

Dayforce Discover 2025

Tapping into the work you're meant to do

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The Dayforce Discover 2025 conference just wrapped in Las Vegas bringing together Dayforce customers and prospects with industry analysts, partners, and the Dayforce team. This year's event followed the market-shifting announcement of the upcoming acquisition of Dayforce by private equity firm, Thoma Bravo, for \$12.3B. With the acquisition winds propelling Dayforce ahead, the conference highlighted developments in both product and positioning.



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Introduction

The Dayforce Discover conference provides an opportunity for Dayforce's customers, prospects, and industry analysts to connect and explore the latest updates from the "AI-powered, People Solution".

The theme, "do the work you're meant to do" underscores Dayforce's focus of shifting the burden of complexity away from HR leaders and employees by automating processes and embedding intelligence into their HCM suite of solutions.

Dayforce positioned itself as a platform built for *practical transformation*: One that helps organizations turn AI hype into measurable business value. Yet, the tone of Discover was also grounded, demonstrating a clear understanding and recognition that most organizations are not ready for applications of AI beyond applying it to existing processes.





A Clear and Practical Vision

Unsurprisingly, the product updates at **Dayforce Discover** centered around AI, not as a headline grab, but as tooling designed to automate and simplify the realities of a complex, global workforce. **CEO David Ossip** and **Chief Product & Technology Officer Joe Korngiebel** anchored the conversation in what Dayforce does best: meeting workforce complexity head-on through a three-pronged strategy: **Technology Advancement**, to solve **Workforce Complexity**, in support of **Strategic People Operations**.

The pace of innovation was impressive, yet at times overwhelming with the path from possibility to impact that can feel murky. The message from Dayforce was clear: pick somewhere to start and “*do the work you’re meant to do.*”

But in practice, that’s where many organizations stall. The instinct to “just start” often clashes with uncertainty. *Where do we start? What if we start in the wrong place?* It can become a quiet loop of inaction, where transformation feels perpetually just out of reach. That’s why the **real message** at Discover wasn’t about starting anywhere, it was about **starting where the friction lives**.

Friction is where work feels unnecessarily hard. It’s where process and purpose have drifted apart. It’s where talented people spend more time navigating systems than delivering value. Friction is the “invisible tax” we pay for complexity, and it’s the clearest signal of where to apply technology next. When you use AI to remove friction you start to see real transformation. You free managers to lead instead of administrate. You give employees access instead of obstacles. You create flow, not just efficiency.

So yes, “do the work you’re meant to do.” But first, **find the friction that’s keeping your people from doing theirs**. That’s where transformation actually begins.





Celebrating customer success

With an impressive 98% customer retention rate, Dayforce continues to invest in supporting customers through measurable ROI regardless of geography.

Sherwin Williams cited a 37% reduction in payroll process redundancies, while Chosen Foods has achieved an impressive 60% decrease in time to complete payroll. In addition, Dayforce continues to win in large global organizations where pay and time complexities exist across multiple geographies including a large German multinational manufacturing company that required complex rule calculations.

In our own interview with one of Dayforce's mid-sized customers, the excitement about the platform's offering was clear: The all-in-one solution has allowed for disparate systems and processes to be replaced by simplified, digital processes that not only make the experience better, but make data more readily available. At the same time, the sheer volume of new features and capabilities has created a challenge for customers to keep up, presenting a challenge to realizing full value from the investment.



Innovation for Automation

With an emphasis on workforce complexity, Dayforce confidently showcased innovation and advancements intended to support the automation and intricacies of compliance and people operations. Delivering on product enhancements previously promised on their roadmap, highlights included:

- **Dayforce AI Assistant Connector** – connecting to any agent across enterprise tools to orchestrate a single experience
- **Process enhancing agents** – including agents for recruiting, onboarding, time away from work, performance and career journeys
- **AI Workspace** to allow teams to build tools as well as an AI performance coach that allows managers to get insight on how to have more effective conversation with their teams
- **Strategic Workforce Planning** through their acquisition of **Agentnoon** that supports collaboration
- **Dayforce Payroll Integration** which finally opens up the Dayforce partner network to organizations who already have a preferred in-country payroll provider





Our advice

To Dayforce

You have found a way to meet your customers where they are in their AI journey and have focused your solution on meeting their immediate needs instead of showcasing advanced functionality. Continue to provide practical use-cases and applications but challenge yourselves to consider First Principles thinking and imagine a future where the processes that currently exist have not just been reimaged but architected to create an entirely new construct of work.

Recognize that the acquisition by Thoma Bravo has definitively placed you on a trajectory for accelerated growth and innovation. Celebrate the acquisition and bring the market and your customers along the journey to foster a culture of innovation, learning, and experimentation. Position Dayforce as the long-term partner, ready to meet your customers where they are, while reimaging the possibilities for the future. You've earned the right to win in global opportunities where compliance and complexity are critical.

To HR leaders

Dayforce has demonstrated the ability to support global and domestic organizations in a variety of segments through their complex compliance needs. They continue to deliver on roadmap commitments while making investments in resources and tools to enhance the solution.

By prioritizing real challenges over cutting-edge technology, Dayforce is meeting you where your specific pain points exist to leverage AI tools to address your organization's immediate needs.

Applying AI strategically means taking a structured approach. Start with the challenge and identify where friction exists in your operations. Identify your ideal state, and only then align the technology, tools, and AI capabilities.

Focusing on the right problems first drives adoption, builds trust, and reduces the risk of being overwhelmed by the capabilities of AI. Transformation isn't about adding more tools, it's about empowering people. Engage your teams in the process, build trust through communication and transparency, and let technology support instead of dictating your strategy.

