



A more human resource.™

# Globoforce



## Globoforce leverages advanced technology and the ADP® Marketplace partnership to expand its brand.

Chief Executive Officer, Eric Mosley, founded Globoforce in 1999 with the vision of enabling companies to reward their employee base with one unified voice through social recognition programs. Today, Globoforce helps organizations build human work cultures in more than 150 countries.



With three million employees of its customers on its platform, Globoforce has defined plans to further strengthen its industry leading role. Part of its strategy involves becoming an ADP Marketplace partner.

### Business Challenges

- Gain access to new channels to help expand brand awareness and accelerate growth.
- Continue to leverage leading-edge, technology-based social recognition solutions.
- Help customers consistently quantify success via increased employee engagement, satisfaction, and retention.

Build and manage a better workforce with business apps from ADP's certified partners that can integrate your ADP data into the partner's app. Easily manage your entire suite of products and apps through a secure, cloud-based central hub – ADP MARKETPLACE.

### Solutions

#### Engage New Channels

Engaging more businesses through new sales channels, such as ADP Marketplace, presented a significant opportunity for Globoforce.

"ADP was built on innovation. The ADP Marketplace is a way for ADP to bring some of the best, most innovative companies to their client base," says Mosley. "Being a part of something as trusted as the ADP Marketplace gives Globoforce an opportunity to be discovered by many different types of companies all across the world."

#### ADP Marketplace Partner:

Globoforce — Southborough, Massachusetts and Dublin, Ireland

Business: Employee social recognition solutions

Learn more about Globoforce at: [marketplace.adp.com](http://marketplace.adp.com).

## Focus On Leading Technology

"Social recognition makes work more human. Our solutions turn moments of gratitude into cultural movements. By helping companies capture and amplify recognition, we inspire employees to do the best work of their lives and elevate business results," said Mosley. "Our recognition approach also helps companies strengthen and unify company cultures by aligning employees behind common values and goals."

"As a result," says Mosley, "ADP and Globoforce integration brings ADP's employee and organizational data into Globoforce's leading recognition platform, providing greater insight into both individual and team performance, as well as cultural values adoption. Due to ADP's open approach to their technology platform and the collaboration of their people – some of the best in the industry – it's been an "absolute pleasure to work with ADP to put this partnership together and be featured in the ADP Marketplace."

## Show Quantifiable Success

"We've been privileged to work with some of the world's best companies and they have all had remarkable success leveraging their social recognition programs to move the needle of employee and company performance," Mosley adds.

## The Value of ADP Marketplace

"We're absolutely delighted that ADP has selected Globoforce as its first recognition partner in ADP Marketplace, ADP's Human Capital Management ecosystem. It's been a fantastic cultural fit," notes Mosley, who concludes, "as an innovator, ADP is living its values by building a unique marketplace where innovative partners can benefit mutual customers."

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