

UKG sales team leverages Sability to turn a tough prospect into a great client.

Situation

StubHub needed to rapidly stand up a global HR capability independent of eBay.

StubHub, a US-based ticket exchange and resale company, faced a tremendous amount of change in 2020. Not only was the company in the process of adjusting to its acquisition by Viagogo (from eBay), the COVID-19 pandemic negatively impacted the live events industry.

In an effort to establish balance, StubHub needed to rapidly implement a back-office support function globally for their information technology, finance, and human resources departments. Not only did the solution need to be implemented quickly, it also needed to be high quality, with an enterprise look and feel.

“StubHub was accustomed to a highly customized enterprise solution under eBay,” said Megan Hoffman, Director of Sales, West, at UKG (Ultimate Kronos Group). “After being acquired, StubHub’s needs and budget were smaller than eBay’s, but the expectations were still high.”

Solution

“[Sability is] able to provide a full implementation to the customer if the customer wants a hands off solution.”

UKG chose to work with Sability on the StubHub deal because of Sability’s proven reputation and past successes.

“The Sability team has a well-rounded portfolio of services,” said Megan. “They’re able to provide a full implementation to the customer if the customer wants a hands off solution.”

Together, Sability and UKG provided managed services, global payroll and the custom configured solution that StubHub needed. Not only did Sability bring their own services to the table, they also managed other vendors involved in the project. **CONTINUED**



Megan Hoffman
Director of Sales, West, UKG

“Sability was able to leverage its global payroll advisory, managed services, and system implementation capabilities to design a global delivery support model around UKG Pro. The partnership—along with the combination of services and technology—differentiated UKG from its competition and secured the win of StubHub. It was a fast-moving global transaction involving multiple vendors and client-side advisors.”



Solution CONTINUED



Sability was able to get this big solution in place so we don't have to worry about that."

Both Sability and UKG conducted a series of use-case driven demonstrations that focused on product functionality as well as the handoffs between business process, activity owners, and technology. As StubHub diligently ran its scenarios through the model, UKG and Sability demonstrated the model's ability to support all scenarios globally.

"Working with Sability on this was huge," said Megan. "We were able to sell StubHub purely on our technology. We didn't have to deal with figuring out how to build a business case or determining the return on investment. Sability was able to get this big solution in place so we don't have to worry about that."

The partnership between UKG and Sability proved a powerfully effective match. The companies were able to present a solution to StubHub in less than three weeks.

"We all jumped fast to work out how we could help StubHub," said Megan. "In a matter of a week and a half, we were able to come together to provide the customer with a really well-rounded solution. Sability was a rock in getting everything situated with us and putting together a plan."

RESULTS



StubHub selects UKG

The comprehensive solution offered by UKG beat out the incumbent, ADP, and Ceridian Dayforce.



Shorter sales cycle

StubHub needed a quick solution, and thanks to the partnership with Sability, UKG was able to close the deal in less than three weeks.



Supported sales cycle

Sability worked closely with all parties to quickly move the project forward.



Significant leadership

Sability collaborated with and managed the other vendors to provide a complete solution for StubHub.



Excellent customer experience

Working with Sability provides a seamless experience for StubHub and an easier selling experience for UKG.

Interoperability demonstrated with the following vendors:

- PlanSource (benefits administration)
- ActivPayroll (global payroll)
- Willis Towers Watson (benefits broker)
- NetSuite (ERP and UKG finance partner)
- Greenhouse (ATS solution)

UKG Product Selection:

- UKG Pro
- UKG Ready
- UKG Pro Onboarding
- UKG Pro Performance Reviews
- UKG Pro Succession
- UKG Pro Compensation
- UKG Pro Document Manager
- UKG Pro People Assist

Sability Services Selection:

- Managed Services
- Global Payroll Advisory
- System Implementation
- Strategy and Advisory Services