



NUCLEUS
RESEARCH

| UKG Global Analyst Day 2025 updates

ANALYST

Evelyn McMullen, Trevor White

The Bottom Line

At UKG's 2025 Global Analyst Day in Fort Lauderdale, Florida, the company detailed plans to transform its approach to AI to drive increased value for customers. For example, advancements to Bryte AI across its product suites and customer support are expected to drive improved outcomes for organizations across every stage of the customer lifecycle. UKG also reflected on strategic partnerships (notably with ServiceNow) and recent updates to its HCM and WFM capabilities. The vendor has continued to emphasize its vertical depth and international reach, as evidenced by its extensive amounts of global frontline workforce data and dedicated products like UKG One View for global payroll. Overall, as the HCM technology market trends towards embedded AI experiences, UKG is well-positioned to solve complex workforce challenges through its Bryte generative and agentic AI solutions while maintaining its dedication to putting people at the center of its R&D investments.

Overview

UKG recently hosted its annual Global Analyst Day in Fort Lauderdale, Florida. The vendor provided updates on its ongoing AI strategy, customer experience, global expansion, and verticalized intelligence. It also shared points on its strategic product roadmap across its UKG Pro, UKG Ready, and UKG Pro WFM suites. Product updates address several pressing customer requirements, including the need to strategically plan for future requirements, while also engaging their workforce and ensuring that core processes such as payroll and scheduling are run accurately.

UKG Bryte currently has more than 2,500 active models, used by more than 10 million users monthly.

AI Strategy

UKG's Bryte AI currently has more than 2,500 active models, which are used by more than 10 million employee users monthly. Beyond offering Generative AI capabilities, the vendor has also introduced Bryte AI agents across areas such as payroll, onboarding, and benefits. These agents can perform complex, multi-step tasks semi-autonomously, ensuring that users remain in control of outcomes. Agents run on the UKG People Fabric, which unifies structured and unstructured data to enable workflows. The combination of large language models (LLMs) and connected agents can provide customers with quicker support and expanded opportunities for predictive guidance.

The vendor's recently announced partnership with ServiceNow emphasizes its commitment to ongoing agentic AI development. The strategic move will integrate UKG Bryte solutions with ServiceNow's AI Agent Fabric, enabling Bryte agents to tackle more complex, cross-system tasks through a single experience. The partnership between the two vendors will also highlight UKG's deep vertical expertise, providing connected AI agents to solve the more pressing challenges faced by specific industries, such as healthcare, hospitality, and manufacturing.

UKG's partnership with ServiceNow will integrate Bryte with ServiceNow's AI Agent Fabric, enabling Bryte agents to manage more complex tasks across systems.

UKG Pro Enhancements

UKG Pro has undergone several enhancements, including data and platform modernization, notably through People Fabric integration and the vendor's Flex compose architecture. Strategic Workforce Planning now includes AI modeling, payroll forecasting, and conversational reporting. New employee-centric capabilities include an internal talent marketplace, microlearning, self-reviews, and voice and feedback tools. In addition to its newly announced Payroll Processing agent in Bryte, the vendor has also introduced a Global Compliance agent.

UKG Ready Enhancements

The UKG Ready Suite, the vendor's SMB-focused HCM product, is ripe for expansion with new sales leadership, AI-driven customer onboarding, and a tiered approach to pricing. The suite has also undergone updates to its user experience, offering users simplified navigation, AI-driven tools including Search & Act, and ease of setup for payroll and benefits. Ready is also going global, with the recent launches of the Suite in Canada and the UK with native payroll and connectivity to the UKG OneView global payroll solution. With this shift, UKG has taken steps to enhance compliance across its international footprint.

UKG Ready's respective launches in Canada and the UK set the stage for further global expansion.

UKG Pro WFM Enhancements

Recent updates to UKG Pro WFM are anticipated to help provide greater flexibility to customers with complex workforce management environments while giving frontline employees more control over their work. For example, the vendor has introduced real-time Assist tools in the flow of work, as well as shift optimization capabilities and compliance automation. Meanwhile, dynamic scheduling and labor planning help administrators and managers not only predict future needs but also quickly and effectively respond to in-the-moment changes. On the employee-facing side, earned wage access through UKG Wallet continues to be a driver of frontline engagement and retention. The vendor has also extended the integration between Pro WFM and UKG One View to unify payroll orchestration and contractor payments.

Customer and Go-to-Market

UKG's identity continues to evolve with its AI investments, capitalizing on the breadth and strength of its extensive workforce data. With this comes a new approach to implementation and ongoing support. For example, Sales-to-Service AI supports implementations with automated sales notes and managed services, which has seen 200 percent year-over-year growth. The vendor has also introduced a new premium tier of customer support, called the Emerald Experience, which includes AI-driven case routing as well as a Customer Experience Center that provides resources to ensure that customers are able to drive incremental value from their UKG products.

Sales-to-Service AI implementation support has experienced 200% YoY growth.

Looking Ahead

As UKG continues its AI-forward trajectory, with investments in data-driven insight delivery, embedded AI, and a scalable platform design,

the vendor is poised for a strong competitive advantage in what is quickly becoming an AI-first work landscape. Backed by a substantial collection of workforce data and expertise serving frontline verticals, UKG has the foundation needed to successfully harness the power of generative and agentic AI models. The vendor's roadmap indicates that innovation will not stall here, with connected agents expected to take customers beyond the benefits established by basic automation and instead offer a fully-connected experience for organizations that can manage the more mundane aspects of HCM and WFM, leaving leaders and employees with more time to allocate to higher-value strategic initiatives and a better employee experience for all.