



Everest Group Employer of Record (EoR) Solutions PEAK Matrix[®] Assessment 2025

Focus on G-P
September 2025



Introduction

As organizations continue to prioritize agility, adaptability, and resilience in an evolving global environment, Employer of Record (EoR) solutions have further solidified their position as a critical enabler of distributed workforce models. The sustained shift toward remote and hybrid work arrangements, along with the increasing complexity and enforcement of labor laws across jurisdictions, had intensified the demand for EoR services in 2024.

EoR providers are playing a central role in simplifying global talent acquisition by ensuring compliance with diverse local employment regulations while streamlining payroll, benefits, and HR administration across geographies. In response to the growing client expectations, providers are accelerating investments in digital platforms, integrating AI-powered analytics, intuitive self-service tools, and end-to-end automation, to deliver superior employee experiences and support strategic workforce decisions.

The report explores the evolving EoR provider landscape, highlighting market dynamics, innovation trends, and areas

of competitive differentiation. Drawing on Everest Group's comprehensive PEAK Matrix® assessment, the report categorizes providers into Leaders, Major Contenders, Aspirants, and Star Performers, based on their market impact and vision and capabilities.

The full report includes the profiles of the following 29 leading global providers featured on the [Employer of Record \(EoR\) Solutions PEAK Matrix® Assessment 2025](#):

- **Leaders:** Atlas, Deel, G-P, Pebl, Remote, and Safeguard Global
- **Major Contenders:** BIPO, Boundless, GoGlobal, Horizons, Lano, Links International, Mauve Group, Mercans, Multiplier, Native Teams, Neeyamo, Omnipresent, Oyster, Papaya Global, RemoFirst, Remundo, Rippling, and Skuad
- **Aspirants:** Africa HR, EuroDev, GCE Global Solutions, Interloop, and Parakar Group

Scope of this report

Geography: global

Industry: all

Services: EoR

EoR solutions PEAK Matrix® characteristics

Leaders

Atlas, Deel, G-P, Pebl, Remote, and Safeguard Global

- Leaders continue to set the benchmark in the EoR space with robust vision, execution excellence, and comprehensive global coverage. Their platforms support critical client needs such as seamless onboarding/offboarding, compliance adherence, multi-country payroll, and workforce lifecycle management
- They are accelerating innovation by embedding advanced capabilities such as generative AI-powered assistants, salary and talent benchmarking across multiple countries, real-time predictive analytics, and intelligent dashboards that surface actionable workforce insights
- Leaders have expanded their global infrastructure to directly operate entities in a vast majority of supported countries, reducing dependency on third-party partners and enhancing control over compliance, risk management, and employee experience

Major Contenders

BIPO, Boundless, GoGlobal, Horizons, Lano, Links International, Mauve Group, Mercans, Multiplier, Native Teams, Neeyamo, Omnipresent, Oyster, Papaya Global, RemoFirst, Remundo, Rippling, and Skuad

- Major Contenders are rapidly narrowing the gap with Leaders by strengthening their service portfolios with integrated offerings. These include visa and immigration advisory, hardware provisioning, statutory and flexible benefit administration, and entity management
- Many are targeting mid-market and enterprise clients by enabling the modular deployment of services, supporting contractor management, and offering tech-enabled compliance tracking
- Several players are focusing on enhancing automation, analytics, and mobile-first capabilities, including chat-based support, live multilingual helpdesks, and the visualization of employment cost structures

Aspirants

Africa HR, EuroDev, GCE Global Solutions, Interloop, and Parakar Group

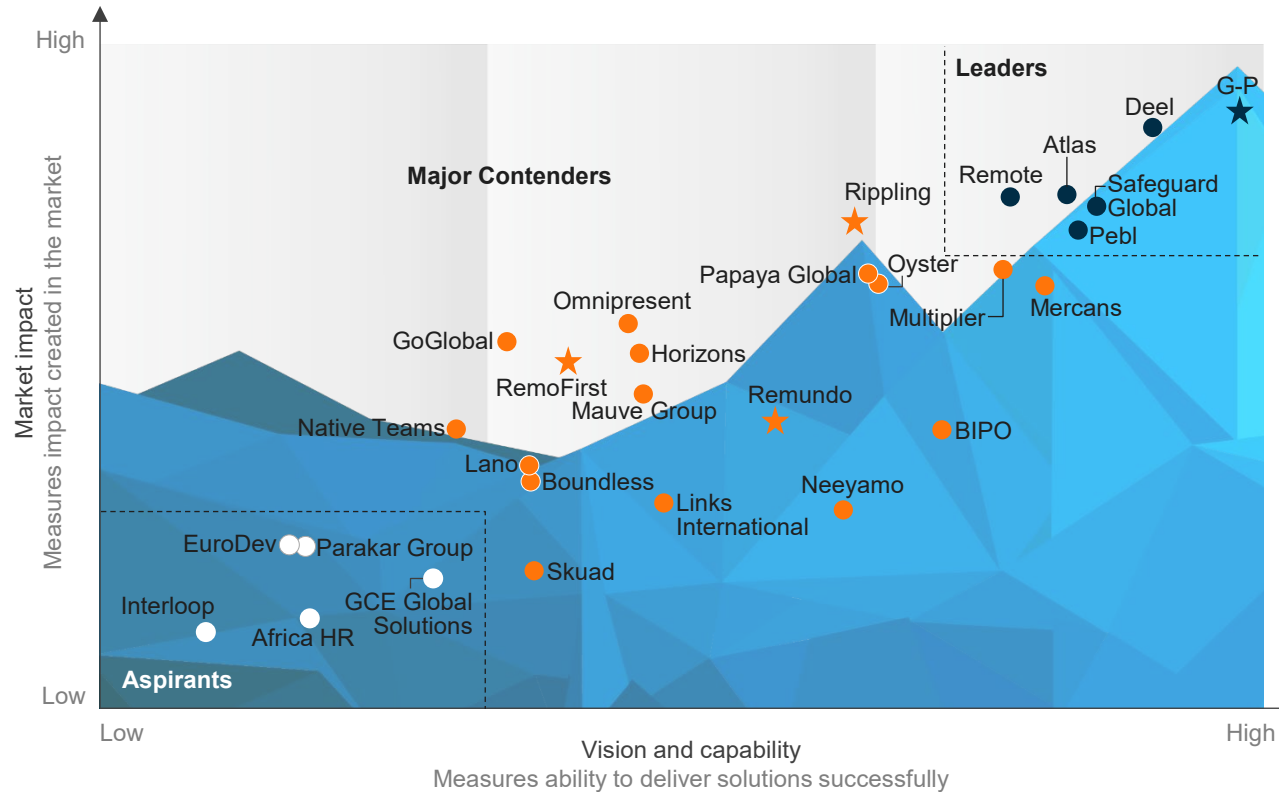
- Aspirants remain cost-competitive and customer-centric, offering differentiated pricing models and personalized service. They are increasingly collaborating with ecosystem partners to broaden their global footprint and enhance delivery flexibility
- Aspirants are now moving beyond basic EoR offerings by investing in value-added services such as localized benefits, compliance toolkits, and AI-enhanced employee onboarding
- A key focus for many Aspirants is geographic expansion, especially in emerging markets, alongside the gradual integration of ancillary HR services to boost client stickiness and scale capabilities

Everest Group PEAK Matrix®

Employer of Record (EoR) Solutions PEAK Matrix® Assessment 2025 | G-P is positioned as a Leader and a Star Performer

Everest Group Employer of Record (EoR) Solutions PEAK Matrix® Assessment 2025¹

- Leaders
- Major Contenders
- Aspirants
- ☆ Star Performers













¹ Assessment for Africa HR, Boundless, EuroDev, GoGlobal, Horizons, Interloop, Lano, Links International, Mauve Group, Native Teams, Omnipresent, Papaya Global, Parakar Group, and Skud excludes provider inputs and is based on Everest Group's proprietary Transaction Intelligence (TI) database and provider public disclosures, and Everest Group's interactions with buyers
Source: Everest Group (2025)

G-P (page 1 of 2)

Everest Group assessment – Leader and Star Performer

Measure of capability:  Low  High

Market impact				Vision and capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Technology capability	Services capability	Innovation and investments	Engagement and commercial model	Overall
									











Strengths

- G-P has been positioned as a Leader on the Everest Group EoR Solutions PEAK Matrix® Assessment 2025. It operates in over 180 countries and supports both EoR and contractor models through a robust infrastructure of 100+ owned entities, ensuring on-time payroll accuracy and full compliance control at scale
- Its platform includes G-P Gia™, a patent-pending AI copilot that supports HR and legal teams with contextual guidance across 50+ countries. Gia provides onboarding support, policy interpretation, and legal compliance navigation through agentic AI and multi-language chatbots
- G-P’s platform combines EoR, contractor management, embedded APIs, and compliance tools in a unified stack. Clients benefit from a white-labeled integration model compatible with platforms such as Workday, SAP, and BambooHR
- It operates a proprietary compliance engine that supports payroll, onboarding, contract generation, benefits, and offboarding from a single interface. It reports high on-time payroll accuracy, with local experts augmenting automation
- G-P has embedded a contractor misclassification engine and supports automated invoice generation, helping clients streamline freelance compliance in 195 countries and across 130+ currencies
- It provides a comprehensive contractor management suite, including AI-powered misclassification risk analysis, know your customer (KYC) verification, and health coverage options. Clients also benefit from global payment flexibility in 195 countries and 130+ currencies
- The platform has evolved to serve both SMBs and large enterprises, positioning itself as a core workforce system for globally distributed teams that prioritize security, compliance, and scale
- Clients praise G-P for its top-tier customer service, responsive support with dedicated PoCs, user-friendly platform, and ability to manage operations in complex markets

G-P (page 2 of 2)

Everest Group assessment – Leader and Star Performer

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Limitations

- While G-P leads on global coverage and depth of compliance, its pricing model is often perceived as premium, which may not align with start-up agility or leaner mid-market procurement
- Some buyers view G-P's established positioning and enterprise focus as less design-forward compared to fast-moving peers. UX modernization is underway, but perception gaps remain
- Gia offers robust regulatory insights but still depends on client or third-party input for real-time benchmarking (for example, salary trends and skill data). Full enrichment through proprietary channels is still developing
- G-P does not offer an embedded talent marketplace, internal mobility engine, or skills intelligence layer. While integrations with external talent management systems are possible, G-P plays a limited role in broader talent lifecycle enablement beyond compliance and hiring functions
- Clients suggest G-P can enhance its offering by reducing communication overload, supporting document and background check processes, and enabling richer employee record features

Market trends

EoR adoption is accelerating as enterprises seek compliant global hiring, cost efficiency, and flexible workforce models

Market size and growth

- The global EoR market is scaling rapidly, estimated at ~US\$1.8–2 billion in 2024 and projected to grow at a steady rate, fueled by the globalization of workforces and distributed-first organizations
- The growth momentum is supported by SMBs adopting global-first hiring strategies, tech-driven EoR providers expanding service breadth, and the strong demand across Europe, APAC, and LATAM
- The increasing integration of EoR with payroll, HRIS, and compliance automation is driving platformization and broader adoption

Key drivers for EOR

Global expansion and access to skilled talent	Rising need for enterprises to expand internationally without setting up entities is boosting demand for EoRs to enable cross-border hiring
Heightened regulatory pressure	Evolving tax, labor, and compliance requirements are pushing enterprises toward EoRs that can simplify legal obligations and mitigate risk
Shift toward distributed and flexible work	Remote, hybrid, and gig employment models are fueling demand for EoRs that can seamlessly manage varied workforce arrangements globally
Operational agility and cost efficiency	The need to enter niche markets without incurring high setup costs is driving enterprises to adopt EoRs for faster time-to-market
Rising demand from SMB and mid-market segments	SMBs and mid-market enterprises are increasingly turning to EoRs to scale globally without heavy administrative or compliance overhead

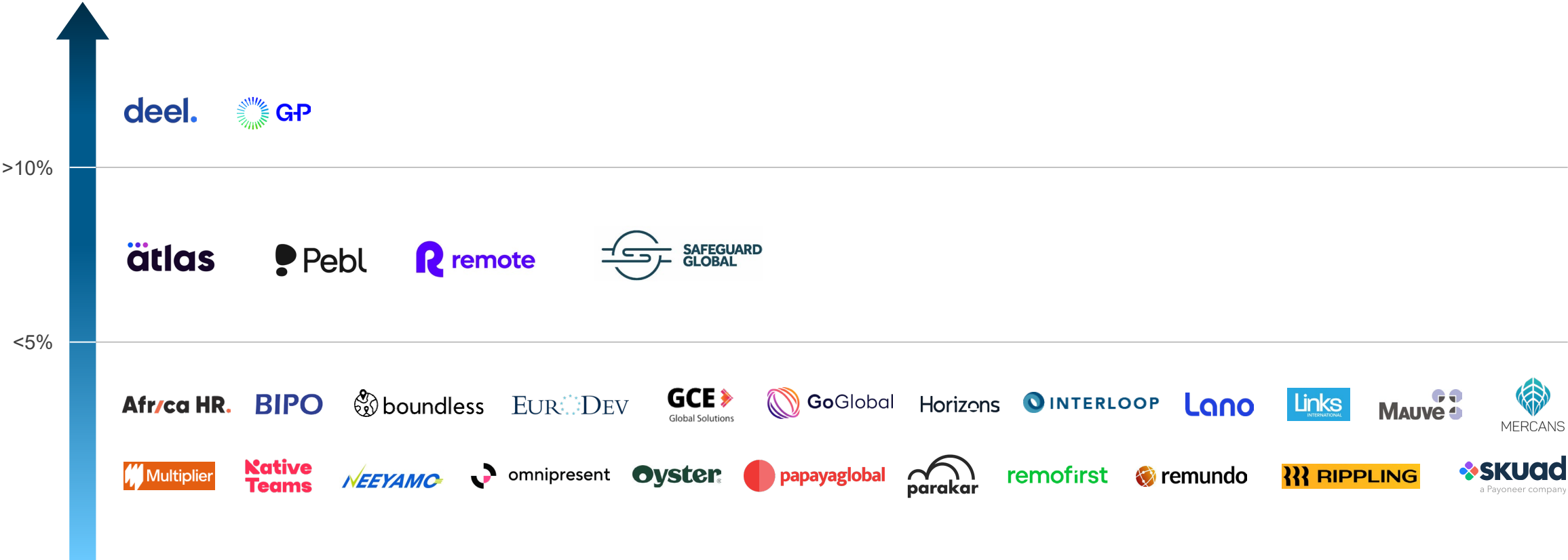
Challenges

Challenging economic climate	Budget pressures may limit global hiring initiatives, leading enterprises to delay or scale back EoR adoption
Operating model fit	Adoption of EoR models requires close coordination with internal teams, such as HR and legal, to ensure consistency with the broader workforce strategy and global operating model
Scalability and service consistency	As organizations expand across multiple regions, EoR providers need to ensure consistent quality of services and compliance support, which is often difficult to scale

EoR provider landscape analysis

Deel and G-P are ahead of the rest of competition in terms of market share

Market share analysis of the EoR solution providers
2024; Percentage of overall market of EoR solutions



Source: Everest Group (2025)

Key buyer considerations

Enterprises prioritize compliance, employee experience, and speed-to-market when selecting EoR providers

Key sourcing criteria

High



Compliance / Regulatory assurance

Robust governance ensuring adherence to local labor laws, tax obligations, benefits administration, and employer liabilities, with audit readiness across jurisdictions



Employee experience

Seamless onboarding, payroll, benefits, and HR support, ensuring that employees feel fully integrated and supported despite being employed via an EoR



Speed-to-market and scalability

Rapid hiring and onboarding without entity setup, enabling entry into new markets in weeks instead of months, with scalable workforce expansion



Global coverage and in-country expertise

Breadth of country coverage, backed by strong local legal, HR, and payroll expertise to navigate jurisdiction-specific employment complexities



Integration and process control

Ability to integrate with the existing HRIS/ATS/payroll systems, while maintaining visibility, governance, and centralized control over employee data and processes

Low

Priority

Summary analysis

Key buyer considerations while sourcing EoR providers revolve around compliance assurance, employee experience, and speed-to-market advantages. Buyers seek vendors that reduce regulatory risks, deliver consistent cross-border employee support, and provide a seamless extension of internal HR processes.

Global footprint combined with local expertise is highly valued, ensuring the reliable navigation of diverse employment laws. Providers with strong tech integration capabilities that align EoR with the existing HR and payroll systems are preferred, along with transparency in pricing and contracts.

Additionally, buyers prioritize rapid implementation, adaptability to distributed-first workforces, and long-term scalability. Market credibility, proven case studies, and the ability to support both SMBs and large enterprises also influence buyer confidence.

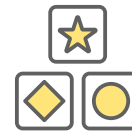
Key takeaways for buyers

Buyers should evaluate EoR providers based on compliance robustness, global scalability, and employee experience, while considering integration maturity and long-term alignment with the HR strategy.



Shifts in provider capabilities

EoRs are moving beyond basic employment compliance to deliver localized benefits, faster onboarding, HR/payroll integrations, and enhanced service support. These expanded capabilities, along with demand for innovation, expertise and high-touch customer experience, are shaping how buyers frame sourcing decisions



Differentiation across provider types

Providers differentiate by operating model:

- **Entity-owning models:** direct compliance, stronger control, and consistent employee experience
- **Aggregator models:** broader coverage but varied quality and less control
- **Hybrid models:** balance speed-to-market with deeper compliance and service

Each model carries distinct implications for cost efficiency, compliance risk, and suitability



Key innovations

Emerging differentiators include AI-driven compliance alerts, digital onboarding workflows, improved self-service capabilities, automated document management, and workforce analytics. Providers also compete on flexible benefits, faster payouts, and global mobility support to enhance employee experience and employer confidence

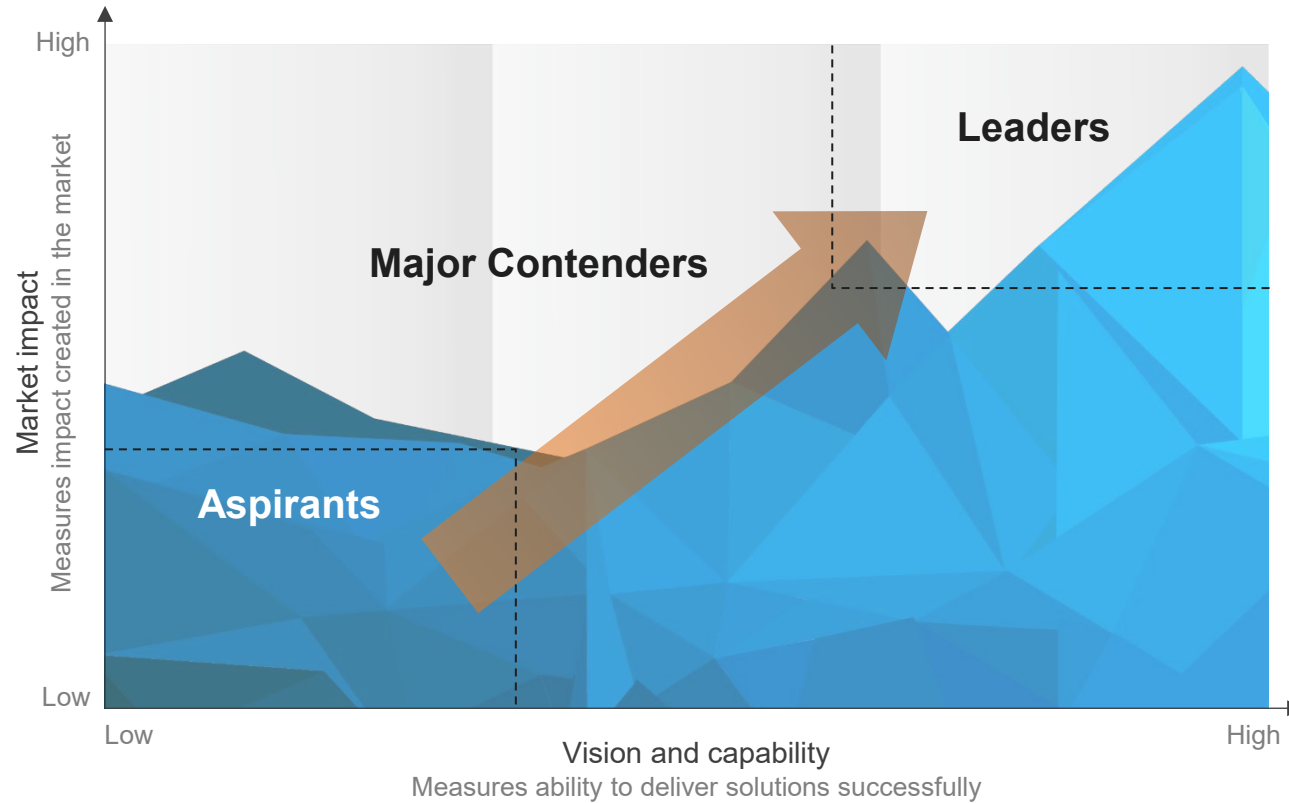
Appendix

PEAK Matrix® framework

FAQs

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

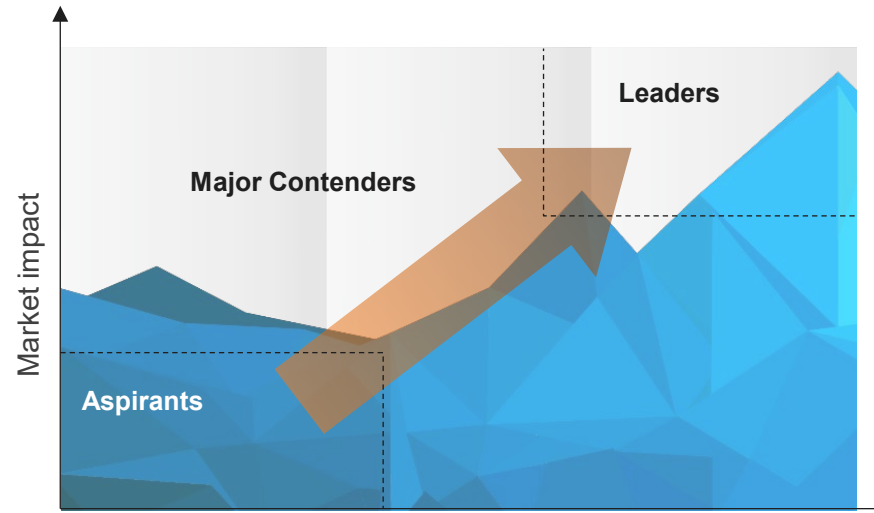
Everest Group PEAK Matrix



Solutions PEAK Matrix® evaluation dimensions

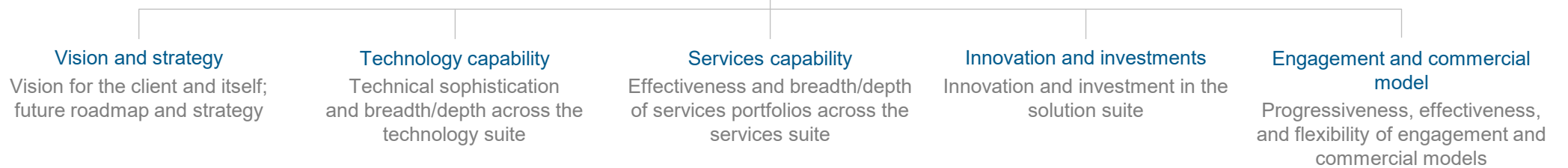
Measures impact created in the market – captured through three subdimensions

- 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



Vision and capability

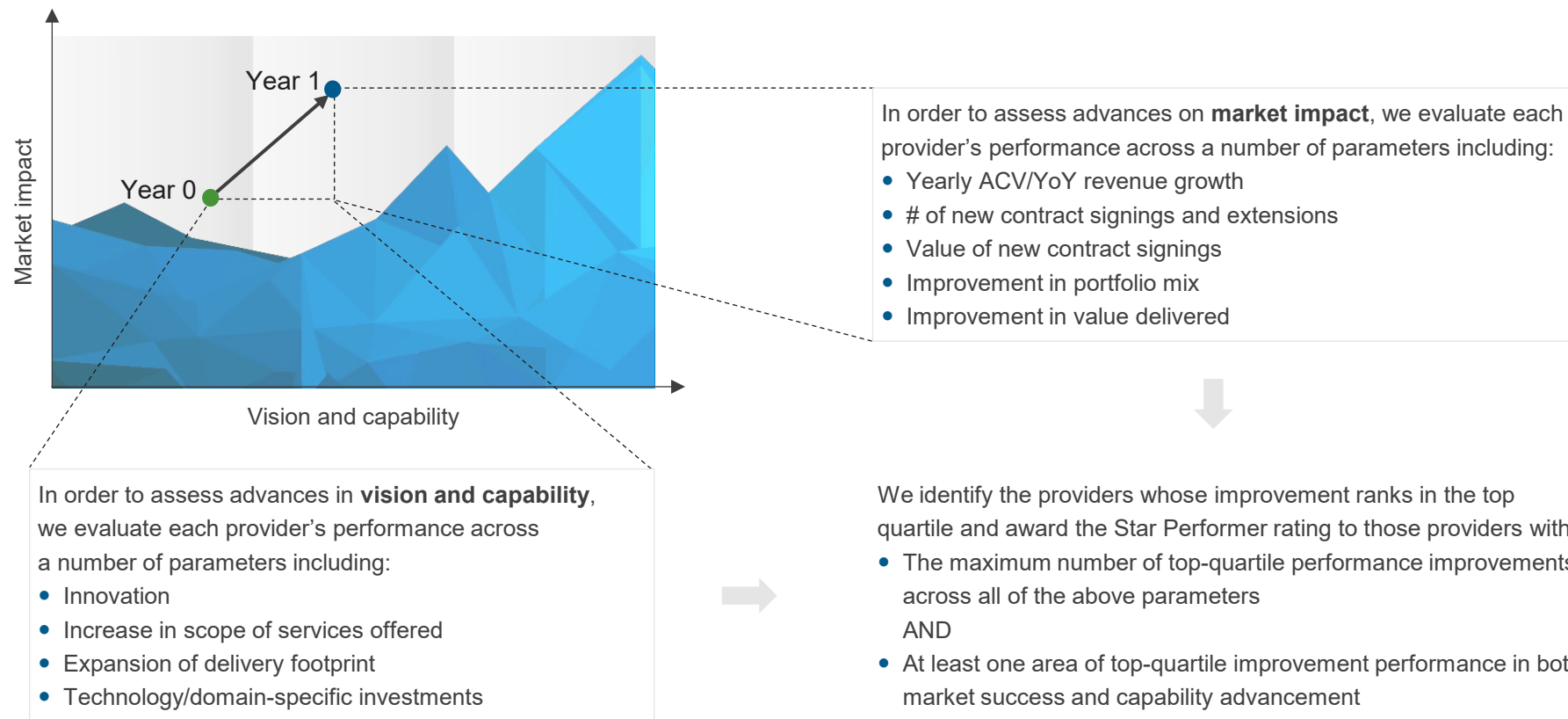
Measures ability to deliver solutions successfully. This is captured through five subdimensions



Everest Group confers the Star Performer 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 Performer title relates to YoY performance for a given provider and does not reflect the overall market leadership position, which is identified as Leader, Major Contender, or Aspirant.

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: 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.

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

A: 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.

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

A: 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.

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

A: 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

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

A: 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

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

A: 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.

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