

How Vidyard uses Bob to connect HR and Payroll for error-free reporting



Founded in
2010

Headquarters
Ontario, Canada

Employees
130

Sites
2

What they do
is an AI-powered video selling platform

Highlights

- Bob replaced spreadsheet-heavy processes with automated, connected workflows
- With Bob, onboarding task completion increased from 50 to 95 percent
- Bob unifies HR and Payroll, giving Finance self-serve, compliant insights

Vidyard is an AI-powered video selling platform that helps businesses connect with customers through video hosting, messaging, sales prospecting, and buyer engagement solutions. As the company scaled across Canada and the US, Vidyard's people operations were stretched thin and slowed by manual processes. Using a limited HCM that stored records but offered little automation or integration, Vidyard's HR team was slowed down by spreadsheet-heavy compensation cycles, manual onboarding tasks, and inaccurate and inefficient reporting workflows. To match the efficiency and seamless experience they deliver to customers, Vidyard needed a modern platform built for automation, integration, and employee experience—and found it in Bob.

“

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Sakira Lamont
Chief People Officer, Vidyard

Scaling fast, but buried in admin

With a growing team across Canada and the US, Vidyard's HR team had outgrown its legacy HCM platform. The platform could store records but offered little automation or integration, leaving compensation cycles managed in spreadsheets, onboarding checklists tracked by hand, and reporting dependent on manual compilation. Managers couldn't self-serve even the simplest data, keeping HR stuck in admin instead of focusing on people.

"We were doing way too many things manually, and the system wasn't set up to meet people where they are," recalls Sarika Lamont, Chief People Officer at Vidyard. The result was an endless cycle of admin overload, limiting HR's ability to focus on building culture, driving engagement, and delivering the strategic value the business needed to grow.

With siloed systems creating inefficiencies across the company. Payroll, HR, and performance data didn't connect, so Finance, managers, and cross-functional partners had to go through HR for even the simplest information.

A connected platform for people and finance

Bob changed the game by providing a single source of truth for all people data and workflows. Compensation, payroll, onboarding, and reporting now run in one connected platform. Managers and Finance can self-serve accurate data—so there's no more chasing HR or relying on error-prone spreadsheets. With Bob's all-in-one HCM, people data flows directly into payroll, reporting, and financial models, powering compliant, board-ready insights.

For HR, the impact was immediate. Compensation cycles, once managed in spreadsheets, now run entirely in Bob, eliminating formula errors and freeing time for strategic work. Onboarding has become seamless and engaging: automated prompts nudge managers to complete tasks, employees enjoy a smooth welcome, and onboarding task completion rates climbed from 50 percent to 95 percent. Manager satisfaction rose to 97 percent, reflecting a better experience on both sides.

Finance saw similarly transformative gains. With access to integrated people data, Finance now runs payroll and reporting independently, reduces errors, ensures compliance, and powers headcount planning and SaaS metrics like ARR and MRR. Freed from manual prep and HR dependencies, Finance can focus on analysis instead of admin.

With HR and Finance freed from repetitive work, Vidyard can invest energy where it matters most: building culture, engaging employees, and driving business growth.

"The power of HiBob automating the experience for everyone has been a real game changer for us," says Sarika. "Automation freed us to do more strategic work — that's what drives the business forward."



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Chief People Officer, Vidyard



Main takeaways


- Compensation cycles and reporting, once managed in error-prone spreadsheets, now run in Bob, saving hours and reducing compliance risk.
- Bob overhauled onboarding, boosting task completion from 50 to 95 percent and manager satisfaction to 97 percent.
- Automated prompts and connected workflows keep managers on track, creating a smoother experience for new hires and freeing HR from manual follow-up.
- Bob brings HR and Payroll together in one platform for a single source of truth.



Integrations

-  Greenhouse
-  Slack
-  Okta

Favorite Bob features

-  Core HR
-  Compensation
-  Payroll Hub