Large enterprises have long viewed human resources (HR) as a critical strategic asset. However, it remained little more than an administrative nuisance in the eyes of many small and midsize businesses (SMBs). That's been changing radically in recent years, thanks to a revolution in HR technology. A new generation of HR tech tools, many of them cloud-based and affordable, has emerged. They provide SMBs with access to resources once only available to very big companies. “These systems not only provide robust functionality, they incorporate best practices embedded in the solution,” says Lav Gandhi, senior consultant at T.H. Easter Consulting.

Technology is fundamentally changing the way SMBs perceive and utilize the HR function within their organizations. “Technology’s ability to help businesses manage performance has played a key role in elevating the HR function overall,” says Paul Sarvadi, co-founder, chairman and CEO of Insperity.

Having a strategic, systematic HR function in place improves the success equation for SMBs on two fronts. “When your people are aligned with your strategic objectives, your performance as a company is going to be better. At the same time, you’re better equipped to manage compliance risk, and that protects the company’s profits,” Sarvadi says. “It’s a combination that provides optimal value for any business, and Insperity provides it in a plug-and-play formulation with our Workforce Optimization® offering.”

SMBs: The Front Line of the HR Tech Revolution
A new wave of accessible technology, combined with the right expertise, makes HR a strategic asset for SMBs.

People alignment, HR mastery and unmatched service
Your business is unique, so are your challenges. We relate to that. We help maximize your growth potential and minimize your employer risks by addressing potential HR challenges before they occur.

No matter what kind of HR support you and your employees need, we have the insight to help you move your company forward.

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