



New World Workforce Management

Deputy

Report Abstract

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9-pages

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Who is This Vendor Assessment For?

NelsonHall's New World Workforce Management profile on Deputy is a comprehensive assessment of Deputy 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

NelsonHall's vendor assessment analyzes Deputy's offerings and capabilities in Workforce Management services. Founded in New South Wales, Australia, in 2008, Deputy's roots began in 2000 with Aero-Care, a small business led by Steve Shelly that provided maintenance services at Sydney airport. Aero-Care experienced rapid organic growth, becoming Australia's largest ground-handling business servicing airlines across every major Australian airport. In 2003, software engineer Ashik Ahmed joined Aero-Care to build an in-house scheduling product to better manage the business's shift-based workforce. This software, "Aero-Net," helped transform Aero-Care's operations, significantly reducing the time spent supervising constant schedule changes and other workforce administration tasks. As an automated platform, Aero-Net reduced manual staffing tasks to zero and provided data insight that increased operational efficiency, allowing the business to grow to 1.5K employees without adding additional IT or administrative roles to staff.

In 2008, with the sale of Aero-Care to private equity and the advent of the cloud, Shelly and Ahmed jointly launched Deputy to take their staffing solution global. The software was rebuilt and officially launched in 2010. By 2018, Deputy had scaled to 200 employees, ~1m users in ~100 countries, and raised ~\$110m in venture capital, including Series B of \$81m, the largest Series B funding round for an Australian company at the time. The capital allowed Deputy to scale its product & engineering, sales, and marketing teams in core markets and invest heavily in product features, integrations, and ease of use across web and mobile platforms.

Deputy has maintained its original mission, founded with the advent of Aero-Net – to simplify shiftwork via a platform that automates scheduling with labor demands, prepares accurate payroll, and provides efficient communication. The organization's key customer targets are shift-based industries and workforces. It currently services ~40K clients with ~1.4m employees being managed on the platform.

Scope of the Report

The report provides a comprehensive and objective analysis of Deputy'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

Infor

Quinyx

SD Worx

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

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