

Upward365 Launches as a Unified Performance Management and Employee Engagement Platform

DES MOINES, IA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Upward365, the performance management and employee engagement platform built by two practitioners with 20-plus years of combined experience building and scaling HR software, today launched as a fully unified platform. One price. No add-ons. No surprise upgrades.

“

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*Dave Arringdale, co-founder
of Upward365.*

The launch consolidates what the market has long treated as two separate problems into one connected system. Performance management tells organizations where their people are. Employee engagement tells them how they feel about it. Upward365 connects both in a single platform because they were never meant to be separate.

"We built what we kept wishing existed when we were on the buyer side. One platform, one price, everything included. No upgrade path because there is nothing held back," said Dave Arringdale, co-founder of Upward365.

Built for the Way Mid-Market Companies Actually Work

Upward365 was designed specifically for companies with 50 to 2,000 employees that have outgrown the lightweight tools they started with but do not need the complexity or cost of enterprise platforms. The platform is \$8 per user per month with a \$4,000 annual minimum. Everything is included from day one.

Support is handled by people who have run performance programs themselves, not a ticket queue. Same-day response is standard.

The platform includes:

Year-round performance management with role-matched review templates, continuous feedback, check-in tracking, and goal management that sits alongside the review form so writing a review becomes a read, not a memory test.

Employee engagement with pulse surveys, recognition tools, and engagement data connected directly to performance context, so HR leaders can see not just how people are performing but how they feel about it before someone decides to leave.

Why Now

The performance management software category is at an inflection point. Platforms across the market have launched AI review features in beta without resolving the bias, homogenization, and manager-trust questions those features raise. Pricing has become opaque, with most platforms requiring a sales call before a buyer can determine whether the product fits their budget. Mid-market HR teams are increasingly being asked to do more with fewer internal resources.

Upward365 was built as the direct answer to all three: stability, human-grounded performance conversations, and transparent pricing published on the website, with no demo required.

"You cannot manage performance without understanding engagement. You cannot improve engagement without managing performance," said Chris Arringdale, CEO and co-founder of Upward365. "That is why we built one platform for both. Two disciplines. One platform. Zero add-ons."

Availability

Upward365 is available now at \$8 per user per month. Get a Demo at upward365.com.

About Upward365

Upward365 is a year-round performance management and employee engagement platform built by two practitioners with 20-plus years of combined experience building and scaling HR software. One platform. One price. Same-day human support. Learn more at upward365.com.

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