

Ceridian Displays Future-of-Work Savvy with Acquisition of Artificial Intelligence Startup Ideal

What Happened

In late April, [Ceridian announced](#) that it would be acquiring Ideal. The “talent intelligence software” that Ideal created draws on artificial intelligence–derived insights into the workforce. With these insights, employers become more effective in cultivating and attracting talent.

Ceridian has displayed a keen understanding of where to focus next, and when. When the industry landscape needed a strong voice for straightforward HCM, Ceridian acquired Dayforce. The goal was to greatly improve the efficiency of HCM. The goal now, with Ideal, is to prepare for the future of work.

Background

For years, Ceridian has displayed a keen understanding of where to focus next, and when. When the industry needed a strong voice for straightforward HCM technology, Ceridian acquired Dayforce and became an effective mantle-bearer for the idea that you should consolidate data sets into one and employ just one application to handle as much of HCM as possible. The goal then was to improve the efficiency of HCM. The goal now, with the acquisition of Ideal, is to prepare for the future of work.

The addition of Ideal is, furthermore, in keeping with the steady hand of Ossip’s methodical, visionary leadership as Ceridian’s chairman and chief executive officer. In Dayforce HCM, the company first built an end-to-end suite in-house, organically. Pursuing an ability to provide breadth internationally in HCM and in global payroll, on-demand pay, and more, Ceridian then strengthened its core competencies further through acquisitions, partnerships, and homegrown innovation. Most recently, for example, [Ceridian deepened its reach into APJ by acquiring Ascender](#) in March 2021. The next logical step for the vendor is to dive deeply into AI.

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AT A GLANCE

What Happened

Ceridian Acquires Ideal

Background

- Ceridian has made a long string of smart moves via partnerships, innovation, and acquisition ever since making Dayforce the vendor’s centerpiece HCM technology
- The next logical step for Ceridian is to dive deeply into AI and prepare for—and help usher in—the future of work

Significance

- The future of work we want is impossible to achieve without AI
- Vendors that take proper, decisive, bold steps in this area now will prevail over the long term
- The acquisition of Ideal positions Dayforce HCM nicely for the future of work
- Capabilities in Ideal equip Ceridian to meet employers’ needs DEI

AI is where vendors of technology for the employee experience must differentiate themselves in the coming years. Vendors that take carefully calculated, decisive, bold steps in this area now will prevail over the long term.

Significance

3Sixty Insights' view is that the future of work we want is impossible to achieve without AI. Essential to an eventual future of mostly gig-based work will be AI capable of handling the velocity of evolving circumstances that an organization's talent (and need for it) will produce. 3Sixty Insights has elaborated on why [here](#) and [here](#). Highly subjective and slow, human decision-making will become an obstacle to handling this velocity. It lacks the agility necessary to accommodate or facilitate the rapid pace of adaptation that will emerge and, because of this, will become incapable of consistently or even occasionally informing and supporting positive outcomes for the

employee experience.

AI is where vendors of technology for the employee experience must differentiate themselves in the coming years. Vendors that take carefully calculated, decisive, bold steps in this area now will prevail over the long term. Meanwhile, the acquisition of Ideal provides AI immediately applicable to the pressing, current needs of Ceridian customers. Specifically, Ideal's Diversity, Equity, and Inclusion intelligence system furnishes users of

Dayforce HCM with an off-the-shelf means to support their DEI efforts.

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"Any HCM technology vendor that is doing the work now to thread real AI through the software suite is planning well for the future of work and for today," says Brent Skinner, 3Sixty Insights co-founder and director and principal analyst of the human capital

management practice.

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Brent Skinner
Co-Founder
Director & Principal Analyst
3Sixty Insights

3Sixty Insights Inc. Navigating the Information Technology Buying Process.

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