



Buyer's guide

Choosing the right Workforce Management solution



Introduction:

Why choosing the right Workforce Management solution is hard

Selecting the right Workforce Management (WFM) platform is more than a software decision. It's a long-term commitment to how your organization plans working time, manages absences, ensures accurate payroll, stays compliant, and supports employee engagement. Yet many evaluations focus on features – not fit.

This guide helps you focus on what really matters: Alignment to business outcomes, flexibility to support your complexity, and a partner you can trust as your business evolves.

Most organizations only select a Workforce Management solution every 7-10 years – making the right choice critical to long-term success.

(Gartner, Market Guide for Workforce Management Applications, 2023)

In the following pages, we'll walk you through the key areas to evaluate – from rule modeling and real-time insights to integrations and user experience.

At the end, you'll find a short checklist to guide your selection process, along with a brief overview of ProMark, in case our platform ends up on your shortlist.



Key areas to evaluate

From rule modeling and real-time insights to integrations and user experience



1 | Set your team and define what 'great' looks like

No two companies manage workforces the same way. Before diving into vendor demos, clarify what success means in your unique context:

- What specific challenges are we solving?
- Have we identified the right people to weigh in? Common WFM stakeholders include HR, operations, payroll, IT, finance and frontline managers. And who owns the project?
- How do your stakeholders define success? What would great look like 6-12 months post go-live?

Bottom line: Anchor your selection in outcomes – not just features.

2 | Be clear on your current vs. future state

Choose a platform that solves today's problems and prepares you for tomorrow:

- Will your workforce become more complex – or more distributed?
- Are self-service, automation, or analytics becoming more important?
- Is international expansion or regulatory complexity on the horizon?

Bottom line: Invest in a platform that grows with you.

3 | Evaluate based on complexity, not simplicity

The real test of a WFM system isn't how it handles simple schedules and employment conditions – it's how it handles you:

- Can it enforce working time rules from national labor laws, union agreements, and internal company policies? Does it support varied roles, shift types, or local setups?
- Is every working hour – including overtime and allowances – properly captured to ensure correct payroll downstream?
- Does it support transparent handling of absences to promote employee well-being?

Bottom line: Complexity isn't the exception – it's the norm in enterprise environments.



According to Gartner, nearly 60% of organizations say their current Workforce Management platform cannot handle local policy variations or collective agreements without customization.

4 | Check for real-time insight and transparency

Workforce data isn't just for HR. Operations, finance, and compliance all need visibility:

- Can managers see no-shows or overtime risks in real time?
- Are dashboards easy to access and interpret?
- Can data be exported, reported, or shared across the organization?

Bottom line: Visibility enables better decisions – in the moment, not after the fact.



You can't fix what you can't see. Real-time visibility into attendance and overtime risk is a must-have for operational responsiveness.





5 | Prioritise flexibility in setup and administration

The last thing you want is to wait weeks for every configuration change:

- Can you model your rules with no-code tools?
- How easy is it to update policies or shift patterns?
- Can local differences be managed independently?

Bottom line: A rigid setup today is a bottleneck tomorrow.

6 | Understand the integration landscape

A modern WFM platform must connect seamlessly to your existing tech stack:

- Are there proven integrations to your HR, payroll, and ERP platforms?
- Does it support your time clocks and mobile infrastructure?
- How is data synced – and how is integrity ensured?

Bottom line: Reliable integrations drive trust in your data.

7 | Look for a user experience built for every role

A great solution works for everyone – from frontline staff to payroll administrators:

- Are interfaces tailored by role?
- Can employees clock in, request time off, and view hours with ease?
- How steep is the learning curve for managers and HR?

Bottom line: Good design drives adoption – and adoption drives ROI.

8 | Ask how updates and support actually work

What happens after the contract is signed?

- Is the roadmap transparent – and responsive to feedback?
- What's included in ongoing support?
- Do you get guidance on optimization as your business evolves?

Bottom line: WFM is mission-critical. Choose a partner who treats it that way.



70% of Workforce Management implementation challenges stem not from the software, but from a lack of long-term support and adaptation planning.

(Gartner, Workforce Management Trends Report, 2023)

9 | Check deployment flexibility and data security

Where and how your solution runs matters – especially when security, compliance, or performance is on the line:

- Is the platform cloud-native – and can it be deployed in a way that fits your IT strategy?
- Does it allow for data residency requirements to be met (e.g. local hosting or EU compliance)?
- What security standards and certifications do the vendor comply with?

Bottom line: Cloud flexibility and enterprise-grade security should be table stakes – not afterthoughts.



Cloud-native platforms with deployment flexibility give IT teams more control – and help organizations stay compliant in regulated environments.

10 | Final advise: Make decisions based on confidence – not consensus

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WFM evaluation checklist

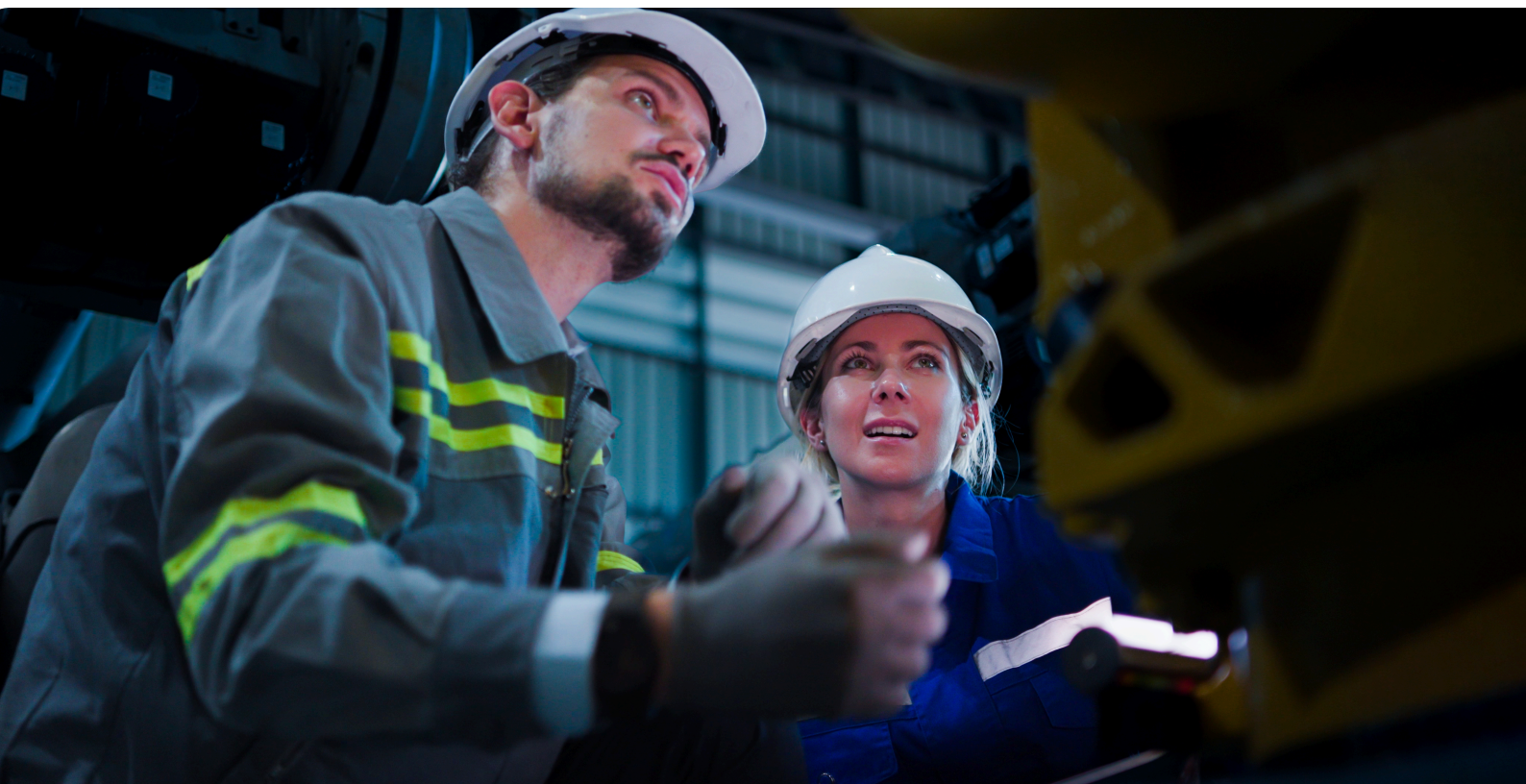
Use this checklist to guide internal conversations and vendor comparisons:

- ✓ Have we defined our key business outcomes?
- ✓ Are we clear on current vs. future state requirements?
- ✓ Have we tested against real-world complexity?
- ✓ Does the system offer real-time transparency?
- ✓ Can we manage and adapt rules without coding?
- ✓ Will it integrate with our existing systems?
- ✓ Is the experience user-friendly for all roles?
- ✓ What does support and roadmap look like post go-live?
- ✓ Does the platform meet our cloud, security, and data residency requirements?

Benefits of choosing ProMark

While this guide is designed to help you make the best choice for your requirements, we believe ProMark brings a unique combination of experience, capability, and flexibility that makes us a strong candidate for enterprise organizations:

- **Proven in complexity:** Decades of experience helping companies handle complex labor regulations, union agreements, and operational rules.
- **End-to-end coverage:** One unified platform for time & attendance, absence, scheduling, and task management – designed for scale.
- **Trusted by enterprises:** Used by 400+ enterprise organizations in 20+ countries, including global manufacturing leaders.
- **Flexible integrations:** Certified integrations with SAP, Microsoft, and more – plus open APIs to connect your full tech stack.
- **Built for users:** Role-based experiences that simplify daily work for employees, managers, and administrators.
- **Cloud-native and secure:** Flexible deployment with enterprise-grade security and compliance built in.



About ProMark



ProMark is a leading provider of mission-critical workforce management solutions, built to help enterprise organizations streamline operations and stay compliant in high-complexity labor environments.

Trusted by hundreds of enterprises in 20+ countries, ProMark unifies time and attendance, absence management, scheduling, and task management in one platform – enabling accurate pay, real-time insight, and full compliance with labor legislation, union agreements, and internal policies.

Headquartered in Denmark with offices across Sweden, Norway, the UK, and Romania, ProMark supports enterprise operations with the agility, security, and scale today's businesses demand.

Learn more at www.promark365.com.

