

**Brass Monkey
partners with gulfHR
for an intuitive & smart
HR & Payroll system**

gulfHR

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Brass Monkey required a scalable system that could keep up with their business' growth

Growing F&B business requires world class HR & Payroll System

Brass Monkey, one of Dubai's leading nightlife and F&B brands, experienced significant growth over the last few years and by 2023 they realized they need to up their game with their HR and Payroll system as well.

Their needs were distinctly different compared to some of the more traditional industries. Managing irregular schedules and shifts, factoring in public holidays, service requests, and payroll within one system was proving challenging.

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“It all started in 2023 where we were having some difficulties with our software. Since the nightlife and F&B industry is different than other venues, we had to look for a solution that really suited our needs.”

Awais Khan

HR Manager, Brass Monkey

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Selecting the best HRMS

Brass Monkey started their search for the best HR and Payroll solution that would suit their unique business needs and that would be able to keep up with their growing business.

In 2023 Brass Monkey shortlisted several options in the UAE, and the leading F&B business' leadership team found gulfHR to be the best solution for their business as the HRMS aligned with their requirements.

“We shortlisted a few software options in the UAE market. We really liked gulfHR, and then we decided to go ahead.

Since then, it has been working really well.”

Choosing
the right
HRMS

About gulfHR

gulfHR is a UAE-based HR and Payroll management software provider. As part of the Gulf Solutions Group, we have been serving businesses in the UAE and Middle East since 1999.

gulfHR provides comprehensive HRMS that covers the complete employee life cycle, ensuring businesses are able to streamline their HR operations, improve efficiencies, automate key processes, and that they are able to remain compliant while saving time and costs.

gulfHR

100+

Clients who we proudly serve

16+

Countries where our clients are located

25+

Years of service to SMEs and Multinational Enterprises

500K+

Employees data processed



Brass Monkey's partnership with gulfHR

Brass Monkey opted for gulfHR as their HR and Payroll system of choice. To support their fast-growing operations, they implemented the following key modules:

- Time & Attendance
- Payroll
- Employee Self-Service (ESS)
- HR Administration
- Mobile App

Additionally, Brass Monkey integrated gulfHR seamlessly with their ERP System, NetSuite, enabling smoother workflows across finance and HR.



Results matter

The benefits of using gulfHR extended beyond HR efficiencies. By resolving HR issues promptly, employee satisfaction improved, which in turn supported Brass Monkey's customer experience.

Over the past two years, Brass Monkey has seen clear improvements:

Time Savings

Significant reductions in HR admin effort through integrated payroll, payslips, holiday calendars, and service requests.

One Unified Platform

Multiple HR functions consolidated *"under one umbrella."*

Employee Empowerment

ESS and mobile app features give staff easy access to their HR information.

Effective Support

"The support team is really effective. You just raise a ticket and then your problem is solved."

The HR team described their shift to gulfHR as a *"soothing moment,"* where previously manual processes were replaced with a few clicks.

"When HR matters are fixed on time, employees are happy. When your people are happy, they provide good service, and that gives us peace of mind."

**gulfHR in
action**