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# UKG SPRING ANALYST DAY 2024 UPDATES

## ANALYST

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## THE BOTTOM LINE

At UKG's 2024 spring analyst day, the vendor reflected on recent product enhancements and revealed portions of its product and strategy roadmap for the remainder of its fiscal year. The primary areas of focus included Generative AI through its UKG Bryte product, updates to its UKG Pro and Ready suites, and WFM product releases underscoring the vendor's commitment to the frontline workforce. As the only full-suite HCM provider with two products designed for the needs of SMBs and larger enterprises, UKG's continued investment in both areas will allow the vendor to strengthen its market positioning as organizations of all sizes seek to consolidate technology while still meeting the full breadth of their human capital and workforce management requirements.

## OVERVIEW

At UKG's spring analyst summit, the vendor detailed its generative AI strategy, new and planned updates to its UKG Pro and Ready suites, and workforce management feature releases aimed at delivering value to organizations with substantial frontline workforces.

### AI STRATEGY

UKG Bryte, that powers the vendor's Gen AI assistant, was announced at the Aspire user conference in 2023. Generative AI capabilities through Bryte ingest UKG's people, culture, and work data along with customer and third-party data using the UKG Flex People Fabric. Since its initial announcement, Bryte has been embedded throughout the UKG Pro Suite and also existing and planned use cases throughout UKG Ready, Great Place To Work Hub, and UKG Pro Workforce Management.

Building on the customer value delivered by large language model (LLM) copilots and assistants, the vendor plans to offer connected agents based on large action models (LAMs). These agents are built on the UKG Flex People Fabric and are meant to serve specific functional areas of the UKG suite, such as talent acquisition, workforce management, and payroll. The main differentiator for these agents will be their ability to interact with multiple systems to complete transactions, automate tasks, and improve decision-making through actionable insights.

### UKG READY ENHANCEMENTS

UKG announced that its SMB product suite, UKG Ready, recently surpassed 50,000 customers. The vendor continues to invest heavily in the product, which currently serves the North American market as well as EMEA (including UK), Australia, and New Zealand.

Recent enhancements include the introduction of Ready Bryte Assist, a conversational search assistant that enables employees and administrators to quickly find and access information about HR best practices, company policies, and UKG Product use. The vendor has also planned to expand UKG Ready native payroll capabilities to cover Canada and strengthen integration with its One View

Connect product, which is part of its One View global payroll solution. These investments position UKG Ready as an attractive choice for global small and mid-sized organizations or those looking to expand their international footprint.

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## UKG PRO ENHANCEMENTS

UKG Pro, the vendor's enterprise HCM suite, has also undergone improvements, with more than 370 new features released in March of this year. The recruiting, onboarding, and people analytics solutions have undergone user interface refreshes to improve end-user navigation and adoption. Additionally, the UKG Pro Benefits Hub was launched in November 2023 to mitigate the complexity traditionally associated with benefits enrollment. The Benefits Hub guides employees through the full range of benefits options available to them, enabling them to make better decisions without placing an additional burden on HR staff, who are already inundated with tasks around open and new hire enrollment.

## WORKFORCE MANAGEMENT INVESTMENTS

With the workforce management market becoming more competitive over the past 12 months, UKG increased its investment in the space to expand its focus on the frontline workforce. For example, the vendor now offers frontline employee insights in UKG Pro Workforce Management, which can aid strategic workforce planning by considering long-term planning, short-term forecasting, and budgeting. The solution also has shift auctions and incentives for picking up shifts that are difficult to fill, multi-organization timecards, and flexibility for overtime earnings, such as time-for-time or additional time off. Acknowledging the complexity of workforce management across industry-specialized verticals, UKG delivered what-if scenario planning for retail organizations, AI-powered shift incentives for healthcare, and enhanced contract workforce management capabilities for manufacturing. As part of its AI strategy, UKG is also working on industry pre-trained AI models to capitalize on its depth in vertical workforce management, including retail and hospitality, healthcare, manufacturing, public sector, and distribution.

## LOOKING AHEAD

UKG's early entry into generative AI has enabled the vendor to continue differentiation through its LAM agents. Once released, these agents will have the potential to build on the time savings delivered by existing AI capabilities. Overall, the strength of the UKG Pro suite has enabled the vendor to dedicate more R&D to UKG Ready and UKG Pro WFM, as well as newer products such as UKG One View and Great Place To Work Hub. Nucleus expects these new and planned enhancements to UKG's product portfolio to position the vendor strongly in the SMB and enterprise HCM and WFM markets amid increasing competition.