WORKFORCE.COM'S PRODUCT VALUE PROPOSITION
Our software builds your success and growth.

Every HR technology company offers features. Making purchasing decisions based on a list of product features is a race to the bottom. And it's a race that has already been run. What is absolutely critical is the belief system that determines why these features are built. Belief systems describe how we see the world. They are deeply embedded and can't be bought, copied or changed on a whim.

Our belief system is expressed through our core values. These tenets are strongly held beliefs that are reflected in the product we build. A well-defined understanding of our values and our vision for our product provides a clear picture of whether we will be the right long-term partner for your business.

You should keep these in mind as you review feature comparison checklists or RFP submissions. All companies offer data exports, API, and enterprise reporting options. By understanding our product values you can determine if they match your goals and expectations.

Our Product Value Proposition —
- **We constantly release proven features and improvements.**
- **We move faster with innovative software engineering.**
- **Laser focused on being best of breed.**
- **No VCs, no private jets. We work for you, not them.**
- **Automation with your customized needs in mind.**
- **Minimal training. Maximum results.**
- **Empowering managers to think like business owners.**

We constantly release proven features and improvements.

The success and the quality of our product is the result of our continuous pursuit to produce superior software. The code that runs Workforce.com is updated many times a day. Often it's small changes, like making some code run faster or tweaking how a button behaves to make it easier to use. Sometimes it is entirely new features (you can turn them on when you're ready for them).

These improvements arrive without you having to lift a finger. We aren't going to email you an install script for your system administrator to run next month. This means you

will benefit from the valuable work our product team is performing every single day. It also means we are on top of issues much sooner and can fix them quickly — typically within a day — if something isn't quite right. Our hustle and attention to your needs means you can focus on running a business, not fretting about software updates.

This may sound uncomfortable if you are used to controlling the timing of any update, after doing UAT testing and reviewing a line-by-line changelog. We encourage you to lean into it. We've been working this way for 10 years. In our experience front-line managers are great and picking up improvements and getting on with the job. More importantly, they are excited about their work becoming more efficient, for free, with no effort required on their part.

We move faster with innovative software engineering.
We operate on a single codebase — we don't have a different version of our code for each customer. We work this way because a single codebase is easier for you to maintain and new features can be added quickly and seamlessly.

Think about when you bought Microsoft Word on a CD back in the day. The version of Word that you were using was whatever came on that CD. If there was an update, you either needed to buy a new CD or download it. Either way, you needed to do something to get an update. Now imagine you're Microsoft. From your perspective, there are hundreds or thousands of different versions of Word being run. Every computer in the world could be using a different version based on when they bought the CD and which updates they have downloaded.

This makes building Word much harder for Microsoft's engineers. It means they are slower to add improvements, delete bad features (remember Clippy?) or fix bugs. This is the position most enterprise software vendors are still stuck in.

By contrast today you just open Office 365. You are using the latest version of the software, updated instantly, and so is everyone else in the world. That's the power of a single codebase, and that's how we operate.

Laser focused on being best of breed.
We want to be the best at what we do. To do this we need to very clearly define the scope of things we are good at, then focus relentlessly on being excellent at them. We can create a lot more value for your business by having the best workforce management software on the market. We aren't going to generate nearly as much value for you by having a mediocre ERP product. Our time is better spent ensuring our workforce management software continues to be world class.

For features that fall outside of our scope, we want to make it extremely easy for customers to integrate with whatever system they want to use to be successful. This means that we proactively partner with different software solutions all over the world, and we make it extremely easy to export your data (by CSV or API) to do whatever you like with it.

There are many "all-in-one" systems on the market. We say "all-in-one" because most of them are different systems that have been haphazardly stitched together behind the curtain. We aren't interested in being one of them, but we are happy to integrate with them for the things we don't do!

No VCs, no private jets. We work for you, not them.
It's considered cool in our industry to get money from venture capitalists, dump it all into marketing, then try to get bought by a larger company or sell to a private equity firm. As quickly, and for as high a price, as possible.

The problem with this process is that, in the end, nobody cares what happens to customers.

We don't travel the country in private jets. We're accountable only to our customers paying their invoice, which will only happen if we provide a proven product and superior service. When you work with us, our interests are aligned top to bottom with you in mind.

Automation with your customized needs in mind.
We are in the business of automating things that should be automated. The idea that you need to print out a schedule each week and call every employee to make sure they got their shifts? Not for this working world. When you automate this process it's done for you.

We aren't in the business of automating everything. If you need a specific report in an exact format to match a rule your city just enacted, we might not have that out of the box. What we will do is give you all the tools and access to your data that you need. This means we have CSV exports for data, a full featured API, and we work seamlessly with data mapping tools like Retool or Tableau.

By focusing on the things we can automate for everyone we enable our team to concentrate on performing more high-value work for your long-term needs.

Minimal training. Maximum results.
Our product is exceptionally easy to use. The majority of functionality doesn't require any training at all. We're here to help with complex things like configuration and one-off integration, but we don't want to set the expectation that you need a two-hour (or two-day/week/month) training session before you can schedule your staff and get them clocking in.

We invest in effective, proven strategies to minimize training:
- Our product is clear and accessible.
- We provide videos and help guides.
- We offer support to answer questions as you have them.
- We make it easy for our customers to support their team directly.

Empowering managers to think like business owners.
The way we see it, there are different interests involved when building workforce management software:
- Business owner/shareholder happiness.
- Front-line manager happiness.
- Payroll/HR team happiness.
- Employee happiness.

While we recognize there are many stakeholders here, we choose to empower your front-line managers. We do this because front-line managers have the biggest leverage over profitability in the entire business.

If they do their best work — if they think like business owners and focus on successful and profitable operations — the results will be great for all stakeholders. If they are checked out or apathetic because their software is terrible, you are wasting valuable time and losing massive amounts of money.

Final thoughts
We build relationships with customers like you based on the values we share. Our product is the tangible bond between our common beliefs and principles. This product value proposition is not some catchy slogan, but instead is our earnest commitment that sets us apart from our competitors and provides you with the competitive advantage you need to thrive and succeed.