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## Talking With

### Workscape, Inc.

**TIM CLIFFORD,  
CEO**

*Tim Clifford (tim.clifford@workscape.com) serves as Workscape's president and CEO. He oversees all day-to-day operations and is heading the company's business development and merger and acquisition efforts. He brings extensive experience in growing startup companies to Workscape.*

*For 20 years, Clifford has been an innovator in the field of employee benefits. As president and COO of the small group business unit for Health Plan Services, Inc. (a NYSE company), he was responsible for the distribution, administration and risk management of benefit plans for employers and individuals. Prior to that, he was CEO of Consolidated Group, one of the country's leading outsourcers*

*to carriers for marketing and administration of insurance plans. Clifford has also held senior sales management positions in the large employer group division of Prudential.*

#### **WHAT DOES WORKSCAPE DO?**

Workscape builds Internet solutions for Human Capital Management (HCM) that drive productivity gains and improve overall employee satisfaction. We are the leading provider of HR Self-Service solutions for employees and managers.

Workscape integrates its HR solutions while leveraging a client's current investment in technology through an Internet service delivery platform.

Workscape provides both traditional on-site applications and

application service provider (ASP) solutions.

#### **WHAT IS THE BASIC MISSION OF WORKSCAPE?**

Workscape is helping companies revolutionize the way they connect to their employees, managers and retirees. Our mission is to develop best-of-breed solutions to strengthen the relationships between the company and these important stakeholders. We also understand that our solutions must leverage our client's

existing investments in HCM while providing an open, scalable platform that integrates with multiple back-office systems.

#### **CAN YOU SHARE WITH US SOME DETAILS ON YOUR CUSTOMER BASE?**

The company's applications have been deployed at over 300 large corporations, including 70 Fortune 500 companies, and are being used by more than 10 million employees worldwide. For example, we recently announced Target Corporation's

plans to roll out Workscope's Employee Self Service applications to their 215,000 employees. We're also implementing a broad set of our HCM solutions in employee portals for approximately 120,000 DaimlerChrysler employees and 240,000 General Motors employees.

#### **PLEASE DESCRIBE YOUR PRODUCT**

Workscope's HCM solutions include: Workforce Management applications provide integrated information that automate complex

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processes like compensation planning; Electronic Benefits Administration solutions that streamline interactions among employers, employees and benefits providers; Workplace eCommerce solutions that support companies now connecting employees through an employee portal to company-sponsored service providers, which taken together, form the HR supply chain; and the HR Application Service Provider, which hosts and manages these solutions, giving our clients a quick and cost-effective deployment option.

Workscope builds and deploys all of its solutions on its Employee.com Internet service delivery platform. Employee.com is built with open, standards-based components, and leverages established APIs, technologies and protocols. This allows clients to leverage their investments in HCM by integrating Workscope solutions with those they have built internally or purchased from other vendors.

It includes an employee portal that can be configured as a personalized view of the corporate intranet or HR home page. In the Employee.com portal, Workscope embeds its market-leading Internet-based HR Self Service and Workforce Management applications.

The Employee.com technology platform is a rapid development environment for new applications which supports the integration of a client's legacy applications in a portal view. Applications running on the platform

drive the portal's work and life events-based navigation, share a common rules engine and workflow, and integrate with multiple ERP, payroll and other back-office systems.

Employee.com is hosted on Sun hardware in secure data centers that can support millions of concurrent users. Major corporations are increasingly turning to ASPs like Workscope to connect global workforces with information, benefits and services running on Web servers both inside and outside the corporate firewall.

Employee.com extends the power of self service by enabling employees to interact directly with employer-approved service providers, allowing clients to integrate their HR supply chain without significant costs or administrative burdens.

More than an employee portal, Employee.com links employees from their home or office through their choice of access options, including their television, phone, wireless

device or PC, to a vast array of company-sponsored information, as well as HR self service and workforce management applications.

#### **WHAT MAKES WORKSCOPE UNIQUE?**

Many factors make Workscope unique in this industry, but one stands out.

Our clients have very complex technical infrastructures characterized by multiple computing platforms, middleware technologies, databases and back-office systems like ERPs and payroll systems. Workscope's Employee.com Internet service-delivery platform helps clients leverage their existing investments in HCM solutions while providing all employees with a single logon and easily navigable experience to many disparate enterprise systems. It also gives them a technology platform to deploy new Workscope solutions that interoperate with these other systems.

#### **WHAT TYPE OF SUCCESS HAS WORKSCOPE HAD CONNECTING EMPLOYEES AND MANAGERS WITH THEIR ORGANIZATIONS THROUGH A PORTAL?**

In a recent Meta Group survey, 78 percent of companies participating indicated that their future portal efforts would target employees. Workscope's experience deploying employee portals for two of our largest clients position us well to take advantage of this trend. For example, at DaimlerChrysler and General Motors, Workscope is deploying the portal to authenticate users based on multiple roles.

#### **COMMENTS?**

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