

Nomination: 9090

Playroll

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Playroll

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Playroll

Category

D01 - D08 Solution Provider > D03 - Global HR Solution Provider of the Year

Solution Provider Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Playroll is a global workforce management platform that specializes in Employer of Record services, contractor management, and payroll solutions. Founded in 2021, Playroll emerged from VAT IT Reclaim, a respected name in tax compliance that serves over 13,000 clients in more than 100 countries.

The company was co-founded by Brendon Silver, who experienced the challenges businesses face when managing international teams during the Covid-19 pandemic. Brendon, together with venture capitalist Erez Golan, created Playroll to make it easier for businesses to tap into global talent while navigating ever-changing regulations, compliance hurdles, and payroll complexities.

Playroll's platform simplifies operations, ensures compliance, and supports businesses of all sizes as they scale globally. From the start, Playroll has evolved into a seamless solution for global workforce management, building up existing systems without displacing them.

Today, Playroll proudly supports thousands of businesses worldwide, offering competitive pricing, outstanding service, and unwavering commitment to compliance. Driven by innovation and a passion for customer satisfaction, Playroll makes managing a global workforce simpler and more efficient.

b. Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

Since 2023, we've expanded from 60 entities to 180 markets, helping thousands of employers stay compliant globally. Today, we provide enterprise-level benefits to SMEs, creating a fairer global employment landscape.

One area where we've made a significant impact is in emerging markets. For example, in South Africa, we've helped businesses tackle the brain drain by retaining local talent and also supporting international companies expanding into the country. This highlights our dedication to empowering both emerging markets and businesses.

Our payroll platform is disrupting the market. Unlike industry giants like UKG, Deel, and Rippling, who overhaul payroll systems entirely, we've created a Global Payroll Management product that modernizes HR ecosystems and automates processes – without the high migration costs. This aligns with our ethos of complementing current ecosystems, not displacing them. We've also introduced white-label EOR and payroll solutions, enabling businesses to leverage Playroll's infrastructure seamlessly within their existing systems. One notable success story is our reseller client HSP, which saw 300% client growth from leveraging our products to expand their offerings.

Over the years, we've helped numerous clients transition from other EOR platforms to Playroll because of superior service, flexibility, compliance expertise and ease of adoption, with many referring us to others.

In the Spring 2025 G2 report, we earned 24 badges across 31 categories, including Best Support, High Performer, and Easiest to Use, building on the 20 G2 badges we earned in Winter 2024. These recognitions reflect our commitment to delivering user-friendly solutions and outstanding customer support.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required

Though we're a relatively new player in the global HR and payroll space, we offer two key advantages. First, we benefit from the strong compliance foundation of our parent company, VAT IT Reclaim, which has decades of experience in compliance and a global footprint. This legacy blends expertise with a people-first approach, allowing us to complement – not disrupt – our clients' existing systems in EOR and payroll. This helps businesses save thousands while supporting both large enterprises and local providers.

Second, our deep understanding of the challenges businesses face with traditional EOR and payroll providers allows us to address market gaps from day one.

Payroll's hands-on HR and compliance support is a core strength, especially for businesses expanding into complex global markets. We recognize that poor customer support can hinder growth, so we focus on providing timely, valuable information at no extra cost. Over 50% of our team is in back-office support, offering research, legal, and customer support without hidden fees.

We also stand out for our competitive pricing – offering high-quality service at 60% of the cost of traditional players like Deel, Remote & Rippling. Our “one playground” value promotes transparency and growth, both within our ecosystem and for clients, eliminating barriers to global hiring.

Beyond this, we've developed comprehensive free tools to enable global employers like salary benchmarking tools, cost calculators and country guidance.

Our commitment to exceptional service and user-friendly technology is reflected in real customer success stories and awards for customer satisfaction and ease of use.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Attached to this entry are published customer success stories – please also see a link to these case studies on our website. [REDACTED]

These stories highlight the high number of successful EOR migrations to Payroll – our quality service, intuitive platform and affordable rates are continuously highlighted as reasons our clients choose us over competitors.

Kindly also see a supporting link to our G2 profile, where we average a score of 4.7/5 with no reviews below 4 stars. Again, recurring themes you'll see from our customers are the focus on stellar service, ease of use, support for businesses of all sizes, and our affordability to access global talent.

Webpage Link

Would you like to add an additional webpage link?

Yes

[REDACTED FOR PUBLICATION]

Would you like to add an additional webpage link?

Yes

Web Page Link 7

[REDACTED]

[REDACTED FOR PUBLICATION]

[REDACTED]

[REDACTED]

[REDACTED]

Would you like to add an additional supporting document?

Yes

Supporting Document 3

No File Uploaded

Would you like to add an additional supporting document?

Yes

Supporting Document 4

[REDACTED]

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Would you like to add an additional supporting document?

Yes

Supporting Document 8

[REDACTED]

[REDACTED FOR PUBLICATION]

[REDACTED]

Would you like to add an additional supporting document?

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