

Insperty HR360 Drives Growth For Technology Businesses Through HR Efficiency And Employee Experience

Insperty commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by onboarding to Insperty HR360.¹ This abstract will focus on technology organizations' use of Insperty HR360 and its value to these organizations.

As part of the broader TEI study, Forrester interviewed two representatives from technology organizations:

- A CEO for a software company that operates in multiple states in the US and has 100 employees.
- A CFO for an international software company with 50 employees in multiple states in the US.

Technology organizations today seek employees with technical skill sets who can adapt to ever-evolving business needs. Forrester research states, "One-third of the required skills for tech roles have turned over in the past five years, leaving 76% of tech leaders with skills gaps in their organizations."² And according to Forrester's Priorities Survey, 2025, 23% of small to midsize tech / IT services organizations in the US reported inadequate skills or knowledge as one of the greatest challenges for their organization to deliver on its business priorities successfully.³

To stay competitive in this dynamic market, organizations must design practices that attract, hire, and retain top talent.⁴ Additionally, as technology organizations hire a more geographically dispersed and remote workforce to fill roles, leaders must navigate ever-evolving employment laws and regulations within the United States.⁵

Prior to investing in Insperty HR360, the CFO and CEO were heavily involved in their respective organization's HR processes. Their organizations hired outside resources to process payroll and benefits for employees; however, employees

faced difficulties and grew frustrated when working with these providers after encountering errors (e.g., incorrect payroll). As their workforces scaled in size and complexity, and healthcare costs continued to rise, their prior providers no longer fulfilled their HR needs as evolving technology organizations.

The Insperity® HR360 solution is a full-service HR solution for small and midsize businesses that enables people strategies so that businesses succeed as employers of choice at every growth milestone. Insperity HR360 provides technology businesses with HR guidance and technology to help compete for top talent and support multistate workforces in a fast-paced, dynamic industry.

INVESTMENT DRIVERS FOR TECHNOLOGY BUSINESSES

According to Forrester's Priorities Survey, 2025, 60% of IT/tech services small and medium-size businesses (SMBs) in the US reported the need to improve their employees' experience as one of their most important business priorities over the next 12 months.⁶

The interviewees' organizations adopted Insperity HR360 as their professional employer organization (PEO) to streamline payroll operations, offer competitive employee compensation packages, and access resources to remain compliant with labor regulations. With Insperity, employees at these technology organizations gained access to a centralized, self-service HR platform to retrieve documents such as pay slips and employee handbooks.

Interviewees' organizations struggled with several challenges before adopting Insperity HR360, including:

- **The ability to offer competitive compensation packages.** The interviewees emphasized the importance of hiring and retaining top talent within their organizations as a competitive business strategy. Yet the increasingly high cost of benefits, namely healthcare insurance, proved unsustainable for these organizations if they wanted to continue to provide employees with attractive offers. The CEO at a software company said: "We knew the company was going to grow, and I knew that what we had in place at that time was insufficient for growth. We did not have a benefits

package that was in any way, shape, or form competitive with larger businesses. And so, in order to scale, we knew that our employees needed competitive benefits for us to compete with larger companies.”

The CFO at a software company said: “We also realized that 50% to 60% of our employees had been with the company for 10 years or more. As they were getting older, there was an issue with keeping the insurance costs down.”

- **The time-intensive demand to research ever-evolving employment laws and regulations.** Forrester’s Priorities Survey, 2025 also states that 38% of IT/tech services SMBs in the US list strengthening regulatory compliance as a key objective for their organization’s most important business priorities over the next 12 months.⁷

The interviewees explained that their organizations’ employees resided in up to 25 unique states, with up to 80% working remotely. As their workforces scaled in size and employee location, it grew too time-consuming to research and stay on top of employment laws and regulations to remain compliant. The CFO at a software company said: “I am very active in everything related to HR because I understand the seriousness of potential lawsuits and risk, and so I stay very involved. We’ve seen such a huge amount of changes in laws and regulations, especially over the last few years, that I can’t possibly keep up with, no matter how good I am in terms of understanding it.”

“I cannot think of an example where we lost out on a potential new hire because of benefits. I don’t think we’ve ever had a situation where a prospective employee came back and said, ‘I’m choosing to work someplace else because they have better benefits.’”

CEO, SOFTWARE

INSPERITY HR360 FEATURES

The interviewees' organizations chose to invest in Insperity HR360 as it provided:

- **Affordable and competitive employee benefits.** Insperity offered the technology organizations an affordable yet competitive healthcare insurance package for their employees.
- **Extensive and accessible HR knowledge.** The interviewees' organizations relied on Insperity's in-house resources to inform and guide compliant decision-making for employee onboarding, payroll, and benefits.
- **A high quality of customer service.** The interviewees emphasized Insperity as a trusted partner that dedicated customer service representatives to their organizations, ensuring they met employee needs in a timely manner.
- **A scalable solution.** The interviewees appreciated that Insperity HR360 could offer payroll, benefits, and HR resources to a growing number of employees as their organizations projected periods of expansion and organizational growth

“In hindsight, the value is the ease with which we have been able to scale into so many different states without having to make investment in internal infrastructure to support payroll across 25 states.”

CEO, SOFTWARE

Read the full study →

KEY RESULTS FOR TECHNOLOGY BUSINESSES

The results of the investment for the interviewees' organizations include:

HR team support and productivity gains. Interviewees shared multiple examples of how Insperity reduced their organizations' internal workloads and served as a knowledgeable partner when resolving employee-related incidents:

- **Payroll processing and compliance research time savings.**

Interviewees told Forrester that Insperity saved their organizations internal resources by processing payroll and conducting multistate research on behalf of their employees through the arranged PEO model. The CEO at a software company said, "If we were not working with Insperity, we would have at least one additional internal resource focused solely on payroll and benefits, and maybe a second resource focused on compliance."

The CFO at a software company shared a similar sentiment and said, "The fact that Insperity is doing our payroll for us means we don't have to have an internal person doing the task and filing returns."

- **Employee performance-related guidance.** Besides operational support, the CEO at a software company shared an example of how Insperity helped their organization avoid creating potential legal liabilities when dealing with employee performance issues. They said, "Any time we had a situation where we had a performance issue and we needed to let somebody go or we wanted to put a performance improvement plan in place or things like that, I did rely on Insperity to help me."
- **Access to data via Insperity reporting.** One of the technology organizations used Insperity's reporting to support internal employee planning efforts. The CEO at a software company said: "I personally use some of Insperity's reporting around compliance and executive compensation level reporting. It is very easy. I don't know where I would go get that data if not for Insperity."

Operational business impact. Interviewees explained that Insperity impacted their business operations in two distinct ways: through risk mitigation and by driving cost savings.

- **HR noncompliance risk reduction.** Interviewees explained that Insperity ensured their organizations could stay on top of employee regulations and laws in two accessible ways: through proactive, informed customer support communication and their database of self-service videos and research on numerous HR-related topics. This reduced the risk of incurring fines and disrupting business from noncompliance. The CEO at a software company said, “As a business owner, there is peace of mind that I get from knowing that there is a team behind us that are well-versed and who are experts in the laws, regulations, and policies of the states where we have employees.”

The CFO at a software company said: “If there’s one thing that Insperity is an absolute leader in, it is in communicating any potential issues that could come up with compliance. They send it to you. There are different things that they text you within their portal that you can see but, more importantly, they will proactively send out emails. It’s not like, ‘Oh, it happened. Now we’ve got to go back and fix it.’ They are way ahead of the curve. They are aware of where your employees are and can help with issues in those individual states. I’ve never had an issue where I haven’t been informed — and usually I’m notified well ahead of time.”

- **Employee benefits cost savings.** Interviewees explained that healthcare insurance represented a significant yearly investment for their organizations as they prioritized offering extensive coverage for their employees. Through the PEO arrangement, Insperity enabled them to offer a competitive level of benefits at an affordable price, as compared to other market options. The CEO at a software company said, “The last time we looked, we couldn’t get the same level of benefits as those provided to our employees by Insperity.”

Talent recruitment and employee experience improvements. In addition to HR team productivity and impacts to the business, the interviewees commented that Insperity also improved the employee experience through:

- **Competitive compensation offerings.** With Insperity, the technology organizations gained the ability to provide more attractive offers to new talent by improving their benefits packages. This was especially important for the smaller technology organizations in an industry with many larger competitors. The CFO at a software company said: “Could our employees go out and make more salary? More than likely the answer is yes. However, with Insperity, they have access to valuable benefits, and we look at it as a combined package.”
- **Reliable and responsive payroll support.** Interviewees explained that Insperity’s responsive customer support allowed their organizations to ensure employees receive timely responses to their payroll and benefit queries. This represented an improvement from prior partners, whose customer support often left employees dissatisfied, frustrated, and distracted from their jobs. The CFO at a software company said: “Insperity has a high-level and consistent customer service, and we get answers fairly quickly for most things. It works very well, and the employees are satisfied. I have not heard a single complaint from an employee since we went to the PEO model with Insperity. Prior to that, there were a lot of complaints.”

“I’m involved [in the HR function] to the degree that I need to be, and I know that we have a valuable source of advice and information coming from Insperity when we need it. It is probably the most ideal relationship I’ve had in this realm in my career.”

CFO, SOFTWARE

TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: "[The Total Economic Impact™ Of Insperity HR360](#)," a commissioned study conducted by Forrester Consulting on behalf of Insperity, August 2025.

STUDY FINDINGS

While the value story above is based on two interviews, Forrester interviewed seven total representatives at organizations with experience using HR360 and combined the results into a three-year financial analysis for a composite organization. Risk-adjusted present value (PV) quantified benefits for the composite organization include:

Bringing up to 1.5 of a full-time HR generalist's time and 10% of an executive's time back to core business needs.

Reducing employee benefits costs by 6%.

Shortening the new hire onboarding time by 80%.

Reducing the annual performance review effort for managers by 75%.

Recovering up to 225 hours of productive time per year.

Reducing the risk of HR noncompliance by 90%.

Cost savings of \$30,000 from retiring legacy point solutions.



Return on investment (ROI)

77%



Net present value

\$302K

Appendix A: Endnotes

¹ Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

² Source: [What Forrester's 2024 AI Predictions Mean For Technology Executives](#), Forrester Research, Inc., February 16, 2024.

³ Source: [Priorities Survey, 2025](#), Forrester Research, Inc., March 2025.

⁴ Source: [The Technology Skills Development Platforms Landscape, Q3 2024](#), Forrester Research, September 24, 2024.

⁵ Source: [The Human Capital Management Solutions Landscape, Q2 2025](#), Forrester Research, April 25, 2025.

⁶ Source: [Priorities Survey, 2025](#), Forrester Research, Inc., March 2025.

⁷ Ibid.

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