



# Expand Your Customer Base with SaaS Time and Attendance Solution

## Summary

Software as a Service (SaaS)-based time and attendance solutions offer strategic advantages to businesses and is delivered on the Internet with a subscription fee structure. Users avoid costly hardware, software licenses and complex version upgrades while speeding processes and freeing up internal resources to focus on core business. Workforce management providers must offer SaaS-based solutions to take advantage of this rapidly growing market and better serve their customers.

This paper summarizes the evolution of SaaS and its growth within the workforce management systems arena. It describes how offering SaaS-delivered time and attendance solutions enables workforce management providers to expand their customer base and guarantee future revenue. The paper highlights the specific benefits of offering Attendance on Demand which provides all the advantages of SaaS combined with 30 years of experience delivering time and attendance solutions to industry.

As they look for ways to improve productivity and minimize costs, many of your customers are quickly discovering that the software they have traditionally used for workforce management is a roadblock. System maintenance and upgrade costs add up, and the one-license-per-employee fee structure does not always meet their needs.

With an eye towards doing more for less, a growing number of your customers are turning to Software-as-a-Service (SaaS) solutions for functions such as time and attendance. With the SaaS application delivery model, users access software over the Internet from anywhere, at any time. This is why the solution model is also referred to as on-demand.

To take advantage of this growing interest, organizations that provide workforce management solutions are increasingly offering SaaS solutions.

## Why SaaS?

Software-as-a-Service first appeared as an industry term in the early '90s. The customer relationship management software tool Salesforce.com is widely thought of as the first mainstream SaaS application. Since then, companies in many industries have begun using SaaS systems for other functions such as ordering, finance, accounting, supply chain management, and workforce management.

In today's workforce management world, SaaS models are being used increasingly for time and attendance as well as related functions such as payroll processing, benefits administration, recruiting, performance management, strategic workforce analysis, and organizational planning.

Your customers find SaaS models attractive for several reasons.

### Simple, Speedy Launches

In the SaaS model, the service provider—not the customer or the distributor—owns and operates the application and the database software, maintains the hardware and handles security and upgrades. The customer owns the data and accesses the application via the Internet with a web browser.

Companies are able to launch SaaS-based models much more quickly than traditional systems. This zero-footprint solution requires minimal training with virtually no work disruption.

### Fewer Resources Required

Because the SaaS model resides completely “in the cloud,” your workforce management system customers do not need any hardware or software. They no longer have to manage cumbersome upgrades or maintenance, and they benefit from highly secure off-site hosting.

Onsite IT maintenance and support are the responsibilities of the solution provider, so customers are free to refocus 100 percent of their resources on core business.

System capacity is also managed seamlessly by the provider. Neither you nor your customers have to worry about exceeding capacity, adding servers, or freeing up space on existing servers.



## Ongoing Enhancements

With SaaS solutions, there are no new releases or versions. Rather, upgrades and improvements are made on a continuous basis and companies “opt in” and pay for the new features they want. Enhancements to SaaS-based time and attendance systems reflect changes in labor laws, regulations and practices.

Customers are able to benefit from enhancements immediately when they are introduced, and they no longer experience the pain and business disruption associated with cumbersome upgrades.

## More Flexible Pricing

The SaaS model appeals to seasonal businesses that experience a good deal of workforce fluctuation. For those businesses, the per-employee licensing model associated with traditional software is a bad fit. They prefer the SaaS pricing model where they pay a predictable monthly subscription fee covering the users, employees, and modules for their entire organization.

## Why Now?

Offering a SaaS solution now is imperative if you want to continue to thrive as a business.

According to Liz Herbert, senior analyst at Forrester Research Inc., “While SaaS adoption continues to tick upward across all application segments, company sizes, geographies and industries, HR remains one of the leading categories (for growth).”<sup>1</sup>

A survey by the HR IT research and consulting firm Jeitosa Group International confirmed that SaaS growth is accelerating for workforce management functions. It noted that from 2008 through 2010, deployments of SaaS systems increased 34 percent for payroll and 80 percent for core HR functions. As of late 2010, SaaS was the delivery model of choice for these functions for 13 percent of surveyed companies.<sup>2</sup>

The Stamford, Connecticut-based research firm Gartner Inc. predicts that within the next decade, SaaS will become the preferred method of software delivery for managing data associated with nearly all business functions.<sup>3</sup>

This anticipated growth virtually guarantees growth for workforce management solutions providers that quickly add SaaS solutions to their product mix.

## Easy Integration and Sales

It is far easier to market, sell and launch SaaS solutions than traditional workforce management software packages. The market is already interested, and you don’t have to convince customers to introduce new services, or install incompatible software in their local environments.

You can also take advantage of easy integration using Web Services, XML-based information exchange systems that use the Internet for direct application-to-application interaction and data exchange. Web Services allow applications from different sources to communicate with each other without time-consuming



customer coding. This process enables safe and secure sharing and synchronization of critical employee data through all applications in real time.

Neither you nor your customers have to worry about integration between information in payroll and time and attendance systems. No duplicate manual entries are required and customers rest assured that both systems are always accurate.

### More Secure Revenue Stream

While workforce management organizations that offer SaaS models will increase sales, attract new customers, and expand their share of market over the short term, the SaaS pricing model also enables improved long-term revenue predictability and stability.

Traditional on-site software provides a single occurrence of revenue, but the subscription-based SaaS pricing model brings regular, predictable monthly “recurring revenue” as long as the customer continues to utilize the service. Long-term, not only does this help you avoid the “valleys” between your revenue peaks, it provides you with the ability to better project your profitability over the long term.

Offering SaaS solutions allows you to translate today’s growing customer demand into “recurring revenue” to help ensure your organization’s continued financial viability and sustain your business for future generations.

### A Proven System

Many SaaS solution technology providers have added time and attendance functions to their existing product mix. However, when choosing which SaaS solution to offer to your customers, look closely at their track records. Your customers will obtain the most benefit from products like Attendance on Demand, which are developed from the ground up to leverage SaaS technology by experts in labor management needs and systems.

A comprehensive system based on 30 years of experience in time and attendance, Attendance on Demand provides the reliability of a tried-and-true solution along with the advantages of a SaaS delivery model.

Attendance on Demand is easy to access. Users need only their company-specific URL and a web browser. Customized user profiles tailor the experience for a broad range of system users from different departments. The system’s user-friendly interface makes it easy for your customers to develop efficient schedules, budget employee labor, manage time-off requests, accrue leave time totals, and generate useful reports. The system also includes biometric hand and finger readers, PIN time clocks, proximity readers and online time sheets to improve labor tracking.

With Attendance on Demand, you rest assured that you are providing your customers not only with a reliable SaaS solution, but built-in expertise in time and attendance practices and policies. With time-tested technology and experience working with complex pay rules, Attendance on Demand manages overtime tracking for compliance with the U.S. Fair Labor Standards Act (FLSA) and is designed to help users meet union regulations along with other federal mandates. The system is easily scalable to organizations of different sizes, and it integrates well with HR and payroll to help companies meet all of their workforce management needs.



The benefits of offering a SaaS-delivered, automated time and attendance system cannot be overstated. Providing solutions like Attendance on Demand enable distributors to satisfy an aggressively growing need in the market, while securing their future revenue streams.

### About Attendance on Demand, Inc.

Attendance on Demand supports the labor management needs of thousands of companies and more than a half million employees across North America. Launched in 2006, Attendance on Demand is a rapidly deployed, cloud-based solution that minimizes a company's risk and technology investment while providing advanced features for securely managing labor data—calculating pay rules, scheduling employees, budgeting labor, and automating recordkeeping for labor law compliance. With standard uptime over the industry average of 99.995% and above average customer retention rates, Attendance on Demand removes the worry of maintaining expensive infrastructure. An extensive North American distribution network helps organizations use Attendance on Demand to reduce labor expenses and improve decision making.

### Resources

- 1 Roberts, Bill. "How to get satisfaction from SAAS: understand the software-as-a-service model before you adopt it. HR Magazine. 1 April 2010.
- 2 Beaman, Karen. "Continued Growth of SaaS for HCM." 9 October 2010.  
< <http://www.jeitosa.com/knowledge/knowledge-hr-technology/continued-growth-of-saas-for-hcm>>
- 3 Sharon A.; Eschinger, Chad; Dharmasthira, Yanna; and Pang, Chris. "User Survey Analysis: Software as a Service, Enterprise Application Markets, Worldwide, 2010," 8 April, 2010.  
< <http://www.gartner.com/resId=1337828>>



To find out how Attendance on Demand can help your organization, call 800-465-9980 or visit [www.attendanceondemand.com](http://www.attendanceondemand.com)