

ONE FORCE FOR THE WORKFLOW

With its new OneForce software platform, **New England-based Workscope helps firms of considerable size tackle their HR transactions with ease of integration—and ease of use.**

Tim Clifford is happy to celebrate his company's fifth birthday with a magazine interview. As CEO of a small but far-reaching software firm, **Workscope** (www.workscope.com), Clifford fairly bubbles with birthday-boy enthusiasm when he talks about Workscope's innovations and its growing profile among high-profile organizations that have become clients—from **General Motors** to **Honeywell**, and **Eli Lilly** to **Frito-Lay**.

"I co-founded this company in 1998," he says proudly from his Framingham, Mass., offices. "We were a pioneer in the self-service market and in deploying the delivery of HR transactions into the broad workforce. At the core of what we do is to try to use technology to lower cost and enhance service."

Workscope's benefits and workforce management software solutions span the HR landscape, providing outsourced benefits administration, compensation and succession planning tools, organizational reporting and management tools, employee self-service capabilities, and more. And now, after continuing to refine its products over its five years in the market, Workscope is offering its applications under the new OneForce banner, a branding effort that gathers the diversity of Workscope's tools onto a state-of-the-art platform.

"Over time, we've been evolving our product to make it conform to the standards that have evolved, to take more advantage of our platform, to easily integrate with other applications, with a consistent user interface design," explains Workforce marketing and product strategy SVP Betsy Zikakis. "OneForce is, therefore, designed to garner higher adoption rates, taking the user

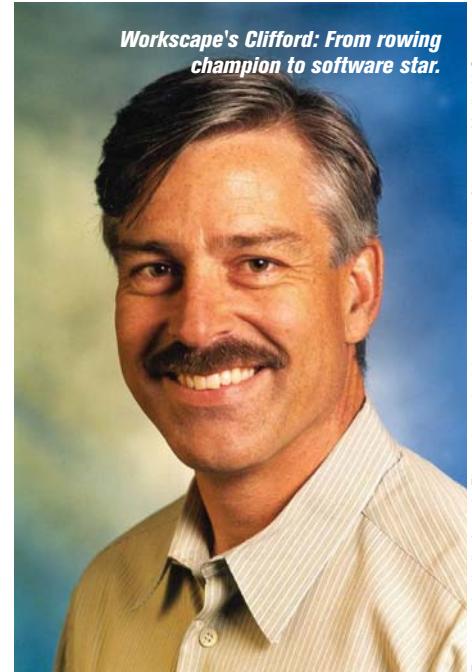
interface that has always been well-adopted by the workforce and pushing it to the next level."

"More importantly," adds CEO Clifford, "there's the fact that our products and services work the way our clients want them to work to avoid very expensive reengineering processes or the need to add applications or reconfigure the way those applications are working. We don't force business processes through the workforce."

Clifford points out that OneForce is also about having "a completely new workflow engine that lays the groundwork for all things to be very configurable, to easily map company processes and let them put their specific variables in. One of the things we've heard from HR is that they not only want these systems to work the way they're designed, but they also want to do more of the tailoring of the processes. So with OneForce, we provide the ability to customize and add new functionality, all with industry standards like XML and Java."

Privately held Workscope is not without competition in its software universe; but Clifford is proud to point out that the firm recorded \$56 million in revenue last year, generating more than \$2 million in positive cash flow, and has been growing at about 25 percent a year. The company can provide an outsourced solution and also offers all its software on an ASP (application service provider) or hosted basis, as well as selling software licenses.

"More and more clients are looking for the ASP model," says Clifford, who graduated from **Northeastern University** and also happened to be the United States National Rowing Champion and



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member of the U.S. National Rowing Team in 1979. "We all know how HR has had to fight the battle for technology resources. The ASP solution puts HR in a position where it can truly innovate without being constrained by the resources in an organization."

At the end of the day, though, the liberating flow of employee and manager self-service is the big theme for Workscope. "We invest heavily in trying to understand how people work and in creating the user interface," says Clifford. "We have no training programs for our products; there's no training required. HR makes an announcement, the user is given a URL, and goes from there. The DNA of this company is that it was born on the Web with the concept of allowing all employees and managers to have access."

—Matt Damsker