Highlights from ADP Innovation Day 2025

ANALYST

Evelyn McMullen

The Bottom Line

At ADP's 2025 Innovation Day in New York City, the vendor detailed its approach to AI, reflected on recent product releases and enhancements, and provided insight into its future product strategy and roadmap. With detailed updates across products for small businesses to large global enterprises, an emphasis on delivering technology that is intelligent, easy to use, and human-centric unified the vendor's overall vision. This is demonstrated by new and upcoming ADP Assist capabilities and deepened integrations across ADP and third-party solutions. Additionally, the recent launch of ADP WorkForce Suite, updates to global payroll capabilities, and continued traction of ADP Lyric HCM further solidify the vendor's role as a global provider. Overall, ADP's strong brand reputation and decades of expertise poise the vendor to bolster its positioning in a market that is continuously trending towards unified and AI-augmented experiences.

Overview

ADP recently hosted its annual Innovation Day in New York City. At the event, the vendor detailed its AI strategy and provided updates on recent enhancements and planned roadmap items across its Workforce Now, WorkForce Suite, Lyric HCM, and Global Payroll offerings. The consistent theme spanning functionality enhancements, additions, and future investments was ADP's commitment to developing technology that is "Easy, Smart, and Human".

ADP's vision is to develop technology that is easy, smart, and human across organizations of all sizes and requirements.

AI Strategy

The main pillars of ADP's approach to AI include agentic AI, data, and trust, which are supported by foundational enablers, including people, expertise, and scale. ADP Assist is the vendor's AI platform, which is powered by ADP OneData. OneData contains a wealth of information spanning industries, roles, and regions with built-in guardrails to ensure the responsible and secure use of Assist capabilities. Current use cases include the ability for employees to ask questions about policies, pay, time-off, and direct deposit. Meanwhile, managers and HR staff can take advantage of actionable insights in analytics that aid decision-making. Additionally, ADP Assist can guide new clients through ADP product implementation flows to reduce time and resources typically associated with migrating from another platform. Moving forward, ADP will continue to develop AI with a three-persona focus, considering the specific needs of employees, managers, and practitioners.

Workforce Now Enhancements

Workforce Now is ADP's North American mid-market product, which currently has more than 90,000 live clients. The product has undergone a recent shift in market messaging, now framed as "the one". This highlights the platform's unification of AI, automated workflows, integrations, and scalability across the employee lifecycle. ADP Assist features in Workforce Now include payroll anomaly detection, which provides guidance on resolution, and chat for employees and managers. Additionally, the vendor has made enhancements and additions to its talent acquisition and employee experience capabilities, along with the launch of integrations with PayPal, Harri, and ERP providers, including Sage, Acumatica, and Epicor.

Workforce Now, ADP's North American mid-market HCM platform, has more than 90,000 customers live.

WorkForce Suite and Global WFM

Following its acquisition of WorkForce Software in 2024, ADP has positioned WorkForce Suite (now ADP WorkForce Suite) as its global workforce management offering. ADP will continue to support

customers using ADP Workforce Manager, which is built on the vendor's partnership with UKG. However, the solution will not be sold by ADP past the end of September 2026. Recent updates to ADP WorkForce Suite include single-sign-on capabilities, compliance updates, and pre-packaged integrations with HCM providers, including Workday, SuccessFactors, and Oracle HCM.

Global HR and Payroll Updates

ADP launched its Lyric HCM platform in 2024, which serves as the vendor's intelligent global HR offering. One year later, the platform is gaining traction through migrations from other ADP products and net-new sales. Lyric HCM is currently supporting organizations with active employees across 38 countries, with its largest customer employing 55,000 staff.

ADP currently supports global payroll operations in more than 140 countries and territories through its GlobalView and Celergo products, with frequent enhancements delivered to meet changing compliance requirements. Recent releases include integration with Lyric HCM, the vendor's ESI marketplace, and Marketplace consulting partners. Additionally, the vendor has added features that address specific local requirements, such as Japan's commuter allowance. The vendor is planning to deepen its integrations and partnerships in the near future to provide customers with a better flow of data across systems.

Looking Ahead

ADP's recent announcements demonstrate a keen focus on global functionality and AI investment. This is an overarching market trend that the vendor is uniquely positioned to capitalize on, given the breadth of its client base, wealth of data and expertise, and strong brand reputation. However, despite the emphasis placed on solving for more complex use cases, the vendor continues to invest across its products using its "easy, smart, and human" vision to ensure client needs remain at the center of research and development initiatives.

> Approximately one year after its launch, Lyric HCM is supporting organizations with employees across 38 different countries.