

# Inside UKG Spring Global Analyst Day:

## Insights, innovation, and what's next for learning & talent development

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UKG launched a refreshed executive team and perspective to more than 30 analysts from around the globe at their Spring Analyst day in sunny Florida. From intimate connections with the UKG team to vision-setting discussions and detailed demos, the event offered a behind the scenes peek at the future of UKG – and how they are propelling themselves and the market toward the Now of Work.



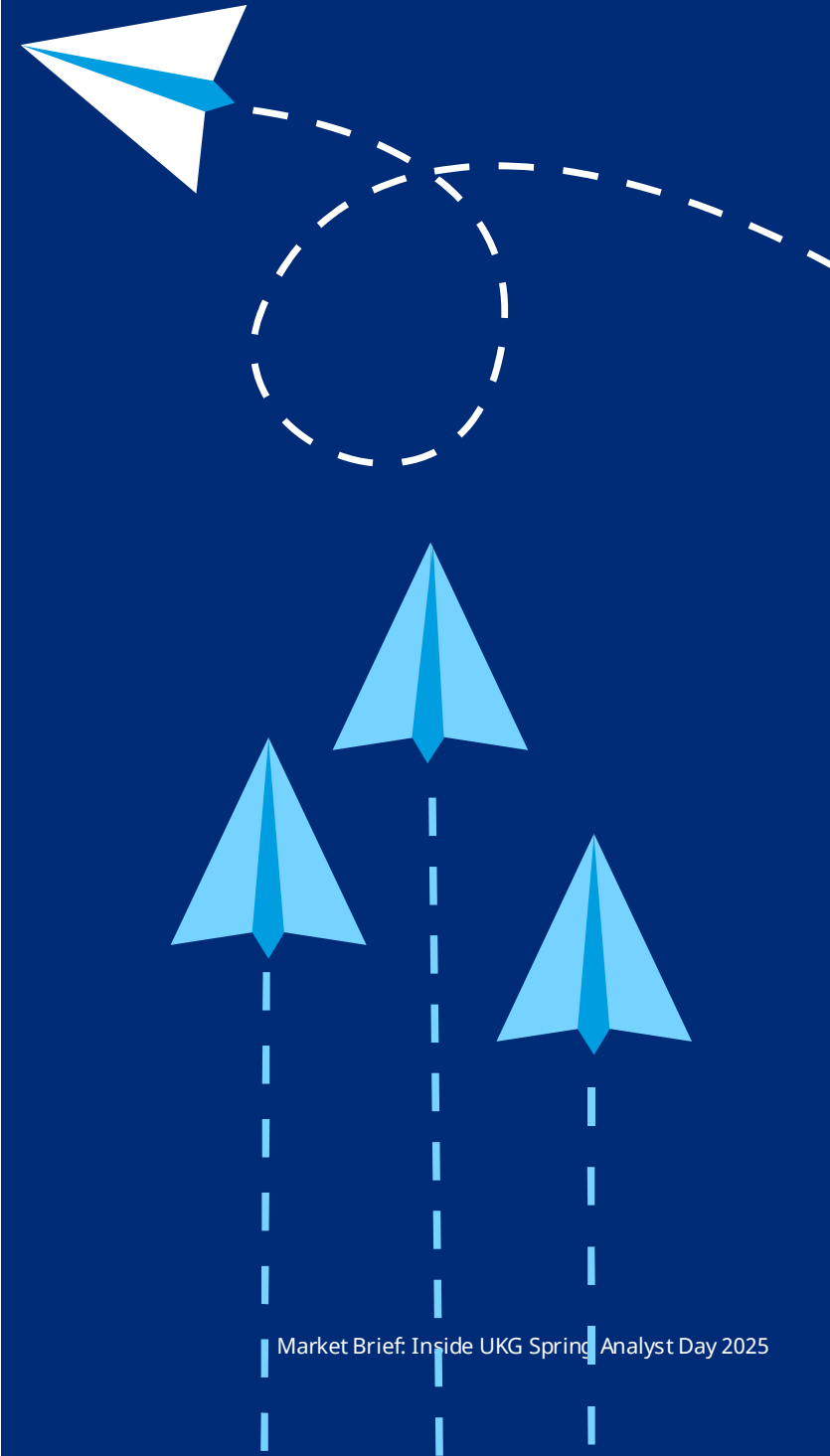
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## Introduction

UKG just wrapped their spring global analyst day for 2025 – a twice-yearly opportunity for analysts to connect with UKG leaders and dive deep into vision, innovation, and progress.

This wasn't the UKG the market has come to know: these 36 hours buzzed with refreshed vision, renewed purpose, invigorated leaders, and a mindset for the future.





## The Future is Bryte

Ten months into her tenure as CEO at the helm of UKG, Jen Morgan exudes the confidence of a leader who knows exactly how to propel her team into the future. Sharing her vision and mindset for an AI company powered by a workforce operating platform that allows companies to manage and pay their workforce. It's a departure from the traditional HCM module approach that has gotten UKG to where they are today, but a necessary one as UKG charts a path and vision for a world of work that is connected, boundaryless, and personalized.

Several themes emerged across a message reinforcing the new UKG:

- **AI-first platform powering all industries**
- **Communications and engagement**
- **Connecting the front office to the frontline**
- **Insights for the workforce and the people that power it**

UKG is architecting technology to support humans in the flow of work with a multi-year transformation into a real-time platform that is unified throughout the entire suite. This includes continued investment in both UKG Ready and UKG Pro globally, with further investment in its Bryte AI and additional connected agents to meet their clients at the cross-section of insight and service to people. And with that service to people and a continued focus on the frontline, UKG is leaning into architecting an environment that develops trust and confidence. Grounding in an AI-first, conversational suite, UKG is architecting a workforce platform that is personal, adaptive, and simple.

## Key themes

Several themes consistently emerged:

1

### AI-first innovation, without borders

**“We’re evolving into an AI company powered by a workforce platform, versus a company that does HCM” – Jen Morgan**

AI companies are global and borderless, delivering an intelligent, observable, and extensible platform. UKG’s product strategy is now anchored firmly in the integration of generative AI, machine learning, and advanced analytics that fuel their intent to dominate the workforce + people analytics category. They’re delivering products that architect a conversational relationship between users and its products with the goal of abolishing the notion of a “home page,” instead focusing on personalization and journeys that are fluid and adaptive.

2

### Community and Collaboration

UKG is showcasing a mature understanding of how its platform fits within the fabric of an organization’s transformation journey by allowing co-development and collaboration through UKG’s Flexplatform and partnering with ServiceNow’s capabilities.

By connecting front-end employee experiences with back-end operational execution, the collaboration allows for efficient handling of complex tasks, like onboarding, scheduling, and compliance. This partnership not only streamlines operations but also enhances employee experiences by focusing on critical, high-impact moments. As organizations seek more cohesive and intelligent workforce solutions, this move positions UKG as a forward-looking leader in the work tech space.



# 3

## Hyperfocus on the frontline

UKG has historically focused on verticals with large frontline employee populations with its workforce management (WFM) and payroll capabilities. It continues with refreshed positioning that underscores a hyperfocus on the frontline, branding itself as the platform that serves the “front office to the frontline.” This transition underscores UKG’s dedication to enabling organizations to plan effectively on a large scale, enhancing labor productivity and efficiency. It also promises necessary tools and services to facilitate digital transformation, regardless of the size or location of the organization. With the introduction of UKG Emerald Experience to deliver premium support and renewed investment in HR as a Service (currently human-resourced with AI agent support), UKG is demonstrating success in delivering the services and tools it is promising.

# 4

## Insights for the workforce and the people that power it

There is tremendous power in the intersection of workforce insights and better serving the workforce, and UKG recognizes this. Ongoing investment in the UKG People Fabric, which enhances the data model by integrating real-time data and linking various systems, will deliver the workforce insights that organizations require. This runs alongside an AI-first vision grounded in real, digestible applications like scheduling and workforce management to architect adaptive and personal journeys for employees to fulfill the people promise.

The data, tools, and agents are live, but the real opportunity is in how organizations can turn these into insights and experiences that enable better human outcomes, not just operational efficiency. Now UKG must execute.





## Our advice

### To UKG

The intent to become an AI company powered by a workforce operating platform is an evolution we like to see. AI innovation is moving rapidly, and vendors like UKG can and should lead the way.

From payroll and workforce management agents to assist your customers in focusing on more meaningful tasks rather than mundane ones, the array of tools available now—and on the horizon—is truly remarkable. These include dynamic labor management, strategic workforce planning, and candidate sourcing agents. **The task ahead is to assist your customer in their digital transformation and maturity journey, ensuring they are well-prepared to embrace current and future innovations. This will enable them to fully leverage your capabilities.**

It's invigorating and progressive to observe the executive team actively fostering internal trust and assisting customers in developing their own organizations, particularly in this time of swift change and unpredictability. Fostering a culture where employees feel secure, comprehend objectives, and receive regular two-way feedback is essential. It is the recognition of the significance of trust, safety, and open dialogue that will drive success forward.

As you continue to transform as an organization and as a tool, you have a responsibility to help customers assess their digital maturity and support readiness to enable adoption. Now it feels like the market is looking at the future, not the present. Actual customers remain hesitant and skeptical on your ability to execute, so while the tools may be visionary, you need to **meet customers where they are, deliver on commitments, and guide them** in building the foundation that allows AI to deliver on its promise.

### To the market

The UKG of today and the future is not the same UKG from even six months ago. The executive team has a vision that represents the present and the future of how tools will be utilized to support you and your employees. Now, more than ever, it is essential to assess how your organization is utilizing the innovations provided by vendors. This evaluation should focus on creating personal, adaptive, and streamlined experiences that integrate seamlessly into the workflow. Doing so will enhance engagement, improve efficiency, and provide the insights necessary for success in both the present and the future of work.

UKG's pivot to an AI company powered by a workforce platform, from the "front office for the frontline," reflects the need to elevate the experience and effectiveness of all workforce segments. To lead through the current moment, leaders cannot rely on the same processes and tools that existed in the past. Instead, it's time to embrace innovation, rethink the ways your employees work, and consider your vision for your organization with a partner that can support digital transformation with tools and the foundation of compliance and insights you need.

