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RESEARCH

WFM TECHNOLOGY VALUE MATRIX 2020

ANALYSTS

Trevor White, Evelyn McMullen

THE BOTTOM LINE

For organizations that are looking to optimize workforce management (WFM) processes as employees return to work, WFM software solutions stand as an essential component of attracting and retaining the best talent from an inevitably large and complex pool of candidates. The market continues to be divided by vendors that support different levels of complexity at various price points, reflecting options for the unique needs of organizations. Leaders continue to make key investments in usability, with self-service capabilities, machine learning, and analytics regarding scheduling that help employees and managers drive greater productivity.

WFM
Value Matrix | April 2020

NUCLEUS RESEARCH

| FACILITATOR | LEADER |

- Blue Yonder
- Reflexis
- Ceridian
- Workforce Software
- Ramco Systems
- Infor
- Paychex
- Kronos
- Namely
- Replicon
- ADP
- Paycor
- Deputy
- Verint
- Paycom
- Paylocity

Greater Usability ▶

| CORE PROVIDER | EXPERT |

Better Functionality ▶

OVERVIEW

Shortly after hitting record low unemployment, the COVID-19 outbreak pulled the economy into a downturn that has resulted in mass layoffs and furloughs across the greater workforce. As labor demands spike in essential industries and dwindle in others, a unique employee landscape has been created and must be adapted to by organizations seeking to strengthen their positioning as the economy recovers. Flexible, comprehensive solutions for workforce

management are essential to organizations now more than ever, as it becomes increasingly critical to identify high performing employees and drive greater productivity with fewer resources. With record unemployment, businesses are at an advantage to pursue the best employees for their organization, as they can leverage available features to track productivity and identify which employees are adding the most value, as opposed to those that are not.

Key investments by vendors in recent years include automation capabilities to optimize scheduling and embedded analytics to help managers gain insight into their workforce and improve decision making. Self-service capabilities have become standard, as the usability of a solution's interface has proven to be critical to the engagement and retention of employees. Investments in compliance have also proven to be essential as organizations expand globally, and businesses deal with the general fallout of the current economic downturn. The effects of the crisis have been especially severe for retailers and restaurants, as mass closures and layoffs have led to dire circumstances in which there are few working and several expected limitations and regulatory tasks to be implemented once operations resume. These organizations will face unique needs upon economic recovery and will need solutions that address them. For example, task management capabilities may serve a higher purpose moving forward as stricter health and safety regulations, such as routine sanitation, are put in place.

In this Technology Value Matrix, Nucleus evaluates several solutions that help organizations manage their workforces with a greater degree of efficiency. The Matrix positions vendors in the market based on their delivery of value to customers through the functionality and usability of the software. (Nucleus Research S142 – *Understanding the Value Matrix,* September 2018). The market continues to be divided by those vendors who support high complexity and are well-suited to large and global enterprises, and those with functionality that is more appropriate for users in small and midsized businesses (SMBs).

LEADERS

Leaders in the Value Matrix include Ceridian, Infor, Kronos, Reflexis, and Workforce Software.

CERIDIAN

Ceridian tackles the spectrum of WFM, proving that it can handle complex requirements at scale. Ceridian provides WFM functionality through Dayforce, its cloud-based, SaaS-

delivered HCM platform. A global solution used in more than 60 countries, Dayforce is a single application with a single dataset governed by a single rules engine. Dayforce provides full WFM functionality ranging from time and attendance and labor planning, scheduling, and analytics to leave, absence, and task management. Employee time is captured through the vendor's portfolio of clocks. In September, Ceridian expanded its use of biometrics to enable employees to punch-in for shifts using facial recognition, which offers safety and efficiency advantages over fingerprint readers given the current health crises.

Dayforce WFM provides advanced scheduling that enables managers to reduce costs and optimize business performance by tightly aligning labor staffing with peak periods, employee skills, and regulatory requirements. Managers can create schedules using different methods, such as auto-allocation of labor based on prescriptive analytics and historical data. Visual alerts flag labor costs outside of budget and regulatory requirements, enabling managers to avoid unnecessary labor costs and better adhere to budget guidelines while remaining compliant. These scheduling capabilities are particularly well-suited to industries such as healthcare, retail, hospitality, and manufacturing, where proper labor scheduling is both complex and mission-critical.

The Dayforce mobile app offers full employee self-service, augmented by the vendor's Dayforce Assistant, a virtual assistant leveraging natural language processing (NLP) to understand user requests and provide relevant responses. In April, Ceridian added new features to Assistant that enable leaders to manage schedules and employee attendance using simple voice commands.

Because Dayforce is a single system, whenever a change to employee time in WFM is made, payroll is automatically updated in real-time. This continuous calculation of payroll provides accurate budget and forecasting information that helps schedule managers make more informed decisions and better control budget. It also is the foundation of Dayforce Wallet, which is a recent offering that allows employees to access earned wages outside of the regular pay schedule. Unified payroll and WFM in Dayforce delivers quantifiable business value to Ceridian's customers.

INFOR

Infor offers several industry-tailored cloud solutions that include robust WFM functionality. For example, the Infor Health CloudSuite combines WFM capabilities with supply chain and finance management for the unique needs of healthcare organizations. The vertical approach that the vendor takes allows it to meet user needs across the enterprise, rather than being limited to just HCM or WFM.

The vendor continues to make investments in artificial intelligence and analytics. Infor Coleman AI leverages natural language processing, image recognition, and machine learning to draw insights from Birst, Infor's cloud-based analytics platform. Birst takes data from several areas, including WFM, as well as other enterprise applications both in and outside the system. Upon customer analysis, Nucleus found that Infor WFM customers reported increased user productivity. Users also noted satisfaction with the vendor's scheduling solution, employee self-service and manager self-service capabilities, and mobile-friendly interface. The usability of the solution has helped organizations achieve significant returns by reducing the need for training, subsequently eliminating associated costs.

Other updates and announcements since the last Value Matrix include:

- In February, it was announced that Koch Industries agreed to acquire Infor, extending the vendor's user base to Koch's 120,000 employees.

KRONOS

Kronos' flagship product is Workforce Dimensions, a SaaS-delivered suite through Google's multitenant cloud architecture. The solution is the vendor's newest WFM product that is well-suited to organizations with more than 2,500 employees. The vendor also offers customers Workforce Ready for small and midsized businesses and Workforce Central for on-premise customers. Kronos continues to give these customers the option to move to the cloud through its deployment methodology, Kronos Paragon. With Paragon, the vendor streamlines the deployment of its solution in the cloud, provisioning an industry best practices tenant to drive increased time-to-value.

Kronos provides functionality for time and attendance, scheduling, absence management, and workforce analytics. The Workforce Dimensions suite is mobile-first and leverages AIMEE, the vendor's first AI-powered engine. AIMEE can be used to forecast for optimized scheduling, help maintain compliance, and provide insights into employee analytics. The vendor leads the market in time and attendance and scheduling capabilities, offering solutions that can be tailored to specific verticals. For example, Workforce Dimensions for Healthcare is a suite of tools and analytics designed to help healthcare organizations create optimal schedules based on industry-specific factors such as compliance guidelines, skill sets, and predicted patient volume. The vendor continues to expand its Workforce

Dimensions partner network, allowing it to leverage features from vendors such as Branch, PayActiv, and Salary Finance Advance.

Other updates and announcements since the last Value Matrix include:

- In August, Kronos introduced a new scheduling experience for Workforce Ready with improved usability and scheduling fairness capabilities. Employees can accept or reject a shift change within a defined time period after the schedule is posted, supporting work-life balance. Employers can then compensate employees who make last-minute accommodations, which can help to attract and retain talent.
- In November, Kronos introduced the Kronos InTouch DX, a time clock solution that fully integrates with the Workforce Dimensions and Workforce Ready suites. The clock provides personalized welcome screens for individual users, and allows them to read messages, make time-off requests or approvals, and swap shifts.
- In March, Kronos introduced Work for Workforce Dimensions, which allows manufacturers to track shop floor activities, enabling them to quickly respond to production issues, manage labor costs, and measure performance against established metrics such as productivity and efficiency.

REFLEXIS

Reflexis' focus as a vendor began with task management. However, the cloud-based Reflexis One platform currently offers comprehensive functionality for scheduling optimization, employee self-service, time and attendance, and analytics and reporting. This is particularly attractive to retailers, QSRs, banks, and hotels as the solution helps to simplify store/branch operations and optimize labor spend.

Reflexis Scheduling includes AI-powered forecasting, labor budgeting, and advanced scheduling capabilities that are built to optimize labor spend while advancing customer engagement, conversion, and sales. Reflexis Task Management offers robust task functionality, rivaling other leaders in the area. The solution allows managers to organize, automate, rank, and complete daily tasks in less time, freeing them up to focus on other value-added tasks such as training or helping out on the floor. Customers who deployed Reflexis reported rapid implementation and strong usability, resulting in fast payback periods. User adoption is driven by the MyWork mobile-first unified interface for all Reflexis solutions.

Updates and announcements since the last Value Matrix include:

- In August 2019, Reflexis unveiled several AI-powered solutions at their annual Reflexions user conference, including AI Budget Planner, AI Decisions, AI Performance Manager, AI Staff Planner, and AIDA (Artificial Intelligence Digital Assistant).
- At NRF 2020, Reflexis highlighted their new Q-Suite of solutions with "Q" denoting quick to implement and quick to value. These included Q-Comm, Q-Check, Q-Docs, Q-Forms, and Q-Visual

WORKFORCE SOFTWARE

WorkForce Software offers a modern, cloud-based, SaaS-delivered platform that spans time and attendance, scheduling, absence and leave management, labor analytics, fatigue management, and data collection devices. The vendor is able to integrate its solution with an organizations existing payroll and HR solutions, leveraging an expanding library of application programming interfaces (APIs), through Web Services and file-based integrations. WorkForce offers robust scheduling functionality, with its solution able to handle complicated scheduling needs. In January, the vendor announced that its platform would be moving to the Oracle Cloud Infrastructure, integrating its scheduling capabilities with Oracle's HCM cloud.

WorkForce Software offers managed services to organizations that require assistance in managing their system update processes. The vendor also offers a mobile user interface that leverages chatbot integration to allow users to receive immediate answers to important work-related questions. Interaction pages can be fully customized based on user preference, and the solution is fully embeddable in other environments, allowing organizations to further tailor their user experience. WorkForce Assistant, an urgency model included in the interface, prioritizes tasks from across the suite, driving higher manager productivity.

EXPERTS

Experts in the Value Matrix include ADP, Deputy, and Paycom.

ADP

ADP offers customers 3 multitenant cloud-based HCM solutions based on organization size. ADP Run is best suited for businesses with 1 to 50 employees, while Workforce Now works well for those ranging from 50 to 3,000 and Vantage HCM for more than 3,000. Workforce management capabilities offered by the vendor include time and attendance, scheduling, absence management, compliance, and analytics. This functionality fully integrates with the vendor's payroll and HCM solutions.

ADP's wide global range makes it a strong global pay solution. The vendor also has solid partnerships with others in the market. For example, ADP partners with Microsoft Dynamics 365 Business Central to provide mutual clients with expanded HR functionality in one platform. This includes finance, operations, sales, payroll, time and attendance, tax services, benefits, and talent management.

Updates and announcements since the last Value Matrix include:

- In May, ADP launched financial wellness solutions Wisley Now and the myWisley App to enhance instant pay and compliance capabilities.
- In September, the ADP announced ADP Marketplace availability through Accountant Connect, a payroll management and analytics platform. Also announced were updates to the vendor's General Ledger Interface.
- In October, the vendor announced enhancements to ADP DataCloud, including an upgraded user experience and machine learning capabilities that aid decision making. The vendor also introduced SMART-3(16), a solution that outsources retirement plan administration and management to a third-party provider, taking strain off of administrators.

DEPUTY

Deputy offers scheduling and time and attendance software that can easily integrate with an organization's existing payroll, point of sales, and HR system. The vendor serves a wide range of industries, including healthcare, logistics, retail, and education. Deputy's primary focus is on schedule optimization, with its scheduling solution allowing managers and employees to access scheduling and timesheet automation, leave management, shift swapping, and communication on a single platform from any device. It also integrates with popular payroll vendors such as Paychex and ADP, and ECM vendors including Box and

Dropbox, to streamline invoicing and payroll processing. Additionally, the solution can be tailored to fit the specific needs of a given industry, whether that be security, hospitality, or customer support.

PAYCOM

Paycom provides its customers with a single application and a single database for payroll. Employee self-service is offered through desktop and mobile applications and allows employees to complete tasks such as clocking in and out of shifts, managing expense reports, and changing timesheets. The vendor's solution remains a strong option for small and midsized businesses as it meets their principal needs. Paycom employee self-service can be accessed through the web or on a mobile device, providing an intuitive UI that allows users to clock in and out, manage expense reports, manipulate timesheets, etc. The vendor recently released its Employment Predictor technology, which helps provide insight into employee flight risk based on a proprietary algorithm.

Updates and announcements since the last Value Matrix include:

- In July, Paycom announced the release of Ask Here, a communication solution that allows employees to ask their managers work-related questions, and receive answers, quickly through the vendor's ESS platform.
- In December, the vendor released its Performance Evidence and Video Content Creator solutions as extensions to Paycom Learning.
- In February, Paycom introduced Manager on-the-Go, a mobile solution that allows managers to make task approvals at any time.

FACILITATORS

Facilitators in the Value Matrix include Blue Yonder, Paychex, and Ramco Systems.

BLUE YONDER

Blue Yonder, formerly JDA Software, announced its company name change in February and continues to focus on handling complex scheduling and associated time and attendance.

This functionality makes the solution well suited to the needs of retailers. The solution gives employers the opportunity to set fixed shifts for certain employees and find the best tasks for them to complete during that time. Additionally, the vendor provides functionality for long-range planning, which takes historical and real-time data into account. Scheduling also includes employee attributes, which help managers ensure that employees are well-qualified for the jobs they are placed in. Blue Yonder offers employee self-service to users, with mobile-based functionality surrounding shifts and communication.

Dashboards allow users to gain insight through side-by-side comparisons of locations that have faced recent overstaffing situations and allow them to adjust schedules accordingly. Blue Yonder also offers its Store Optimization solution as a tool to ensure that employees receive the right task assignments at the right time. The solution can also assign tasks to the appropriate staff based on skill sets that are reflected in the staffing schedule. Additionally, the solution connects with the vendor's supply chain management (SCM) offering, which is another advantage for retailers.

PAYCHEX

Paychex Flex offers WFM capabilities including benefits administration, time and attendance, compliance, core HR, and payroll. Every user is given a dedicated support specialist who is available 24 hours every day, including weekends and holidays. End-users note intuitive dashboards and easy integration with key applications, including the general ledger. Paychex can provide time and attendance functionality to organizations employing as many as 10,000 employees, and offers advanced scheduling, budgeting, and analytics. The vendor's employee self-service platform allows users to view information such as pay and rosters.

Paychex offers additional functionality surrounding onboarding. As an organization's new hires are onboarded, Paychex automatically cross-references information that can identify available tax credits. The vendor's General Ledger Service (GLS) can integrate with Sage Intacct for financial management services.

Updates and announcements since the last Value Matrix include:

- In September, Paychex attended the 2019 HR Technology Conference & Exposition and announced the release of solutions including Paychex Flex Time for smartwatch, real-time payments and on-demand pay, the Paychex Flex Intelligence Engine, and expanded integrations through the cloud.

- In March, the vendor released several enhancements to the Paychex Flex platform, specifically to Paychex Integrations, Document Management, and the Paychex Flex dashboard. The vendor's on-demand pay solution was also released, allowing customers to offer employees access to wages as they earn them.

RAMCO SYSTEMS

Ramco Systems is a cloud-based, SaaS-delivered HR & Global Payroll solution that also handles enterprise asset management (EAM) and enterprise resource planning (ERP). The vendor additionally provides software specifically tailored for logistics management as well as a strong solution for the aviation industry. WFM functionality offered by Ramco includes core HR, global payroll, and a time and attendance solution which comes embedded with Facial Recognition and thermal screening feature called RamcoGEEK! in addition to NFC and GPS based attendance. The suite also has employee self-service and manager self-service throughout, and there is a native mobile application for Android, Windows, and iOS.

Ramco Systems provides global payroll in 45 countries and will soon be launching its payroll for the United States. In its effort to drive automation, Ramco is working on Cognitive Process Automation with its CHIA Chatbot, which proactively alerts users to complete specific transactions. There are approximately 30 different self-service transactions in HR, around Transaction, Support, and Policy related queries that are simplified by Ramco CHIA. The bot can be integrated with platforms such as Facebook, Microsoft Teams, Skype, WhatsApp, and WeChat, and can also support all languages under Microsoft's Louis platform. Leveraging AI and ML, the vendor has built a Personalization Engine that understands the user based on information available in historical data to draw patterns and build personalized solutions.

Additionally, the vendor offers analytics functionality with Ramco Insights, which focuses on predicting metrics such as employee attrition. Customers have noted analytics capabilities as the main factor in their decision to deploy Ramco. Organizations with a large overseas workforce can benefit from the vendor's connected global pay, which helps users to avoid the difficulty and expense associated with integrating with multiple third-party vendors across global locations.

Updates and announcements since the last Value Matrix include:
- Ramco recently announced the launch of its advanced facial recognition based Time & Attendance System – RamcoGEEK, embedded with Thermal Screening and IoT

sensor doors to enable organizations to move towards a 'Touch-less' attendance and workplace access, in the wake of the COVID-19 outbreak

- In October, the vendor announced a partnership with NTT Data Services to allow customers to easily transition their enterprise applications to modern solutions.

CORE PROVIDERS

Core providers in the Value Matrix include Namely, Paycor, Paylocity, Replicon, and Verint.

NAMELY

Namely's primary offering is Managed Services, a managed version of its HR technology solution. Functionality includes payroll, benefits administration, compliance, and timekeeping. Customers are paired with dedicated account managers, who can run their payroll or track benefits for them, reducing HR time spent on tedious manual processes. Namely Analytics is another offering from the vendor, which can generate detailed reports with data concerning salaries, attrition, and job changes.

Namely primarily serves mid-sized businesses, but the solution's optimal customer ranges anywhere from 20 to 2,000 staff and can serve organizations of approximately 3,000. The Namely WFM suite spans payroll, core HR, time and attendance, benefits administration, and time management, and is available as a mobile app. The solution's modern user interface allows employees to view their information in a calendar view that can synchronize with services such as Microsoft Outlook and Google Calendar. Additionally, the vendor offers enterprise-level reporting capabilities tailored to small businesses, with more than 80 standard reports to be used. Namely is a Cloud Identity technology partner in the Google Cloud Partner Program, extending greater options to customers looking to consolidate their HR and Identity solutions.

Updates and announcements since the last Value Matrix include:

- In June, Namely attended the SHRM Annual Conference and Exposition and announced several enhancements to its platform, including simplified benefit enrollment, an increase in insurance plans, and benefits, payroll, and HR information capabilities through the Namely mobile app.

- In September, the vendor announced the release of the Namely Help Community, an on-demand support platform that gives customers access to frequently asked questions, support guides, product release notes, customer support cases, and developer resources.
- In October, Namely expanded its partnership with ThinkHR, launching new compliance solutions and services. The vendor also announced that it signed a reseller agreement with JazzHR, allowing customers to integrate JazzHR's recruiting and candidate management capabilities into the Namely platform.
- In December, the vendor launched its Comply Database, which streamlines multi-state HR compliance.

PAYCOR

Paycor offers a cloud-based WFM suite that spans payroll, core HR, time and attendance, reporting, benefits administration, and compliance reporting. Customers are typically SMBs, averaging nearly 50 employees, that have not previously used a WFM technology solution. Paycor continues to offer robust functionality that allows smaller businesses to leverage automation.

Functionality through the vendor's mobile application allows employees to clock in and out, view their schedule and pay information, request time off, and view action balances. Managers can use the application to correct timecard issues, update or add missing punches, approve timecard exceptions, and manage time-off requests. The vendor also offers attendance management for employers to automate their attendance policies, as well as a time dashboard and a recently revamped accruals module which includes support for balance rollovers and transfers, daily and hourly-based accruals, real-time deductions, and balance caps and floors.

Updates and announcements since the last Value Matrix include:

- In May, Paycor acquired Ximble scheduling to allow customers to ease scheduling and shift swapping processes.
- In October, the vendor launched Paycor Analytics with the help of data analytics vendor, Visier. The solution allows users to drive clear answers to questions about their workforce and provides comprehensive benchmarking capabilities, allowing businesses to rank themselves against competitors in their space.

- In January, the vendor announced Scheduling and Scheduling Pro as enhancements to its Time and Attendance module.

PAYLOCITY

Paylocity offers payroll, core HR, benefits administration, and time and labor, typically to medium and enterprise-sized organizations. The vendor is a registered reporting agent for the IRS, allowing it to provide users with tax filing services. Manager self-service and employee self-service are offered, in addition to more than 100 standardized reports and simplified onboarding.

Paylocity offers a year-end dashboard that helps HR workers to prepare W-2s and perform tax reporting. The vendor's automation of expense filing, reporting, and reimbursement make it particularly attractive to organizations that are looking to move from manual processes. The acquisition of BeneFLEX HR Resources, Inc. has allowed the vendor to enhance its benefits administration capabilities, specifically handling flexible spending accounts (FSA), health savings accounts (HSA), health reimbursement accounts (HRS), and COBRA for mid-market customers throughout the Midwest and California.

Updates and announcements since the last Value Matrix include:

- At the annual HR technology conference in September, Paylocity announced the release of several new solutions to better suit workforce needs, including Community, a Learning Management System (LMS), and on-demand pay.

REPLICON

Replicon's WFM functionality spans automated time and attendance, absence and leave management, job costing, complex scheduling, global gross payroll, workforce analytics, and global compliance. The vendor has made investments in making its solution fully modern and mobile, with advanced capabilities including Time Intelligence, Location Intelligence, Crew Management, and a Global Compliance Dashboard, which provides updates and notifications.

The vendor's cloud-based time and attendance solutions automate time tracking relevant to employees, tasks, projects, activities, jobs, and schedules. The platform makes it easy for

employers to capture time for a several purposes, as well as consumption for paying employees, billing customers, job costing, or accounting for shared services. The vendor's Time Intelligence platform leverages Internet of Things (IoT), artificial intelligence, machine learning, and deep learning to connect to structured and unstructured time-related data sources for automated time capture, classification, and contextualization to help users gain valuable insights. Other investments the vendor has made in AI include functionality for facial recognition and chatbots.

To expand its WFM efforts, Replicon introduced the Crew Time Management solution to streamline mass time capturing, attribution, costing, and billing for projects involving large teams. The vendor also provides a global pay rules library, time off and absence rules, and work and rest time enforcements for more than 70 countries globally, as well as a Global Compliance subscription and notification service, allowing organizations to maintain better compliance.

VERINT

Verint is a provider of cloud solutions for workforce engagement, employee self-service, experience management, security, and compliance. The vendor is well-suited to serve midmarket and enterprise-sized businesses and appeals to a wide range of industries, including finance, retail, and the public sector. Verint's Workforce Engagement Cloud leverages automation to help managers optimize scheduling and forecast staffing needs. The solution maintains regulatory compliance, and engages and retains top candidates, continuing to engage them through succession.

To address the need for Actionable Intelligence, especially in its key focuses of engagement and cyber intelligence, Verint offers an Actionable Intelligence platform that includes data capture, processing, analysis and automation, and visualization. This allows organizational leaders to make better-informed decisions across several use cases.

The vendor's Web Self-Service leverages Verint Knowledge Management to allow simple, intuitive user search capabilities. It also includes Verint Case Management, which enables employees to launch cases and check their status from the platform. Web Self-Service capabilities are available to large enterprises using Verint Engagement Management and public sector organizations using Verint Government Engagement Management.