



genius sports
GROUP

Key Communication: How A Technology Company Brought Their HCM Deployment to the Finish Line



ABOUT GENIUS SPORTS GROUP

Genius Sports Group is one of the world's largest sports technology companies, specialising in the capture, distribution and commercialisation of live data, streams and digital content. It works in partnership with the biggest names in sports, betting and media to power a global ecosystem that benefits every stakeholder.

INDUSTRY

Technology (Software)

HQ

London, United Kingdom

CUSTOMER SINCE

2018

DEPLOYMENT TIMEFRAME

4 months

WORKDAY SOLUTIONS DEPLOYED

Core HCM, Absence, Compensation, Talent, Employee Self Service, Manager Self Service

COLLABORATIVE SERVICES

Full Deployment, Advisory Services



THE CHALLENGE

As a fast-moving, product-focused business, Genius Sports Group required internal systems for finance and people management that could support its rapid global growth. With the previous systems not operating to optimum efficiency, the goal was to lighten the workload of their finance and people management teams.



WHY COLLABORATIVE

Collaborative was selected as Genius Sports Group's implementation partner because their culture was the most closely aligned and partly because of their cost competitiveness. They also had the expertise and flexibility needed to take on a very large project.

Most of the project was done remotely with no support onsite. Communication and open dialogue were key to a successful deployment, as was Collaborative Solutions' ability to adapt to best meet Genius Sports Group's needs.



BENEFITS & RESULTS

- Foundational single source of truth for their people data
- Reduction in time spent on low value admin by the HR team
- Strong user experience, leading to confidence in further functional roll-outs
- Deployed in 11 countries remotely

"Working with Collaborative has proven to be easier and more productive than we could have hoped, and - frankly - a lot more fun than it might have been." J.Evans- Director of Enterprise Resource Planning

#bettertogether