



Gig Economy Platforms with an IT focus

Platforms that enable dynamic, on-demand employment relationships between businesses and workers

2025 CONSTELLATION SHORTLIST

The Constellation ShortList™ presents vendors on different categories of the market relevant to early adopters. In addition, products included in this document meet the threshold criteria for this category as determined by Constellation Research.

This Constellation ShortList of vendors for a market category is compiled through conversations with early adopter clients, independent analysis and briefings with vendors and partners.

ABOUT THIS SHORTLIST

Gig economy platforms for the enterprise bring together online hiring and employment processes with supporting features such as recruitment, onboarding, task tracking and project management. These are combined with supporting business models, employer demand signals and operational analytics to deliver on a newer, richer, nimbler form of employment.

A more capable and mature version of online freelancing services, these platforms focus on matching employers with individuals and teams ready to work in professional services, information technology (IT) and other white-collar jobs. They also stay closely involved during the “gig” itself, handle many of the matching, transaction, tracking, tax, compliance, communications and payment details for each of the respective parties.

Effective gig economy platforms for the enterprise also have analytics to track work progress over time, provide useful insights to improve quality of work, as well as project management features to track work across matrixed groups of full-time and gig workers on a given effort. Reputational and historical performance features ensure that both gig workers and employers are matched based on their prior ability to deliver.

LIKE WHAT YOU SEE?

Consider partnering with Constellation Research on your go-to-market-strategy. Email ShortList@ConstellationR.com for more info.

To learn more about Constellation Research Shortlists visit: www.constellationr.com/ShortList

12 SOLUTIONS TO KNOW

Constellation evaluates more than **40 solutions** categorized in this market. This Constellation ShortList is determined by client inquiries, partner conversations, customer references, vendor selection projects, market share and internal research.



99DESIGNS



ARC.DEV



FREELANCER ENTERPRISE



FIVERR



GIGSTER



GURU



PEOPLEPERHOUR



TOPCODER



TOPTAL



TURING



UPWORK ENTERPRISE



WORKGENIUS

THRESHOLD CRITERIA

Constellation considers the following criteria for these solutions:

- Administrative controls and configuration/customization features
- Analytics/metrics/dashboards/visualizations of gig work and projects
- Responsive user experience and mobile apps
- Performance management features
- Compliance/governance features, tax withholding, background checks, and certifications
- Extensibility (APIs/SDKs, documentation, samples, training)
- Enabling business models for workers and employers
- Gig work features: worker profiles, employer profiles, curation, gig listings, contracting, onboarding, task/project management, billing, reviews, offboarding
- Portfolio management across gigs for workers, workers/teams for employers, including risk management and customer success
- Integration with related business tools/platforms, including human capital management, accounting systems, etc.
- Online problem resolution desk
- Search and discovery capabilities
- Spend and backlog tracking
- Security (access roles, administration roles, transport and storage, encryption key ownership)
- Over 100k MAUs on the platform

BUSINESS THEMES



Future of Work



Matrix Commerce



New C-Suite

ABOUT CONSTELLATION RESEARCH

As an award-winning Silicon Valley-based strategic advisory and futurist analyst firm, Constellation Research serves leaders and organizations navigating the challenges of digital strategy, business-model disruption and digital transformation. Constellation works closely with solution providers, partners, C-suite executives, board of directors, and its Constellation Executive Network of buy-side leaders to lead the way in research coverage and advise clients how to achieve valuable business results.

FREQUENCY OF EVALUATION

Each Constellation ShortList is updated at least once per year. Updates may occur after six months if deemed necessary.

EVALUATION SERVICES

Constellation clients can work with the analyst and the research team to conduct a more thorough discussion of this ShortList. Constellation can also provide guidance in vendor selection and contract negotiation.



Holger Mueller
VP & Principal Analyst

Holger Mueller focuses on the synergies between people and software. As the hand-to-machine ratio radically changes over the next decade (primary factors: age dynamics and technology innovation), enterprises need to find the appropriate balance between changes in a dynamic workforce and the creation and adoption of next-generation applications, all determining the Future of Work and helping enterprises accelerate. Mueller provides strategy and counsel for key clients, including CTOs, CHROs and CIOs as well as investment analysts, VCs, PE firms and technology buyers.

