

Xoxoday Empuls vs. Appspace

Appspace brings an intranet, digital signage and workplace tools together for communications and facilities teams. Empuls is also an intranet, with recognition, rewards, surveys and incentives built in, so culture, communication and motivation run on one platform. Here is how they compare, so you can see where each fits.

About Empuls — Empuls is Xoxoday's AI-powered employee engagement platform. It brings a social intranet, rewards, recognition, benefits, surveys, gifting and sales incentives into one modular platform, built to scale across desk, deskless and frontline workforces in 150+ countries.

Why Companies Choose Xoxoday

10 enterprise-grade differentiators that set Empuls apart.

1

An Intranet That Rewards, Not Just Informs

Posts, groups and updates sit beside recognition and rewards, so a shout-out turns into points in the same feed.

2

One Platform for the Full Employee Experience

Recognition, rewards, benefits, surveys, gifting, incentives and intranet with one vendor and one integration.

3

The Most Comprehensive Reward Marketplace

10M+ reward options in 30+ categories across 150+ countries. Xoxoday owns its catalog, so there are no middlemen and no per-redemption markups.

4

Regional Nuance, Built In

50+ languages, 50+ currencies, cost-of-living adjustments, purchase parity, local tax governance and local data residency.

5

Enterprise-Grade Governance

Role-based access, maker-checker approvals, budget controls and anti-bias guardrails. SOC 2 certified and GDPR compliant.

6

Flexible Deployment

SaaS, API, embedded or white-label, with data residency in the US, UAE, India and Saudi Arabia.

7

AI Across the Platform

Em, the Empuls AI copilot, runs reports on demand, recommends who to recognize, coaches award writing, maps skills and predicts attrition. MCP support lets AI assistants run Empuls workflows through simple prompts.

8

Services That Drive Adoption

Dedicated onboarding, a named Customer Success Manager, structured business reviews and 24/7 AI-powered support.

9

Listening Tied to Action

eNPS, pulse and lifecycle surveys with AI sentiment analysis, linked to the recognition and rewards you already run.

10

Sales Incentives and Wellbeing Built In

Quota tracking, leaderboards and automated payouts for sales teams, plus rewards for wellness goals, all on the same platform.

How Empuls Addresses Feature Gaps with Appspace

Appspace is a strong choice for communications, workplace and facilities teams. Its intranet, digital signage, room booking and visitor management sit in one suite, and it is recognized in analyst evaluations for intranet and workplace experience. Where its public pages stop is employee motivation: recognition, rewards, surveys and incentives are not listed on its intranet page. Empuls covers those natively inside the intranet. Empuls does not replace signage, room booking or visitor management.

1. Intranet and Communications

This matters because people only open an intranet daily when it gives them a reason to, and a feed that also recognizes and rewards them does.

Feature	Appspace	Xoxoday Empuls
Content publishing and targeted comms	Publish across channels with personalized, targeted communications	Company news, posts, groups and targeted updates in a social intranet
Mobile app	iOS and Android	iOS and Android, mobile-first for frontline teams
Social engagement in the feed	Not publicly documented	Likes, comments, appreciation posts and achievement shares in the same feed
Digital signage, room booking and visitor management	Available as separate Appspace products	Not offered. Empuls focuses on engagement, not workplace operations

2. Recognition and Rewards

This matters because recognition only changes behavior when it is frequent, visible and backed by a reward people want.

Feature	Appspace	Xoxoday Empuls
Peer-to-peer recognition	Not publicly documented	Wall of Fame, badges and a real-time appreciation feed
Manager spot awards	Not publicly documented	Instant awards with budgets, approvals and frequency caps
Nomination programs	Not publicly documented	Multi-level jury panels, nomination windows and branded award cycles
Gamification	Not publicly documented	Leaderboards, badges, streaks and tier progression
Long-service and milestone celebrations	Not publicly documented	Tenure programs, birthdays, anniversaries and yearbooks

3. Reward Catalog and Redemption

This matters because rewards only motivate when employees can redeem something they value, locally and without friction.

Feature	Appspace	Xoxoday Empuls
Global reward catalog	Not publicly documented	10M+ rewards in 30+ categories across 150+ countries
Catalog ownership	Not publicly documented	Owned by Xoxoday, with no middlemen and no markup on redemptions
Local redemption	Not publicly documented	Country-specific brands, local currency and cost-of-living adjusted values

4. Surveys, Wellbeing and Incentives

This matters because listening and incentives work best when they connect to recognition and rewards instead of sitting in separate tools.

Feature	Appspace	Xoxoday Empuls
Employee surveys	Not publicly documented	eNPS, pulse and lifecycle surveys with AI sentiment analysis
Wellbeing incentives	Not publicly documented	Rewards for wellness goals, with fitness integrations

Feature	Appspace	Xoxoday Empuls
Sales incentives	Not publicly documented	Quota tracking, leaderboards, incentive simulation and automated payouts

5. Governance, Security and Scale

This matters because global programs need compliance, budget control and local nuance from day one.

Feature	Appspace	Xoxoday Empuls
Security certifications	ISO 27001, ISO 27017, SOC 2 Type 2 and GDPR	SOC 2 certified and GDPR compliant
Deployment	Public multi-tenant cloud or private single-tenant cloud	SaaS, API, embedded or white-label, with data residency in the US, UAE, India and Saudi Arabia
Integrations	Microsoft 365, Teams, SharePoint, Slack, Google, Salesforce, Workday, ServiceNow and Jira	60+ HRMS connectors, plus Teams, Slack, Google Workspace, Salesforce and HubSpot
Budgets and approvals	Not publicly documented	Maker-checker flows, budgets by country and manager, audit logs
Languages and currencies	Not publicly documented	50+ languages and 50+ currencies, with local tax handling

6. AI

This matters because AI is only useful when it acts on engagement data, not just content.

Feature	Appspace	Xoxoday Empuls
AI assistants	Appspace Intelligence: customizable AI assistants connected to ServiceNow, Workday, Jira and Microsoft 365	Em: reports on demand, recognition suggestions, writing coach, skill mapping and attrition prediction
MCP (Model Context Protocol)	Not publicly documented	Empuls connects to AI tools and agents through MCP, so teams can query programs and run actions from the AI assistants they already use

Beyond the Platform — What You Get When You Choose Empuls

Empuls is more than an intranet - it's the engagement infrastructure your people strategy runs on.

At launch, you get dedicated Implementation Engineers, structured onboarding, promotion kits, manager toolkits and adoption workshops, built so your program lands with momentum and not a quiet rollout that fades in weeks.

Post-launch, a named Customer Success Manager drives adoption, recognition frequency and participation through targeted campaigns, manager nudges and structured Monthly and Quarterly Business Reviews. A 24/7 AI-powered support bot keeps your teams unblocked.

On AI, Em generates reports on demand, recommends who to recognize, coaches award writing, maps skills and predicts attrition. With Model Context Protocol (MCP) support, AI assistants can connect to Empuls to run insights, rewards, recognition, survey and engagement workflows through prompts.

The longer you run Empuls, the smarter and more impactful your programs become.

Pricing and feature claims reflect information publicly available as of the publish date and may change. Readers should verify current details on the competitor's site.