

New World Workforce Management

SD Worx

Report Abstract

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Who is This Vendor Assessment For?

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

SD Worx, headquartered in Antwerp, Belgium, is a European people solutions provider with global capabilities. SD Worx is one of the largest HR providers in Europe, with a local presence in 27+ countries, supporting ~80k clients. It offers software and services across the full employee life cycle, from staffing and core HR to talent and career solutions. Services include software, outsourcing, consulting, and data insights.

SD Worx's entry and growth in the Workforce Management market came about from a series of partnerships and acquisitions:

- Adessa, an HCM integration and consulting company (acquired in April 2020), built partnerships and capability with three workforce management products:
 - SAP partnership, established in 2005, where Adessa was certified to implement the Time and Attendance and Workforce Scheduling modules based on SAP ECC
 - WorkForce Software partnership in 2015. Adessa achieved certification as an interface, configuration, and reporting specialist and completed its first project in 2018
 - Kronos partnership in 2019. Adessa achieved certification for implementing Access Control, Timekeeping, Advance Scheduling, Universal Device Manager, and Integration. It completed its first project with Kronos in France in 2020
- Protime, a Belgium-based specialist provider of Workforce Management software, was acquired in 2011. Protime currently supports 40+ countries with ~360 workforce management experts and over 25 years of Workforce Management experience
- Strobbo (previously known as Online Werkrooster), a Belgium-based personnel planning software company was acquired by Protime in 2018. It has ~1.7k catering and retail clients and in 2020 announced it would be launched in France, Netherlands, and Luxembourg. Strobbo offers tailor-made work schedules considering fluctuating workloads alongside visibility of business profitability
- Aditro, a Swedish-based HR and payroll SaaS vendor was acquired by SD Worx in 2021. Aditro was already established as the mid and large enterprise market leader in these countries and brings clients

such as Saab, Volvo, and IKEA. The focus now is on integrating Aditro's existing client base while leveraging the technology from the two organizations and allowing for SD Worx's expansion into the Nordic market, specifically Sweden, Norway, and Finland

- Launch!, a Dutch company was acquired by SD Worx in 2021. It provides SAP SuccessFactors-based implementation, maintenance, and outsourcing services. With this partnership, SD Worx expands into the Netherlands, Denmark, and U.K. and acquires customers in both the private and public sectors such as Action, Maastricht University, Perfetti Van Melle, and PostNL. The SAP SuccessFactors business allows for better support of enterprise customers
- huapii, a Belgium-based software company was acquired by SD Worx in 2022. It offers a talent platform for employees to manage skills training and track performance. The acquisition will allow SD Worx to strengthen its talent management offerings while allowing huapii to expand to international customers. Clients include Accent Jobs, DPG Media, Nipro, and Telenet. The merger of the two organizations reflects SD Worx's key strategy to develop employee experience capabilities by providing solutions to develop and track skills and competencies.

This profile primarily focuses on SD Worx's New World Workforce Management capability related to its proprietary software offering, Protime. Its wider WFM integration experience is also relevant as it supports this offering.

Scope of the Report

The report provides a comprehensive and objective analysis of SD Worx'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 centers.

New World Workforce Management Assessments also available for:

ADP

Dayforce

Infor

Paycor

Shiftboard

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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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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