



How Hogia strengthened their payroll offering with a embedded expense management partnership.

Hogia is a Swedish, family-owned software group founded in 1980. The company develops business-critical software solutions for finance, payroll, and HR, alongside industry-specific systems for transport, logistics, public transport, ferry operations and terminals.

As customer expectations changed, Hogia's existing travel and expense solution needed to evolve. Hogia faced a choice: invest in building a new solution in-house, or partner with a specialist.

By partnering with Findity, Hogia could offer customers a modern expense

management solution as part of the wider Hogia ecosystem, while keeping their own development focus on payroll. More than six years on, the partnership continues to grow, built on long-term ambition, close technical collaboration and a shared focus on customer value.



Development processes are long. We're really good at payroll, and we want to focus on payroll. By partnering, we could shorten the development time and get an expert in travel and expense.



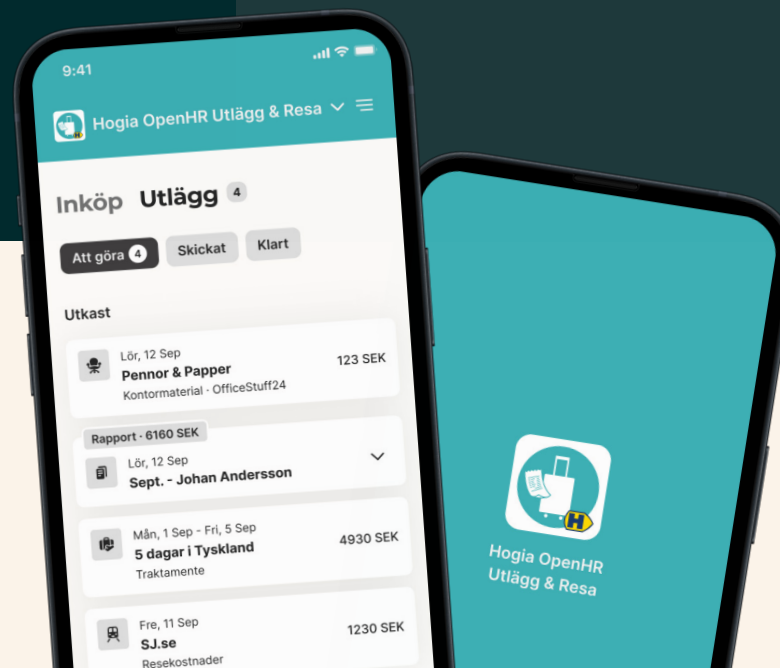
Johan Jönsson
Product Manager, Hogia

6+

years with Findity

40K

users on the Hogia expense solution



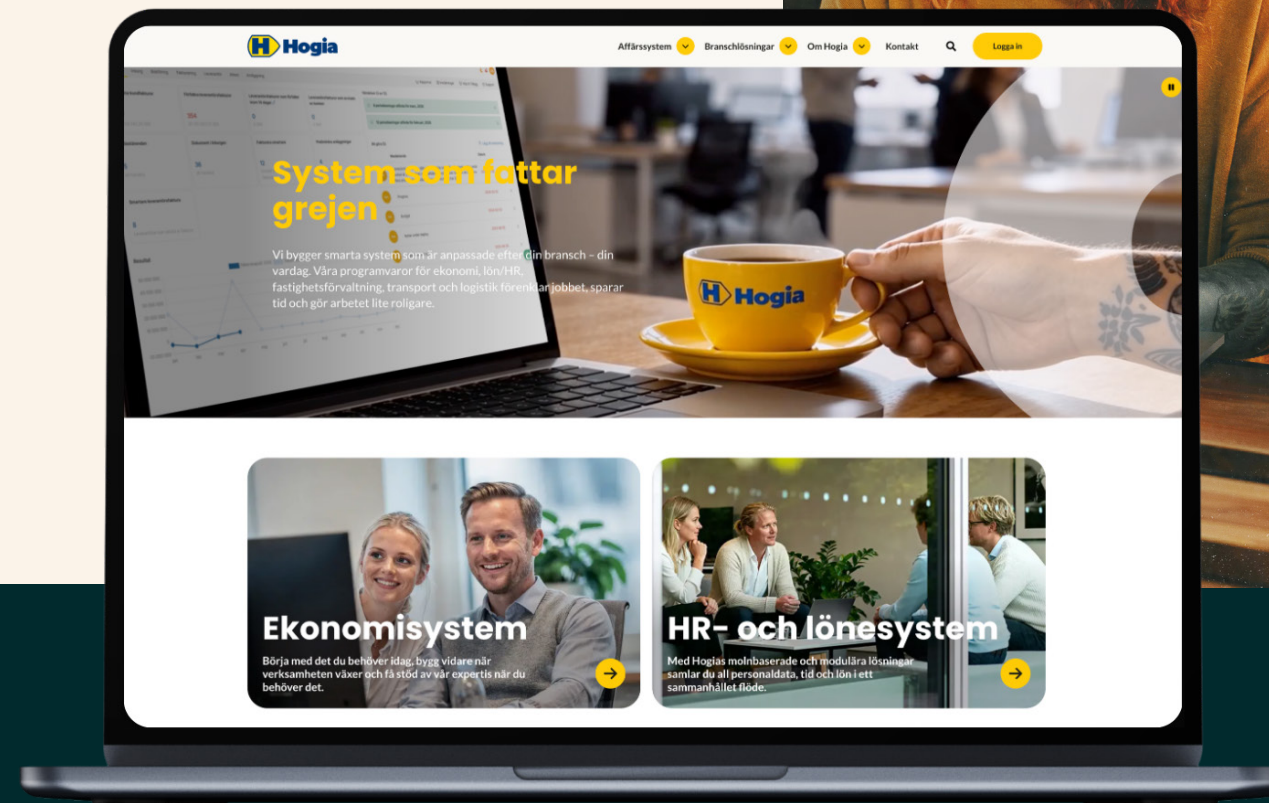
The challenge

For Hogia, expense management is a natural and vital extension of the payroll, time and HR solutions they offer their customers. Hogia had managed their own travel and expense solution in-house since 2004.

As customer expectations shifted toward real-time processing, the gap between Hogia's legacy tool and market expectations widened. Maintaining an industry-leading expense tool required specialised expertise and significant investment – resources Hogia preferred to allocate to their core payroll and HR products. Hogia knew their strength lay in payroll, not travel and expense software.

"We had to come to a decision: were we going to develop a new one ourselves in-house, or were we going to partner up?"

Hogia needed a solution that wouldn't just sit on top of their platform but would integrate so deeply it felt like their own, all while meeting a new market standard for speed and mobility.





The solution

Hogia dismissed the reseller model early on, prioritising a long-term partnership that could deliver a white-label solution. Findity was selected against three critical criteria:

1 Technical excellence

Specifically, Findity's API expertise allowed the solution to be deeply integrated into the Hogia ecosystem.

2 Native fit

The white-label capability ensured the product felt like a native part of the Hogia product suite rather than a third-party add-on.

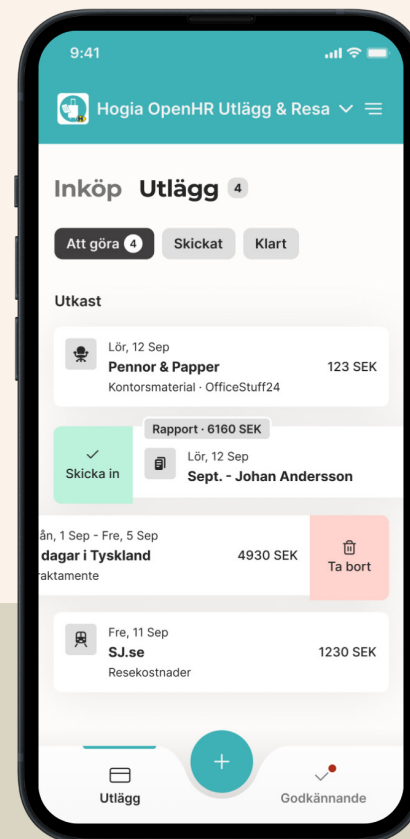
3 Soft values and collaboration

Beyond the tech, Hogia sought a partner as committed to a long-term relationship and close collaboration as they were themselves.

"You were in it for a long-time partnership. Your knowledge in APIs is amazing. And also the tech platform and the expertise in travel and expense."

Findity provided the specialised expertise Hogia lacked in-house.

Together, Hogia and Findity launched Hogia OpenHR Utlägg & Resa, a market-leading expense solution embedded deep within Hogia's existing payroll and HR ecosystem – allowing Hogia to stay focused on their core payroll mission while still offering customers a modern, integrated expense experience.



The results

Powered by Findity, Hogia's expense solution now delivers on two fronts important for their customers: mobility and speed. The new solution is mobile-first, and reimbursements no longer wait for the next salary run.

Over more than six years, the partnership has grown well beyond the original integration, with Hogia and Findity working ever more closely as one team.

For Hogia, the expense solution has become more than an add-on: it's an established part of how they support customers within the wider payroll and HR ecosystem, while their own development stays focused on their core products.

Looking ahead, Hogia's ambition is to deepen the integration further and continue growing the partnership with Findity.

"I look forward to continuing this partnership, making integrations even better than we have today, making it an even better part of the Hogia family, and continuing to develop our marketing, our tech and our brand."

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