

# New World Workforce Management

## WorkForce Software

### Report Abstract

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12-pages

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## Who is This Vendor Assessment For?

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NelsonHall's New World Workforce Management profile on WorkForce Software is a comprehensive assessment of WorkForce Software offerings and capabilities, designed for:

- Sourcing managers monitoring the capabilities of existing suppliers of Workforce Management and identifying vendor suitability for Workforce Management RFPs
- Vendor marketing, sales, and business managers looking to managers developing strategies to target service opportunities and benchmark themselves against their peers
- Financial analysts and investors specializing in the Workforce Management sector.

## Key Findings & Highlights

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NelsonHall's vendor assessment analyzes WorkForce Software's offerings and capabilities in Workforce Management services. WorkForce Software, LLC is a U.S.-based privately owned software company that provides global Workforce Management solutions with integrated employee experience capabilities. Founded in 1999 in Livonia, Michigan, it now has 704 employees with an additional headcount of 411 global contractors. The majority of its customers are mid and large, enterprise-sized organizations. It supports ~1100 customers, serving ~5.3m users across 80 countries with a local presence in ten countries: Australia, Canada, Germany, India, Latin America, New Zealand, Pakistan, Philippines, Poland, Singapore, Spain, United Arab Emirates, United Kingdom, and the United States. Approximately ~67 of its employees are based in the U.S.

Since 2013, it has been expanding geographically. Key acquisitions that supported its expansion include:

- RosterLive, acquired in 2012 to expand its footprint into Australia. RosterLive offered online rostering solutions to small to medium-sized businesses. It had ~200 clients. In 2015 it was rebranded to WFS: A WorkForce Software Company ("WFS Australia"). Its SME product was rebranded to EmpLive. WFS Australia also offers the WorkForce Suite to support the workforce management needs of large enterprise organizations across Australia, New Zealand, Singapore, and a growing number of countries across the APAC region
- Workplace, acquired in 2016, a cloud-based employee forecasting and scheduling software for retail and hospitality, based in the U.K., the U.S., and Australia
- Foko Retail, acquired in 2021, a retail communication and task management software for frontline workers based in Canada.

## Scope of the Report

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The report provides a comprehensive and objective analysis of WorkForce Software’s Workforce Management services offerings and capabilities, and market and financial strengths, including:

- Identification of the company’s strategy, emphasis, and new developments
- Analysis of the company’s strengths, weaknesses, and outlook
- Revenue estimates
- Analysis of the profile of the company’s customer base including the company’s targeting strategy and examples of current contracts
- Analysis of the company’s offerings and key service components
- Analysis of the company’s delivery organization including the location of delivery locations.

## New World Workforce Management Assessments also available for:

ADP

Deputy

Infor

Quinyx

Shiftboard

TCP

UKG

WorkForce Software

## About The Author

DeeAnna Warrington is a Principal Research Analyst at NelsonHall and an HR Technology & Services practice member. She has global responsibility for HCM technology, workforce management, and health & welfare administration.

DeeAnna is a highly experienced HR Specialist with 15 years of experience across various industries such as finance, wealth management, health insurance, healthcare, retail & sales, and real estate. She has significant experience in HR business operations and technology, acting as a consulting project manager to match organizations with HR software and service providers.

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## About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the ‘art of the possible’ in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall’s research is based on rigorous, primary research, and is widely respected for the quality, depth and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at [guy.saunders@nelson-hall.com](mailto:guy.saunders@nelson-hall.com)

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