

HUMAN RESOURCES & COMPLIANCE TECHNOLOGY

SECTOR INSIGHTS

SEPTEMBER 2025



COOPER PARRY
CORPORATE FINANCE

REACH



SECTOR INSIGHTS & DRIVERS



CP Deals support innovators at the forefront of Human Resource and Compliance Technology to maximise value






The HR Technology landscape is rapidly evolving, driven by shifting workforce dynamics, heightened employee-experience expectations, and the increasing integration of AI and automation into HR processes. Businesses today must balance the challenges of hybrid and global workforces, complex payroll and compliance requirements, and rising cost pressures, all while competing to attract and retain talent.

This presents strong opportunities for HR Tech innovators offering scalable, data-driven and employee-focused solutions. At CP Deals, we understand the value drivers that fuel growth and help businesses maximise value in strategic investment and exit opportunities.

Sector Drivers

End to end HR solutions	Organisations are increasingly prioritising integrated HR platforms that unify talent acquisition, onboarding, payroll and performance management. This shift reflects a strategic move away from fragmented systems towards holistic, cloud-native solutions that enhance operational efficiency and employee experience.
Agentic and generative AI	The rapid advancement of agentic and generative AI is reshaping HR workflows - from automating routine tasks to generating predictive insights that optimise candidate selection and workforce planning. Platforms like Workday exemplify the transition from static automation to adaptive, intelligence-led talent ecosystems.
Flexible workforce enablement	As freelance and remote work models mature, HR tech is evolving to support dynamic workforce arrangements. Solutions inspired by platforms like Upwork and Fiverr are embedding compliance, productivity, and engagement tools to create seamless ecosystems for non-traditional talent.
Cloud native compliance	With increasing regulatory complexity, particularly around data privacy and employment law, HR platforms are embedding compliance as a foundational capability. This includes integrating KYC and pre-credentialing attributes into onboarding workflows, ensuring a secure and compliant workforce activation from day one.
Employee-focused experience platforms	Experience-led platforms are moving to the forefront, offering personalised engagement, wellbeing, and recognition tools. These systems are not only enhancing retention but also aligning with broader organisational goals around culture and productivity.

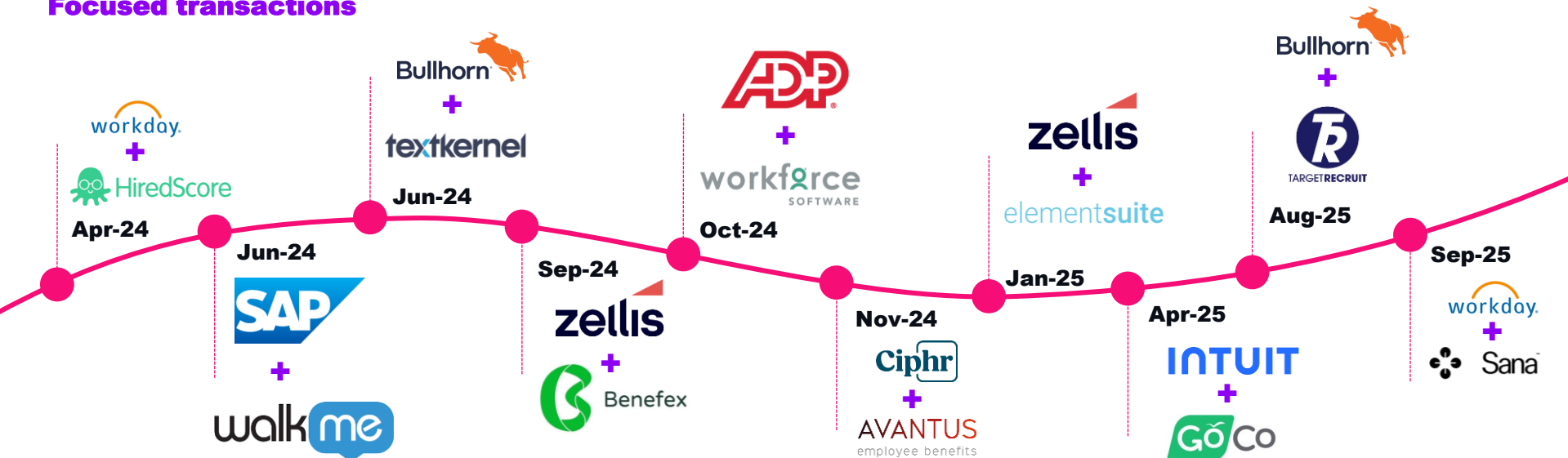
Company Value Drivers

	Scalable, Recurring Models
	AI-Driven Insights & Analytics
	Cloud-Native Integrated Solutions
	Data Flow and Interaction
	'Unified HR' Ready Technology

RECENT TRANSACTIONS

Investor and strategic buyer appetite for HR Tech is surging, driven by demand for scalable platforms that enhance workforce efficiency and employee experience

Focused transactions



Acquirer objective

AI & Talent Intelligence

- workday.
- Bullhorn
- Sana
- textkernel
- HiredScore

HCM Expansion

- ADP
- workforce SOFTWARE
- zellis
- elementsuite
- INTUIT
- GōCo

Benefits and Experience

- CiphR
- zellis
- AVANTUS employee benefits
- Benefex

Vertical & Platform expansion

- SAP
- Bullhorn
- walkme
- TARGET RECRUIT

CREDENTIALS – LEAD ADVISORY



OUR RECENT EXPERIENCE ADVISING LEADING HR AND COMPLIANCE BASED TECHNOLOGY BUSINESSES



COMPANY NAME

**TRUSTID
LIMITED**

DEAL TYPE

COMPANY SALE

COUNTRY

UNITED KINGDOM

INVESTOR

**THE CITATION
GROUP** / KKR, HG,
HARBOURVEST

INVESTOR COUNTRY

UNITED KINGDOM

SECTORS

COMPLIANCE TECHNOLOGY

IDENTITY VALIDATION (Right to Work)

COMPANY NAME

**CREDAS
TECHNOLOGIES**

DEAL TYPE

COMPANY SALE

COUNTRY

UNITED KINGDOM

INVESTOR

**DYE & DURHAM
INC**

INVESTOR COUNTRY

CANADA

SECTORS

COMPLIANCE TECHNOLOGY

IDENTITY VALIDATION (KYC / AML)

COMPANY NAME

**NOURISH CARE
SYSTEMS**

DEAL TYPE

MBO

COUNTRY

UNITED KINGDOM

INVESTOR

LIVINGBRIDGE

INVESTOR COUNTRY

UNITED KINGDOM

SECTORS

CARE MANAGEMENT SOFTWARE

CQC Regulation

ACTIVE BUYER POPULATION

The HR Technology market has an active buyer population, with several private equity-backed businesses eager to expand through acquisitions

CORE HRIS & HCM



- Consolidators want everything in-house, be it payroll, talent, learning, compliance or benefits.
- Acquiring best-in-class technology further enhances stickiness with enterprise level and SME customers.

Payroll, Workforce Management, Recruitment and Staffing



- Acquiring adjacencies to existing product offerings helps to pave the way into core HRIS & HCM. A roll-up opportunity exists for ATS, candidate engagement, onboarding and CRM.

Screening, Verification and Compliance



- Evolving standards for compliance and management of remote workforces require intuitive solutions.
- Screening and compliance business have an opportunity to expand further into adjacencies, and to move to employee monitoring.

Vertical Market Software



- VMS acquirers are looking for embedded, mission critical solutions with a strong organic case.
- Adjacencies such as critical workforce management of particular interest.

COMPLIANCE TECHNOLOGY SECTOR TEAM



NIALL CHANTRILL
PARTNER – CORPORATE FINANCE



Niall has been with Cooper Parry for 15 years and has spent all of that time working with privately owned companies and Private Equity clients operating across the mid-market. Niall has a strong focus on working with businesses and entrepreneurs in B2B software.

SIMON NICHOLS
PARTNER – TRANSACTION SERVICES



Simon leads the Cooper Parry Transaction Services team in London. He was previously a Partner at both Azets and KPMG. He has 25 years of experience in leading multi-disciplinary teams on global and domestic acquisitions, demergers, disposals and capital markets transactions.

COOPER PARRY DEALS

One integrated National CP Deals team of **over 100 people** covering Corporate Finance, Transaction Services, Transaction Tax, Debt Advisory, Management Advisory and Law. A focus on **deals typically in EV range of £10m - £200m**. Strong sector focus on Technology, Business Services, Healthcare and Automotive. **Located across 5 hubs** – Midlands, London, Manchester, Northern Ireland and Thames Valley.

MATT HELLIS
MANAGER – CORPORATE FINANCE



Matt works in the Corporate Finance Technology team at Cooper Parry, having trained in the firms' London Tech and High Growth team working with VC & PE backed clients in the B2B software space. Matt recently advised on the Sale of InfoSpectrum to Montagu-backed LLI, and the sale of TrustID to Citation.

HIEN VO
ASSOCIATE PARTNER – TRANSACTION SERVICES



Hien joined Cooper Parry in February 2024 with over 14 years of Deals experience in practice, including at EY, A&M and KPMG. He has led buy-side and sell-side due diligence on a wide range of corporate and PE clients based in the UK and overseas. His sector experience covers Technology, Software and IT managed services.

SARA THOMPSON
DIRECTOR – TRANSACTION TAX



Sara has >25 years experience in Tax, 15 of those with a Big 4 Transaction Tax team before joining CP in 2021. Sara has advised a range of buy-side and sell-side clients from mid-market PE, corporates and individuals to large listed and international entities on a range of restructurings, tax efficient acquisition/disposals, IPOs and tax due diligences.



**THAT'S THE END
BUT HOPEFULLY,
ONLY THE START
THANK YOU**



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