inclusion, then spot where your company excels and where improvements are necessary.



Client Case Study

	Founded in 2017	What they do Financial services (fintech)
	Headquarters Buenos Aires, Argentina	In a nutshell Ualá is a fintech company with the mission of modernizing financial services throughout Latin America. With a mobile application and an international Mastercard, Ualá offers a financial ecosystem with an innovative, integrated, secure, and 100% digital experience.
	Employees 1400	

UALA Achieves a 405% ROI and a Payback in Just 2.4 Months

The Company

Uala is an Argentinian-based mobile banking application for personal banking and financial management needs. The organization allows users to link prepaid cards and use them for money transfers, purchases, and payments across Argentina and abroad. Users can also track and categorize expenses to facilitate financial planning. Uala currently employs more than 1400 employees and plans to expand across multiple South American countries.

The Challenge

Prior to implementing HiBob in 2020, Uala relied on spreadsheets and manual entries for daily operations and HR processes. The organization was undergoing an extensive expansion of staff and operations at a level that spreadsheets and manual processes could no longer handle, leading to significant strain on the HR operations team, which oversaw onboarding employees and other general HR processes. With no technology solution in place, hiring was effectively capped at the level the HR team could handle with its traditional method of operation. Additionally, the complexity of multi-country operations could not be managed effectively with spreadsheets, prompting business leaders to consider a technology solution that could handle Uala's growth and functionality requirements. The organization also adopted the solution just prior to the pandemic, prompting the need for a solution that could manage the requirements of a remote workforce.





The cost-saving benefit from the integration between Bob and our ATS systems is simple to prove. We needed one less person in our payroll team that was assigned to set up new hires, and this equals a 25% decrease in costs for the HR team.



Diego Solveira | Head of People
Ualá

The Strategy

Uala considered multiple solutions but narrowed its search down to BambooHR and HiBob, ultimately choosing HiBob for its strong vendor support and functionality for automation, onboarding, and multi-country operations. The implementation of HiBob was straightforward and was completed in just over one month. The process consisted of the Uala HR operations team downloading and sending existing spreadsheets and employee data to the HiBob implementation team, which then managed the system's configuration. Once the solution was configured to Uala's needs, HiBob was deployed across the entire organization, and all current and incoming employees were successfully registered in the system. Due to the high usability of the solution, Uala incurred no additional consulting and external training costs, and training after the initial deployment was provided through HiBob at no cost to the organization.

Key Benefit Areas

- **Increased productivity.** Prior to adopting HiBob, Uala's onboarding process was handled by the HR operations team using traditional spreadsheets and manual processes. While these processes were sufficient to manage operations effectively in the beginning stages of the organization, Uala experienced a rapid expansion that its current methods could not support. Since implementing HiBob and digitizing all onboarding processes, the HR operations team, in tandem with HiBob support, was able to build automated processes that added efficiency to several functions, including onboarding. Uala was able to cut its onboarding time by 50 percent with HiBob, resulting in more than \$30,000 in annual time savings. Additionally, from the beginning of the deployment to the current day, Uala grew by more than 540 percent without putting additional strain on its HR operations team.



- **Avoided Unnecessary Hires.** One of the most significant benefits resulting from the deployment of HiBob was Uala’s ability to avoid unnecessary hiring to maintain an inefficient operational environment. Without HiBob, the organization would have had to triple the size of its HR operations team to keep the level of hiring the organization engaged in before the implementation. Nucleus found that upon implementing HiBob, Uala was able to avoid hiring six additional FTEs onto its HR operations team, resulting in more than \$200,000 in annual savings. Additionally, the organization did not have to hire an additional Business Information employee, resulting in an annual cost avoidance of \$54,000. The organization can now effectively manage large volumes of hiring and maintain daily HR operations without the additional staff that would have been necessary prior to the implementation.
- **Avoided Redundant Software Costs.** Uala required a survey tool to track employee sentiment and gather feedback. While the organization looked at standalone survey solutions, the HiBob platform includes a survey tool that is fully integrated at no additional cost. By utilizing the survey tool within HiBob, Nucleus found that Uala could avoid \$6,000 in annual subscription fees that would have been associated with the alternative standalone solution.

Ualá’s favorite Bob features



Onboarding



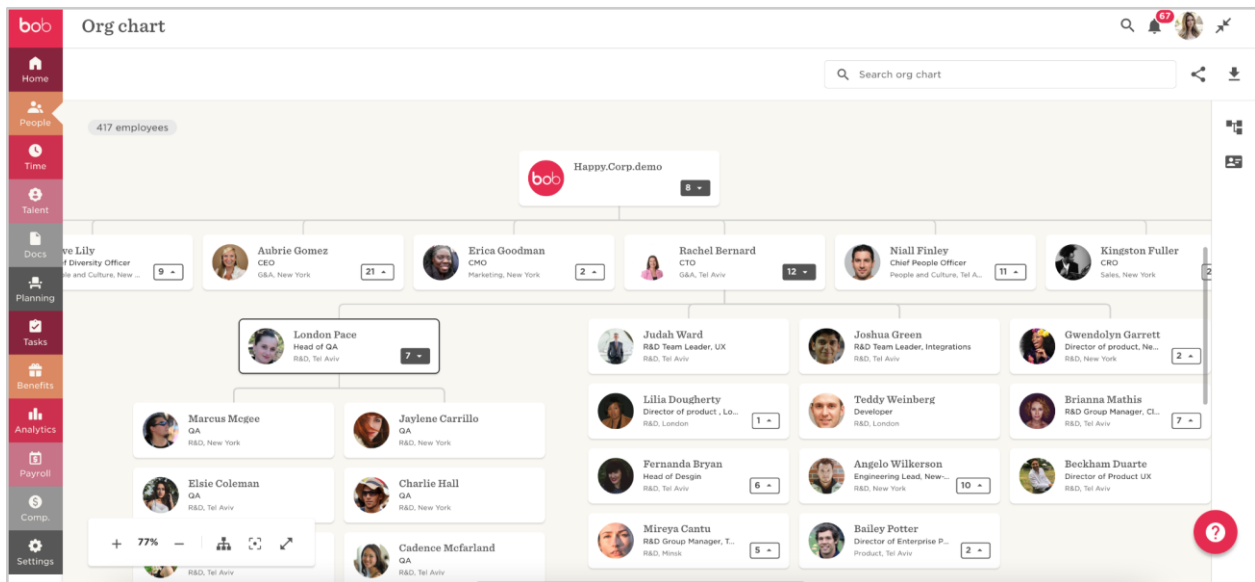
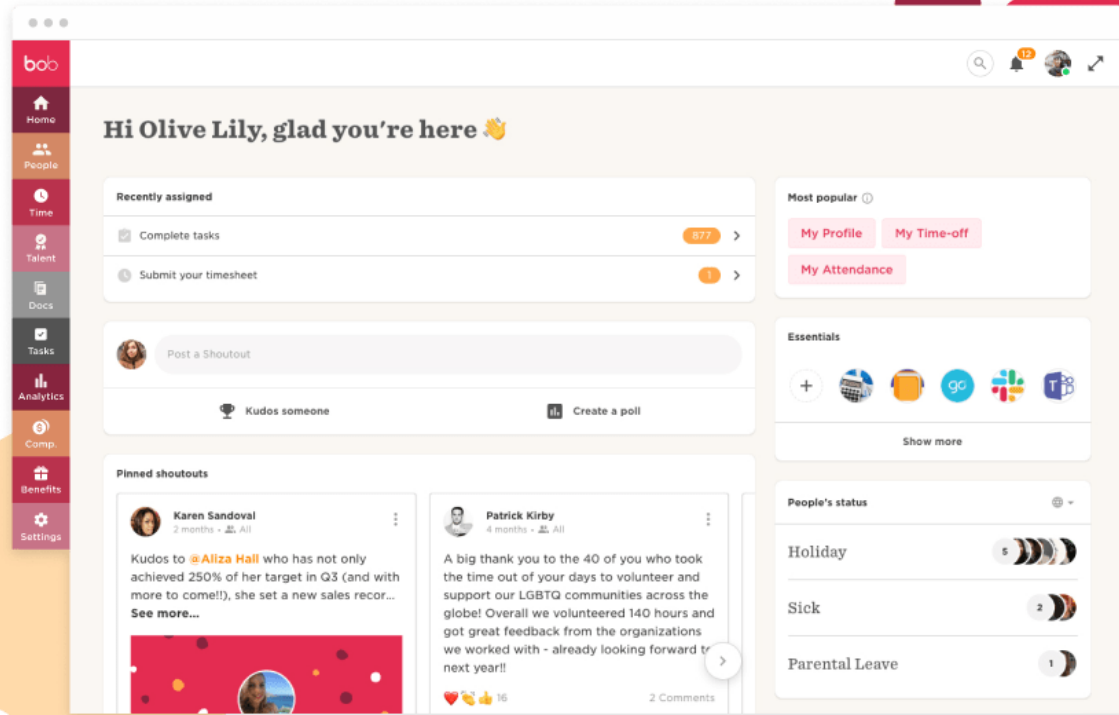
Analytics

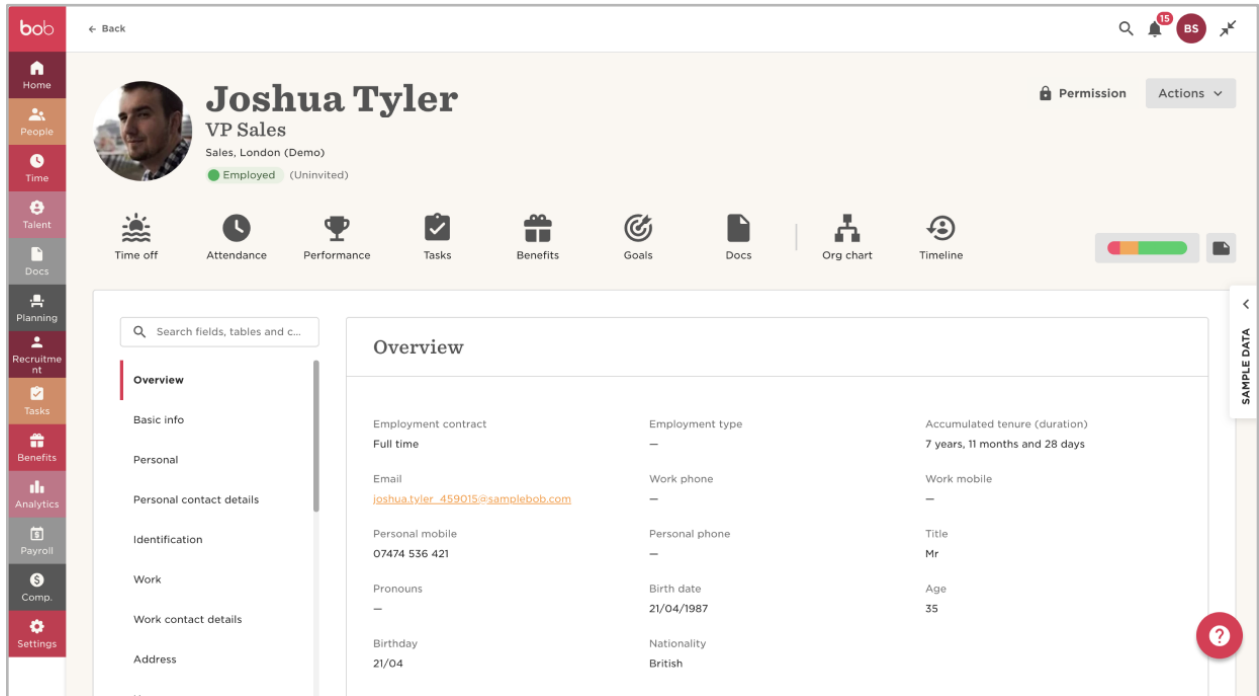


Core HR



Product Screenshots





The screenshot shows a user profile for Joshua Tyler, a VP Sales in London. The interface includes a sidebar with navigation options like Home, People, Time, Talent, Docs, Planning, Recruitment, Tasks, Benefits, Analytics, Payroll, Comp., and Settings. The main content area features a search bar and an 'Overview' section with a table of employee details.

Overview		
Employment contract	Employment type	Accumulated tenure (duration)
Full time	—	7 years, 11 months and 28 days
Email	Work phone	Work mobile
joshua.tyler_459015@samplebob.com	—	—
Personal mobile	Personal phone	Title
07474 536 421	—	Mr
Pronouns	Birth date	Age
—	21/04/1987	35
Birthday	Nationality	
21/04	British	



About Lighthouse Research & Advisory

Through a blend of advisory, proprietary research, and events, the team at Lighthouse Research & Advisory **sets a new standard** for analysts and influencers in HCM to help our partners achieve real results.

Advisory: Unlike other firms, Lighthouse doesn't force providers to use a membership to work with us. However, we find that those utilizing our membership offerings generate the best results.

Lighthouse offers everything from long-term membership options to advisory days for employers and solution providers that want access to the team's insights and expertise. Employers typically use advisory for technology landscape insights, but they also ask about industry-specific research and other trends. Solution providers use advisory services for annual partnerships supporting product roadmap, competitive differentiators, and buyer priorities.

Research: Our team surveys thousands of employers and workers annually across topics like:

- Talent acquisition and candidate trends
- Learning and employee mobility
- Mental health and employee benefits
- Performance, retention & engagement
- Frontline worker trends
- HR technology usage and adoption

Some of these studies are scheduled in advance based on inputs from our Research Advisory Board (HR and talent executives at employers representing millions of global workers).

One of **our key differentiators** is a focus on **custom research** projects for solution providers that want product/market validation, buyer insights, and other value from quantitative and qualitative data. We have worked with three of the four largest HCM providers in the world as well as a wide range of new and established firms on this type of research, bringing innovative, groundbreaking insights and expertise to solution providers large and small.

Events and Content: From our lead-generating events like our annual HR Summer School which has reached tens of thousands of HR professionals to our more focused livestreams and other content like speaking and reports, we know the HR community better than anyone. Unlike traditional analysts that are detached and inaccessible, we measure our success in the impact we have on the profession and discipline of human resources.

From a practical perspective, we offer event partnerships, both licensed and custom content, and other packages for providers that want to stand out with research-based, relevant content for today's HR, talent acquisition, and learning executives.

Learn more at [LHRA.io](https://lhra.io)

