



Everest Group PEAK Matrix[®] for Vendor Management System (VMS) Technology Vendor 2022

Focus on Magnit (previously PRO Unlimited)
November 2022



Background of the research

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Vendor Management System (VMS) continues to be an important technology solution for enterprises across the globe. There is wide adoption across industries and geographies, as more enterprises are leveraging contingent workers as a part of their workforce and are highlighting the need for a technology solution to manage the entire contingent workforce management life cycle. In recent years, VMSs have not only enhanced the features and functionalities of core technology but have also expanded the scope of services delivered to other areas within Contingent Workforce Management (CWM). The increasing scope of services has led to an evolution in the vendor landscape, with many technology vendors building capabilities to cater to specialized client needs across geographies and industries.

The VMS technology landscape is evolving, with providers increasing the breadth and depth of their functionalities/offerings. They are investing to enhance the User Interface / User Experience (UI/UX) of the solution and providing a mobile-enabled solution for their clients. They are building additional capabilities to enhance compliance management, talent pool creation, and vendor and candidate sourcing. It is a burgeoning market, rapidly evolving in terms of product features, deployment options, product architecture, training & support, and a partner ecosystem.

In the full report, we analyze the VMS technology landscape across various dimensions:

- Everest Group's PEAK Matrix® evaluation, a comparative assessment of 21 leading VMS technology vendors
- Competitive landscape in the VMS technology vendor market
- Remarks on key strengths and areas of improvement for each VMS technology vendor
- Assessment of VMS capabilities

Scope of this report



Products
Vendor Management System (VMS)



Geography
Global

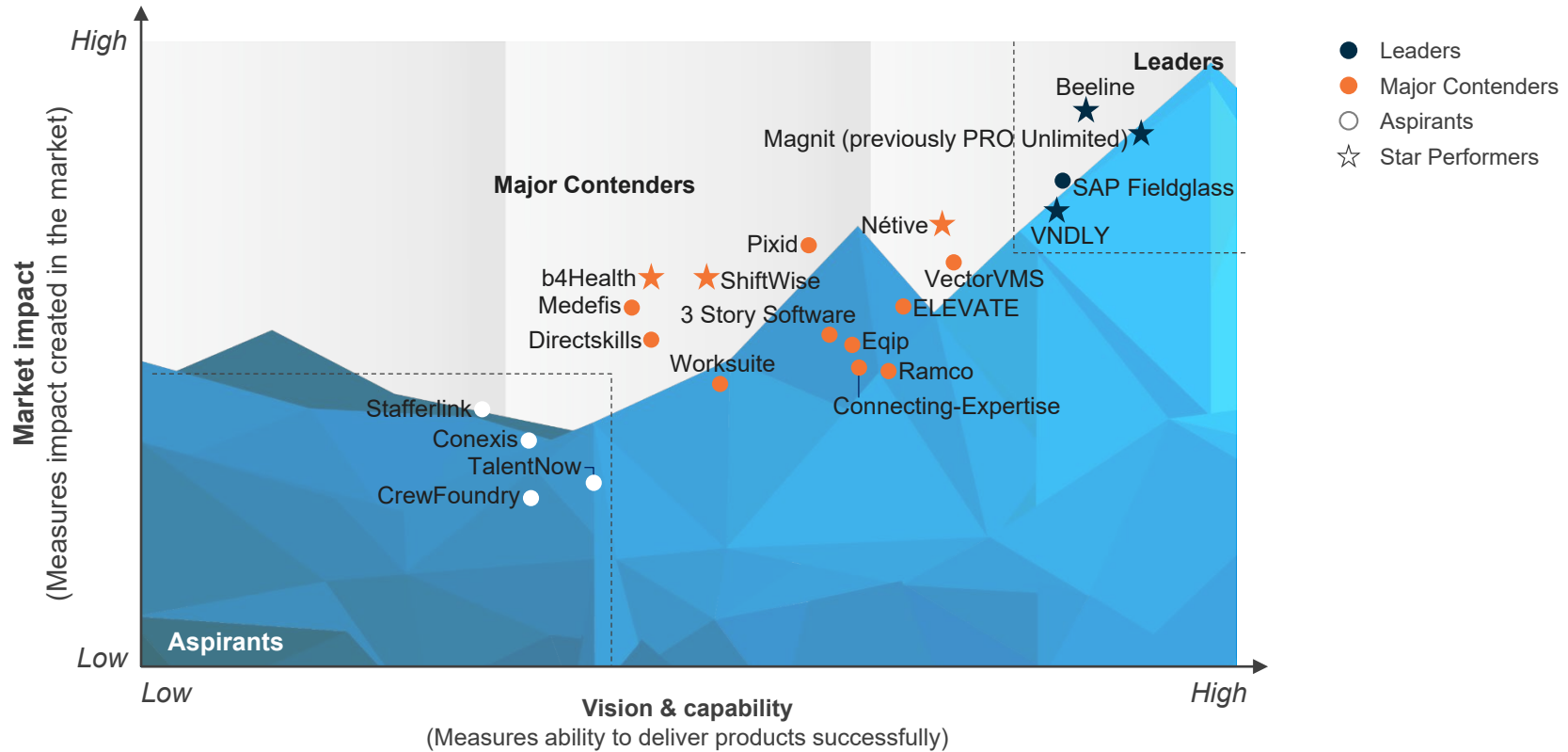


Technology vendors
21 leading VMS technology vendors

Everest Group PEAK Matrix®

Vendor Management System (VMS) Products PEAK Matrix® Assessment 2022 | Magnit (previously PRO Unlimited) positioned as Leader and Star Performer

Everest Group Vendor Management System (VMS) Products PEAK Matrix® Assessment 2022^{1,2,3}



1 Assessment for WorkSuite among Major Contenders and all Aspirants (except Conexis) excludes provider inputs. The analysis for these providers is based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with VMS buyers. For these companies, Everest Group's data for assessment may be less complete.

2 Connecting-Expertise was acquired by Pixid Group in December 2020; however, it continues to operate as a separate company / WorkSuite was formerly called Shortlist (the company has undergone rebranding recently).

3 Some of the other major VMS players such as Coupa, SimplifyVMS, and SmartERP are not positioned on the PEAK due to lack of tangible data on them.

Source: Everest Group (2022)

Magnit (previously PRO Unlimited) | VMS profile (page 1 of 6)

Overview

Company overview

Magnit (previously PRO Unlimited) offers workforce management solutions and a partner ecosystem supported by data, software, intelligence, and services to its clients to meet their flexible workforce needs. Magnit's integrated workforce management platform supports organizations' end-to-end contingent workforce needs by providing the required capabilities and functionalities. Headquartered in Burlingame, California, with its international headquarters in London, England, Magnit has been serving global brands and organizations for more than 30 years.

Key leaders

- Kevin Akeroyd, Chief Executive Officer
- Joe Hanna, Chief Product Officer
- Gregg Spratto, President & Chief Transformation Officer
- Jessica Kane, Chief Client Officer
- Don Matejko, Chief Revenue Officer

Headquarters: Burlingame, California, US

Website: www.prounlimited.com

Suite of services:

Magnit's VMS platform, Wand®, is a solution for managing contingent workforce. It is a pureplay native mobile, tablet, and wearable VMS in the market. It delivers a comprehensive talent management solution across various devices and platforms. It centralizes contingent workforce management – including temporary labor, independent contractors, Statement Of Work (SOW)-based engagements, and direct-sourced contractors – into one cloud-based platform. This is accomplished via an omnichannel experience for the web, mobile devices, tablets, and wearables.

Version number: not disclosed

Release date: not disclosed

MSP partners

Magnit offers a stand-alone VMS (Wand®) in addition to its fully integrated Saas, DaaS, Talent Intelligence, Employer of Record, and MSP offering.





Market adoption and partnership overview (2021)

- VMS Spend Under Management (SUM): US\$16 billion
- Number of active VMS clients: 490
- Number of FTEs: ~2,600
- Number of countries served: 119
- Total number of formal partners: not disclosed

Recent developments

- Magnit formed strategic partnership with Ceridian to further enhance its worker experience solution with on-demand pay
- Magnit & Glider AI announced a new strategic partnership to optimize contingent worker hiring
- Magnit enhanced direct sourcing and worker experience solutions with acquisition of WillHire
- Magnit acquired Workforce Logiq via agreement with EQT Private Equity to build a global workforce management solutions provider
- Magnit entered new phase of growth by partnering with EQT Private Equity

Key clients

				4 out of top 5 FAANG companies	3 out of the top 5 insurance companies	3 out of the top 10 healthcare companies
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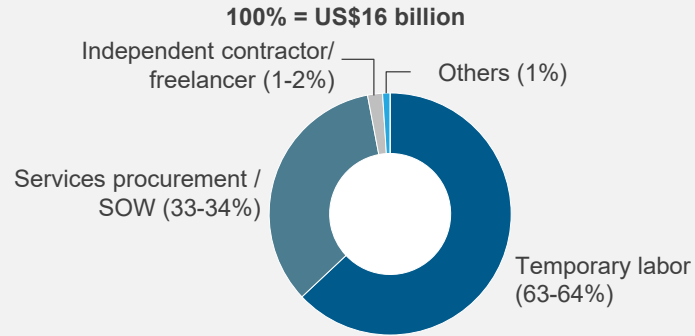
Other key partners

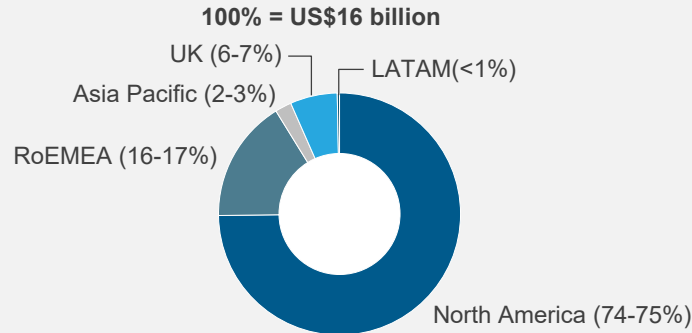
Magnit (previously PRO Unlimited) | VMS profile (page 2 of 6)

Portfolio

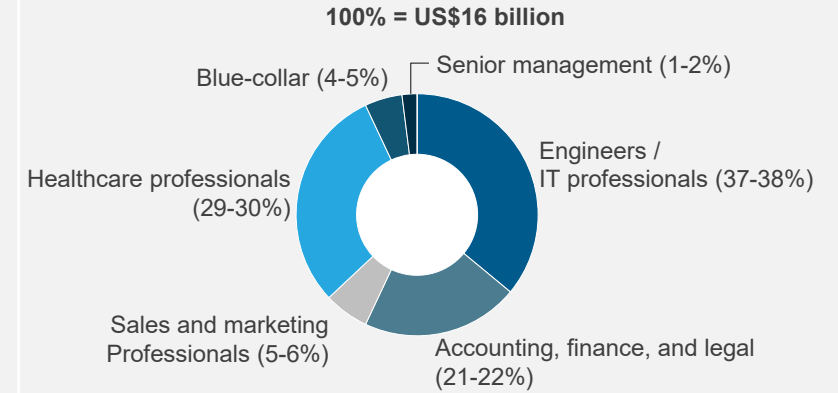
Split of VMS spend managed by labor type in 2021



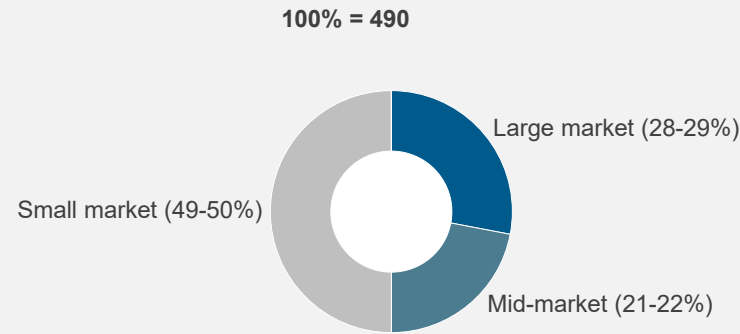
Split of VMS spend managed by geography in 2021



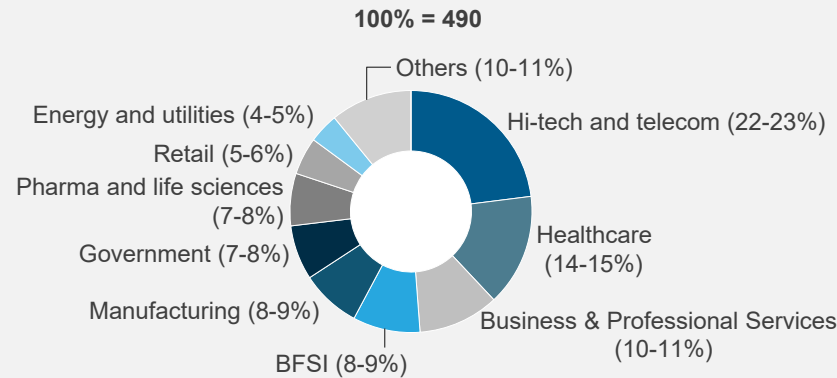
Split of VMS spend managed by job family in 2021



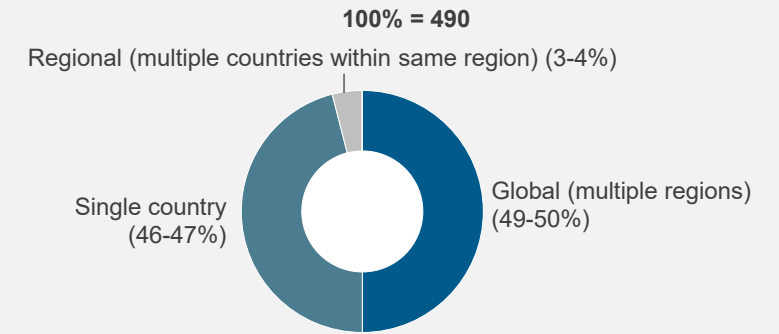
Split of VMS clients by buyer size in 2021



Split of VMS clients by buyer industry in 2021



Split of VMS clients by geographic scope in 2021



Note: Percentages have been rounded to the nearest integer percentage, hence they may not add up to 100%

Magnit (previously PRO Unlimited) | VMS profile (page 3 of 6)

Product functionalities

■ Available
 ■ In the roadmap
 ■ Available via partner
 ■ Not available

Functionalities across modules

Temporary labor management	Requisition hierarchy management	Tiered supplier lists and rotations	Candidate assessments (screening / technical / aptitude tests)	Asset tracking and management
	Rate management (breakdown by taxes, burden, and statutory costs)		Three-way invoicing when an MSP is involved	Supplier self-billing of invoices
Services procurement / SOW management	Headcount tracking	Procure-to-Pay (P2P) and administration activities (invoicing, billing, and payments)	Milestone/deliverable-based project management	RFx (RFI/RFP) for vendor sourcing
	Assessment and evaluation of bids		Contract negotiation and SOW creation	
Independent Contractor (IC) management / direct sourcing	Separate interface and defined workflow for IC requisitioning	IC bidding across multiple channels	Rate card for ICs	Worker classification evaluation as per local regulations to manage risk
	Private talent pool creation and management	Candidates sourcing from external marketplaces	Communicate/engage with talent pools	Vendor marketplace (vendors with talent pools)
Healthcare-specific capabilities	Dedicated/integrated module for managing healthcare workers (locums, per diems, travel nurses, etc.)	One day shifts management	Shift management on specific days (e.g., M-W-F-only shifts)	Worker can swap shifts on an assignment
	Credentialing management (tracking, automatic notifications for expiring credentials, etc.)	Separate compliance module to track client-specific requirements	Encrypted fields in the compliance module to protect sensitive data	Float pool management
Implementation and support	SOC2 certification	Offered as a SaaS product	Multi-tenant architecture	Hosted on private cloud
	Hosted on public cloud	Both online/classroom training	Training in multiple languages	24/7 customer support

Magnit (previously PRO Unlimited) | VMS profile (page 4 of 6)

Other capabilities

■ Available
 ■ In the roadmap
 ■ Available via partner
 ■ Not available

Capability & offerings

Reporting and analytics	Tracking and reporting	Descriptive analytics	Predictive & prescriptive analytics	Interactive widget-based dashboards
	Customized / ad hoc reports for clients	Reports/data download (in formats such as PDF and Excel)	Supplier performance assessment analytics	Peer benchmarking
	Services procurement / SOW-specific analytics		Integrations with third-party market data sources (rate/salary data, talent demand-supply data, etc.)	
Self service and User Interface (UI) / User Experience (UX)	Guided workflow / decision tree (for selecting right requisition options)	In-app virtual assistant bot	Dedicated mobile application for hiring managers	Dedicated mobile application for workers
	Dedicated mobile application for suppliers		Digital Adoption Platform (DAP) capability ¹	
Advanced features and next-generation capabilities	Candidate matching and ranking/scoring	Artificial Intelligence (AI) / Machine Learning (ML) leverage	Automated interview scheduling	Chatbot / chat functionality for stakeholder communication
	RPA leverage		Personalized recommendations for better decision making (based on user preferences, previously used templates, historic data, etc.)	











Unique capabilities & offerings

- Manage, source, and procure talent in a multi-tenant integrated workforce management platform including Wand VMS, RatePoint, Daas, Engage and Direct Source PRO. Gain insights across the complete contingent workforce lifecycle backed by the largest contingent workforce data ocean in the industry. Native mobile applications for hiring managers, workers, and suppliers. Additionally, iPad and Apple Watch apps for managers
- Wand Discovery, a business intelligence solution that provides advanced analytics capability
- Peer and rate benchmarking tools with comprehensive and detailed drill-down options; underlying data gathered from multiple internal and external sources
- RatePoint provides on-demand rate and hiring intelligence for different positions globally
- Direct Source PRO is the advanced direct sourcing offering with a full end-to-end SaaS solution leveraging neural networks / machine learning and curation services
- Integrated with every major ERP/HRIS or third-party system
- Unprecedented visibility and (end-to-end) management across the entire contingent workforce
- Access to PRO's NorthStar HCM team for advanced data and analytics
- Integrations and communication with Freelancer Management Systems
- Faster time-to-fill, improved talent quality
- Directly interact with most comprehensive dataset with 170B+ data points for contingent labor, SOW labor, and salaried labor in the world

Magnit (previously PRO Unlimited) | VMS profile (page 5 of 6)

Everest Group assessment – Leader and Star Performer

Measure of capability:  Low  High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Core technology capability	Emerging/differentiating capability	Implementation, UI/UX, and support	Engagement and commercial model	Overall
									

Strengths

- Magnit is a US-based provider of solutions for the procurement and management of contingent labor to clients globally. Apart from its proprietary VMS solution, Wand, it also offers MSP, direct sourcing, market intelligence, and payrolling solutions to its clients
- Wand has good experience in catering to clients of all sizes. It also has a well-established presence across all major industries. It has significant experience and expertise in managing all contingent categories including temporary labor, services procurement / Statement of Work (SOW), and Independent Contractors (ICs)
- It is continuously adding several technologies to its suite through both organic and inorganic investments to meet the end-to-end talent management needs of its clients
 - It acquired Workforce Logiq, a VMS, MSP, RPO, direct sourcing, payrolling, and talent analytics provider, to strengthen its core offerings, and expand its geographic presence
 - It has also been able to achieve significant expansion into the direct sourcing space with its clients, backed by its recent acquisition of WillHire and strategic partnership with eightfold.ai
- Wand also has strong capabilities on the healthcare side backed by its sister company Right Sourcing, which has significant experience in the healthcare MSP space. It supports the entire gamut of workflow and requirements for the healthcare industry











Limitations

- While Magnit has strengthened its global capabilities and supports multiple currencies and languages, its current client base is the strongest in North America. Clients beyond North America, looking for a completely localized solution, need to evaluate its capabilities vis-à-vis their requirements
- Magnit now offers Wand as a stand-alone product. Considering that it was traditionally offered as a bundled solution along with its MSP, clients need to carefully evaluate the access to features and functionalities available to them, particularly if a third-party MSP is involved
- While Magnit has been making significant capability enhancements in areas such as direct sourcing and analytics, clients should evaluate the extent of integration vis-a-vis their needs to benefit from these solutions and have an integrated experience
- While it is making investments to enhance its shift scheduling functionalities to manage a blue-collar workforce, enterprises should carefully evaluate the depth and breadth of these capabilities vis-à-vis their requirements

Magnit (previously PRO Unlimited) | VMS profile (page 6 of 6)

Everest Group assessment – Leader and Star Performer

Measure of capability:  Low  High

Market impact				Vision & capability					
Market adoption	Portfolio mix	Value delivered	Overall	Vision and strategy	Core technology capability	Emerging/differentiating capability	Implementation, UI/UX, and support	Engagement and commercial model	Overall
									

Strengths

- Wand is an advanced multi-tenant omnichannel VMS with a good UI/UX and is supported across web, mobile, tablet, and wearables
 - It is one of the few VMSs in the market with dedicated mobile applications for managers, workers, and suppliers
 - Referenced clients were particularly appreciative of the ease of use and intuitiveness of the platform
- It has a strong analytics portal, Wand Discovery, which provides workforce analytics and actionable insights
 - It offers rate benchmarking through its agile RatePoint platform. It continuously incorporates features and dashboards to provide the most relevant insights to its clients
 - With the acquisition of Workforce Logiq, it now has access to IQ Analytics CenterSM and ENGAGE Talent, which provides it with market data and AI-driven models for discovering, acquiring, and retaining talent
- Referenced clients further highlighted relationship management and accountability as its key strengths

Limitations

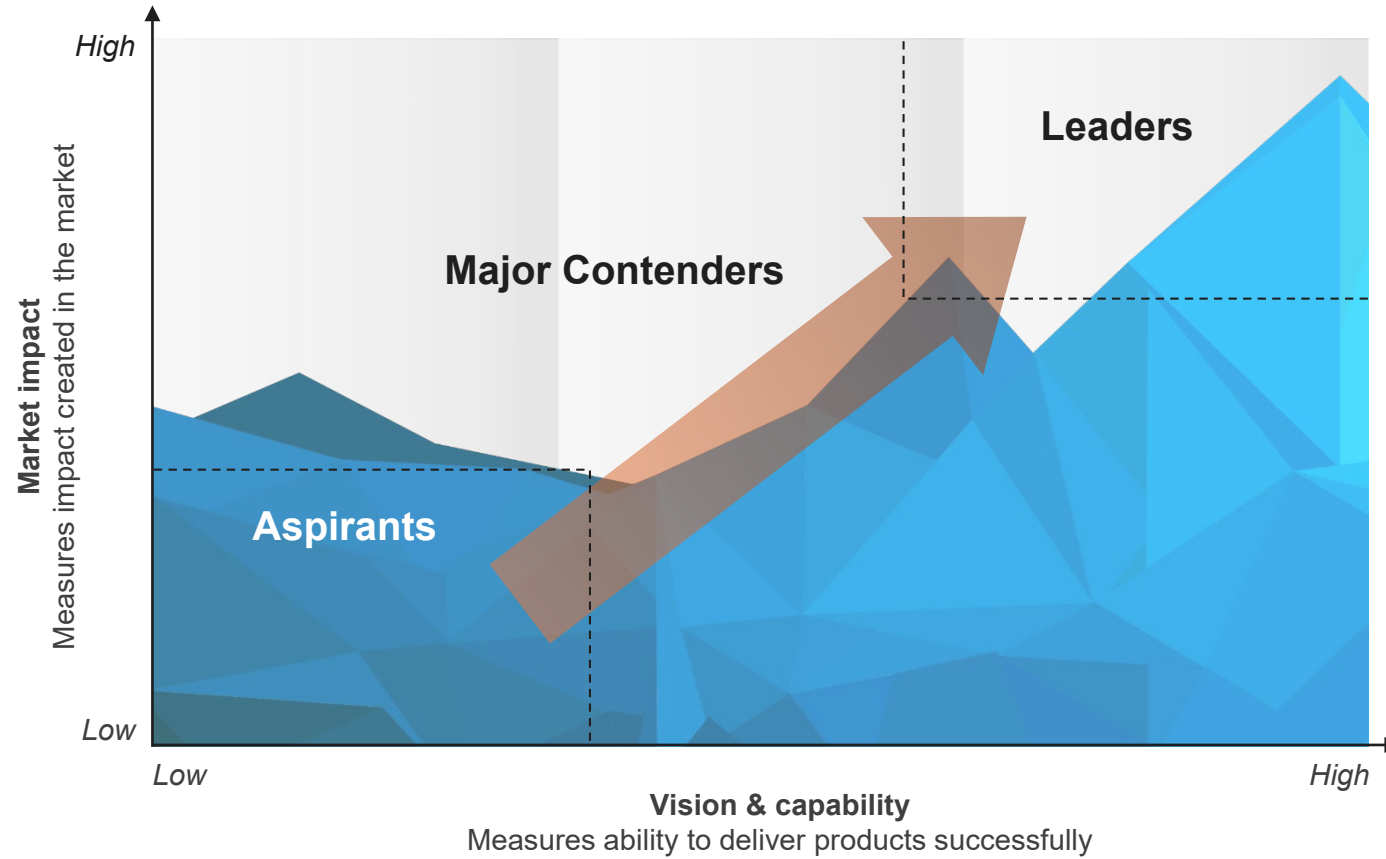
- While appreciating its ease of use, referenced clients highlighted lack of an automated interview scheduling functionality as a limitation
- Referenced clients also highlighted the scope for Magnit to be more proactive in sharing its product features and developments to help clients take advantage and leverage the entire suite of functionalities in the VMS

Appendix

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision & capability



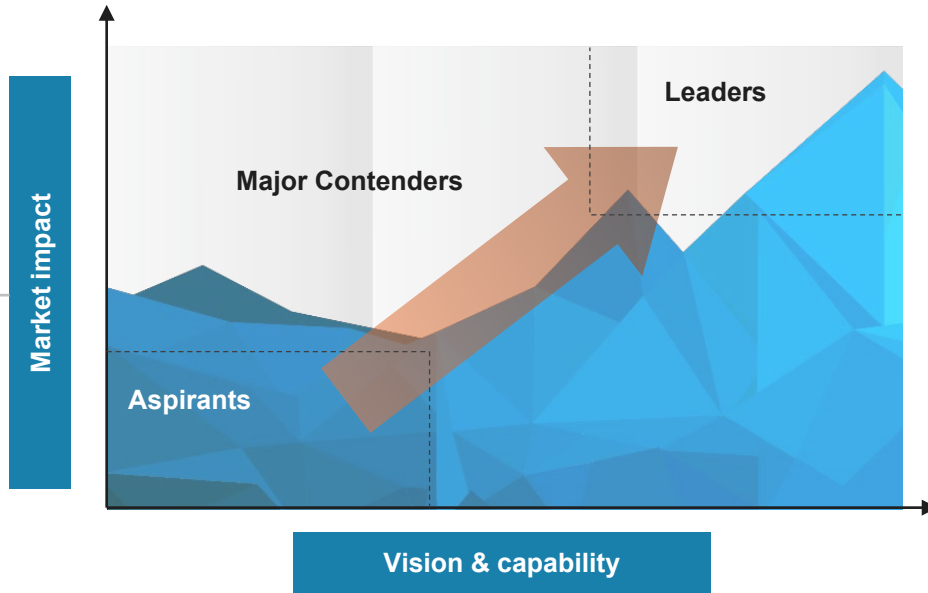
Everest Group PEAK Matrix



Products PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption
Number of clients, revenue base, and YOY growth
Portfolio mix
Diversity of client base across industries, geographies, environments, enterprise size class
Value delivered
Value delivered to the client based on customer feedback and other measures



Measures ability to deliver products successfully. This is captured through five subdimensions

Vision and strategy	Core technology capability	Emerging/differentiating capability	Implementation, UI/UX, and support	Engagement and commercial model
Vision for the client and itself; future roadmap and strategy	Technical sophistication and breadth/depth across the technology suite	Capabilities related to emerging categories such as services procurement, independent contractor management, and healthcare	Configurability/customize-ability, hosting and tenancy, integration, training, and security; user interface, and user experience	Progressiveness, effectiveness, and flexibility of engagement and commercial models

FAQs

Does the PEAK Matrix® assessment incorporate any subjective criteria?

Everest Group's PEAK Matrix assessment adopts an unbiased and fact-based approach (leveraging service provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information). In addition, these results are validated / fine-tuned based on our market experience, buyer interaction, and provider/vendor briefings

Is being a “Major Contender” or “Aspirant” on the PEAK Matrix, an unfavorable outcome?

No. The PEAK Matrix highlights and positions only the best-in-class service providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition

What other aspects of PEAK Matrix assessment are relevant to buyers and providers besides the “PEAK Matrix position”?

A PEAK Matrix position is only one aspect of Everest Group's overall assessment. In addition to assigning a “Leader”, “Major Contender,” or “Aspirant” title, Everest Group highlights the distinctive capabilities and unique attributes of all the PEAK Matrix providers assessed in its report. The detailed metric-level assessment and associated commentary is helpful for buyers in selecting particular providers/vendors for their specific requirements. It also helps providers/vendors showcase their strengths in specific areas

What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

- Participation incentives for buyers include a summary of key findings from the PEAK Matrix assessment
- Participation incentives for providers/vendors include adequate representation and recognition of their capabilities/success in the market place, and a copy of their own “profile” that is published by Everest Group as part of the “compendium of PEAK Matrix providers” profiles

What is the process for a service provider / technology vendor to leverage their PEAK Matrix positioning and/or “Star Performer” status ?

- Providers/vendors can use their PEAK Matrix positioning or “Star Performer” rating in multiple ways including:
 - Issue a press release declaring their positioning. See [citation policies](#)
 - Customized PEAK Matrix profile for circulation (with clients, prospects, etc.)
 - Quotes from Everest Group analysts could be disseminated to the media
 - Leverage PEAK Matrix branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)
- The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with the designated POC at Everest Group.

Does the PEAK Matrix evaluation criteria change over a period of time?

PEAK Matrix assessments are designed to serve present and future needs of the enterprises. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality as well as serve the future expectations of enterprises



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