

Exploring new frontiers: Partnership with ADP® Next Gen HCM

LifeMart is a division of Care.com, the largest global marketplace for people to find and manage family care. Through its employee discount program, LifeMart provides benefits, products and services ranging from electronics, hotel and travel discounts and subscription services to specialist support such as childcare and senior care.

Alex Sherman, General Manager of LifeMart, shares his experience partnering with ADP to be among the first third-party developers to build an app for ADP's Next Gen HCM platform.

Why we chose to be a pilot partner


We've partnered with ADP since 2012 and we were one of the first app integrations ADP offered when they launched the ADP Marketplace in 2016. We've done so many projects and product launches with ADP, it was a natural fit when they were looking for a third-party developer to build on their ADP Next Gen HCM platform.

ADP's Next Gen HCM is a human capital management (HCM) technology platform built in a low-code environment that allows for flexibility, scalability and global reach. With its quick development cycles, we can put our products and services on the platform in a very short time. And with its roster of ADP clients, we can make our services available to all customers on the platform. While we primarily work with ADP's U.S.-based clients, the platform includes multiple currency and language capabilities that give us the opportunity to reach employees outside of the U.S.


Alex Sherman,
General Manager



Quick facts

 **Company:** LifeMart, a division of Care.com

 **Headquarters:** Connecticut

 **Industry:** E-commerce discount platform

 **Employees:** 903

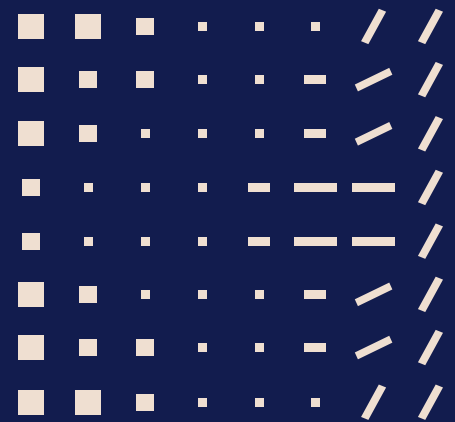
Learn more about LifeMart at
www.lifecare.com/lifemart



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We're excited about the functionality that we built offering employee discounts through LifeMart and now, as part of the Care.com family, we are excited to roll out several different offerings through the ADP Next Gen HCM platform.



Built-in security

We appreciate how ADP's Next Gen HCM platform handles secure information. Our clients require that we adhere to website content accessibility guidelines, and we must be HIPAA compliant. Working in this platform provides all of that right out of the box. We don't have access to any personal data for the employees. Everything lives on ADP's platform and we're able to provide functionality based on attributes of that data, without actually seeing the data.

The benefits of low code

Our developers found it very easy to work in this low-code environment. They were only required to be well-versed in CSS and JavaScript. There are specific design guidelines. Everything is created in components, making it easy for developers to drag and drop. What I liked best about building the application on this system is that we were able to accommodate a variety of user experiences. Our navigation is flexible, and changes based on seasonality and geography. Clients can specify what discounts they include in their package, or which discounts they don't want to include. The system allows us to personalize the experience based on the underlying data. For example, we can create algorithms that present someone who has children with a childcare discount or show them other offers like electronic discounts if they don't have kids.

Partnering to build a great product

We started working with ADP on this just prior to the pandemic. We were all on site for the kickoff workshop, which was a great experience. Then, the pandemic hit. I give the team a lot of credit, we were able to do all the development remotely from various parts of the Tri-state area and we didn't miss a beat.

Our initial task in the first two weeks was to build a minimally viable product and we were successful in doing that. Then, we worked to enhance the app. We were one of the first third-party developers and I think we were the first e-commerce type of application on this platform. ADP appreciated we pushed the limits of the system and they worked with us to enhance those capabilities to accommodate our needs. We were all learning together, and we ended up with a great product.

To others considering building an app on ADP's Next Gen HCM

To any company considering building an app on ADP's Next Gen HCM, I would definitely recommend it. It does not require a big investment and it's very easy to develop on. We developed a robust application with minimal resources. We have access to the largest population of companies provided by any software company in the HCM space along with tremendous data sets we can action on, and there are workflows that will accommodate any application. I can't think of any other company who can provide this kind of opportunity. It was a great partnership with a great team, and we're excited to continue developing with and pushing the capabilities of the platform.



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