



# Harbinger Enabled GoCo to Accelerate Integration and Automation Roadmap

## At a Glance

Harbinger helped [GoCo](#), a leading HR and Employee Management Software, overcome its challenge of developing integrations for advanced and complex use cases. Harbinger provided appropriate fallback solutions and integration offerings to achieve customer acquisition, operational efficiency, and customer retention. We worked on multiple integrations with ATS, LMS, and other systems. With Workato-based integration, we successfully helped GoCo achieve the following goals:

- Meet a high integration demand
- Efficiently deliver advanced or complex integration use cases
- Have a successful iPaaS partner to increase the number of integrations offered and further expand the integration capability

### Key Highlights

- Custom automation and embedded integration solutions for various HR processes
- Enabled integration with Workable, Lever, Lessonly, and 360Learning
- Created Workato recipes for managing time-off requests and other workflows
- Faster time-to-market with respect to development of integrations and related recipes
- Helped GoCo build out its LMS integration category and deliver on its core business roadmap

## About GoCo

GoCo is an all-in-one HRIS. They help small and medium-sized businesses spend less time on manual, painful, and complex HR tasks to focus on growing happier, more productive teams. Their flexible solution simplifies and automates all HR processes from onboarding, to payroll, benefits administration, time tracking, and more.

Backed by notable investors such as Salesforce Ventures and consistently ranked as the easiest to use solution with the best customer support, GoCo delivers a more modern and streamlined workplace to thousands of businesses and their employees.

# Business Need

GoCo, a provider of HR and employee management solutions, has successfully built 80% of their solutions in-house. However, for the remaining 20% of use cases, they recognized the need for an iPaaS partner to offer integration solutions.

As GoCo experienced a growing demand for integrations from their customers and prospects, they faced the challenge of building scalable integrations with various systems such as ATS and LMS.

To overcome these integration challenges and enhance operational efficiency, GoCo partnered with Workato, a market-leading iPaaS platform.

However, GoCo required a reliable implementation partner to effectively implement advanced and complex integration use cases using Workato. After careful consideration, GoCo chose Harbinger, a preferred implementation partner of Workato.



# Business Need

By teaming up with Harbinger, GoCo aimed to provide more integration options to meet the overwhelming demand for seamless connections between systems.

This strategic partnership would enable GoCo to deliver robust and scalable integrations, thereby enhancing their overall product offering and better serving their customers' needs.

GoCo wanted a solution to overcome challenges such as:

- ❖ High demand for various types of integrations such as ATS, Employment Eligibility Verification (E-Verification), background check, payroll, ERP, CRM, and accounting, and 401(k)
- ❖ Advanced integration requirements for customers with unusual and complex integration needs
- ❖ Lack of fallback integration solutions to retain customers
- ❖ Absence of an iPaaS partner with experience in catering to the integration and automation needs of HR, particularly in the area of payroll



# Solution Details

Harbinger understood GoCo's requirements thoroughly and had a good understanding of Workato-based integrations. Workato being an LCNC platform, the development time for the integrations was comparatively less than regular integrations.

Harbinger dedicatedly worked on delivering multiple integrations with different ATS and LMS along with the related recipes to GoCo.

GoCo wanted to achieve customer acquisition goals efficiently. For that, our team helped build Workable integration with ATS solutions and Lever integration.

With the help of these two integrations, it became possible for GoCo to craft custom automation for existing processes.

Harbinger integrated GoCo with:

- ❖ Workable
- ❖ Lessonly
- ❖ Lever
- ❖ 360Learning



# Solution Details

Furthermore, our team offered their expertise for the following:

- ❖ Creating custom recipes for client use cases
  - To send Slack notifications whenever a 'work remote request' is raised
  - To send an email reminder to admin for updating wage rate when employee's work anniversary is near
- ❖ Creating recipes for provisioning accounts
  - To create a Harvest account with basic employee details for newly joined employees
- ❖ Creating recipes to add even more flexibility to Time Off communications
  - To handle time-off requests

The Harbinger + Workato solution enabled GoCo to offer customers embedded integration solutions and hundreds of HR and employee management apps.

This allowed GoCo to power all types of automation for customers, and we also freed GoCo developers from spending several cycles building deep and limited integrations.

## Result

Increased integration offerings from 7 to 100+

Provided ability to customize integrations client by client for specific use cases

Helped reach customer acquisition and customer retention goals

Enabled flexibility, speed, and agility

Crafted custom automation solutions for existing HR processes

Increased team and operational efficiency

Wish to know more?

Connect with us: [contact@harbingergroup.com](mailto:contact@harbingergroup.com)

