

Dayforce acquires Eloomi

Dayforce announced it has entered into an agreement to acquire Danish learning experience platform Eloomi to expand Dayforce's learning and development capabilities.

- Eloomi combines enterprise learning management system (LMS) capabilities with learning experience platform (LXP) capabilities including employee communications and mobile engagement, a content marketplace, and personalized learning paths for upskilling and reskilling.
- Eloomi's artificial intelligence (AI)-enabled capabilities augment content authoring and enable automated course generation, quiz development, and content translations.

The deal is expected to close in Q1 2024. Eloomi's cloud platform will be integrated with Dayforce to provide a common data model and user experience.



AT A GLANCE

The acquisition gives Dayforce a modern LMS and LXP offering. As HR leaders look to a more skills-based approach, a single data model and single experience across learning and talent will be important for real-time understanding of skills and skills gaps, employee succession planning, and labor planning and budgeting.



DEEP DIVE

Many traditional LMSes were focused on compliance and tracking learning objectives, not providing guidance to help employees find and complete training that prepares them for new roles and responsibilities. Dayforce can capitalize on the need of both its user base and new customers to replace old-school LMSes with a more future-proof LXP.



LONG VIEW

Although the Eloomi acquisition enhances Dayforce's capabilities to enable it to better compete against standalone LXPs, there are other areas where it can continue to build out its talent and learning portfolio, such as technology-enabled coaching.



MONEY: As we predicted in Valoir's 2024 Predictions, there will be more acquisitions in the employee experience (EX) space as changing valuations make smaller acquisitions more attractive.



MARKET: This acquisition, along with Dayforce's Ideal buy in 2021, signals a shift in Dayforce's acquisition strategy from core HCM and payroll market share expansion plays to moves to broaden its learning, talent, and people analytics portfolio.



PEOPLE: Eloomi's mobile-first employee communications and training capabilities will be particularly attractive to Dayforce's customer base with large front-line worker populations such as retail.



TECH: A single data platform is a key differentiation for Dayforce, unlike others that have expanded through acquisition. Rapid integration of Azure-based Eloomi will be important.