



WORKJAM WHITEPAPER

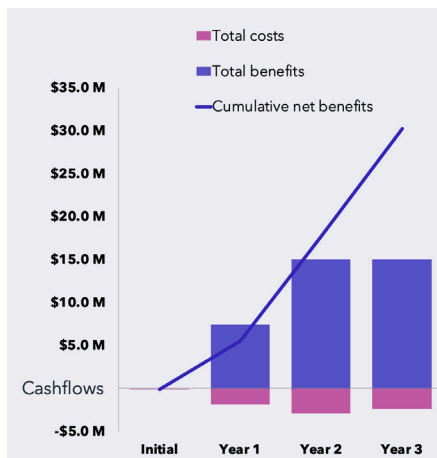
# **BUILD vs BUY: Should you develop your own frontline digital workplace or get it off the shelf?**

---

A frontline digital workplace is more complicated than a standard digital workplace solution. It's more than a tool for just one thing. It's more than just for communicating with your frontline staff. It's more than a task management, schedule management, or an advanced-pay benefit delivery solution. It's more than micro-training & incentives. It's a critical component that can help your frontline employees – and company as a whole – win in today's competitive landscape. It's a comprehensive platform for the frontline.

That's why it's critical to get your digital workplace right.

With the right solution, you can communicate effectively with various teams, empower your frontline workers, and ultimately boost your organization's overall performance.



And this is where the "build vs. buy" debate comes in. Organizations that want more control over their systems typically choose to build their own software. Some think it's also more cost-effective. While this route seems to make sense in the beginning, companies that go down this road often run into headaches and delays.

What if you started building a shift management solution and realized down the line that it needs additional functionality, like task management, training, or real-time communications? (It should BTW) What if the government throws you a curveball and introduces new labor laws that your system doesn't comply with? Could you move quickly enough?

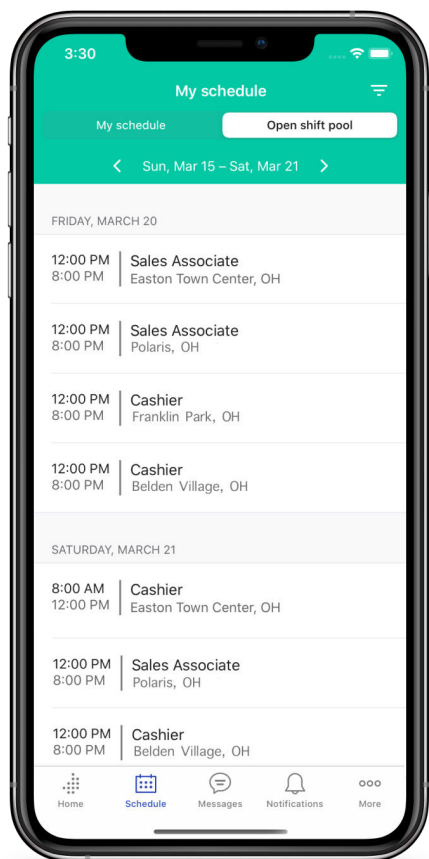
Bringing a holistic frontline workplace solution is a crucial advantage. Adding those extra features and making the necessary changes on time and within budget is a huge ask, and many organizations are better off getting something off the shelf.

And this is precisely what this whitepaper will cover. In the following pages, we'll dive into the specific ways that buying your frontline digital workplace software gives you a leg up over organizations that choose to build their own solutions.

## You'll go Live – and see an ROI – much faster

Here's a lesson that many IT professionals learn the hard way: building your own solution sounds good exactly until you start doing it.

Organizations that choose to develop their frontline digital workplace software in-house almost always run into scope creep, shifting requirements, and delays. And even if the



development phase goes by without a hitch (highly unlikely), you will have to test, deploy, and train employees on the solution.

If frontline workplace software isn't one of your core competencies, the requirements mentioned above will put a strain on your resources and staff. Plus, if you factor in the time you spend developing, implementing, and fine-tuning the solution, it will take a long time before you get any value out of your efforts.

**This is where WorkJam truly shines. We're the experts in the frontline**

**digital workplace with the knowledge, experience, and resources to get your entire enterprise live in as little as five days with fundamental frontline essentials. You will know the precise scope of deliverables and timelines while executing a staged deployment plan for the additional functionality of the complete suite.**

All this leads to a quicker ROI compared to the DIY route.

**Exactly how much of an ROI can you expect? According to a commissioned Total Economic Impact (TEI) study conducted by Forrester Consulting on behalf of WorkJam, a composite organization using WorkJam achieved an ROI of 410% and a payback in less than six months.**

Overall, WorkJam allows you to operate at a higher speed, so you can move faster and get ahead of the competition.

## **It makes more financial sense to buy instead of build**

Your total cost of ownership is much lower when you buy WorkJam's off the shelf solution. Consider the following costs that come with building your own software:

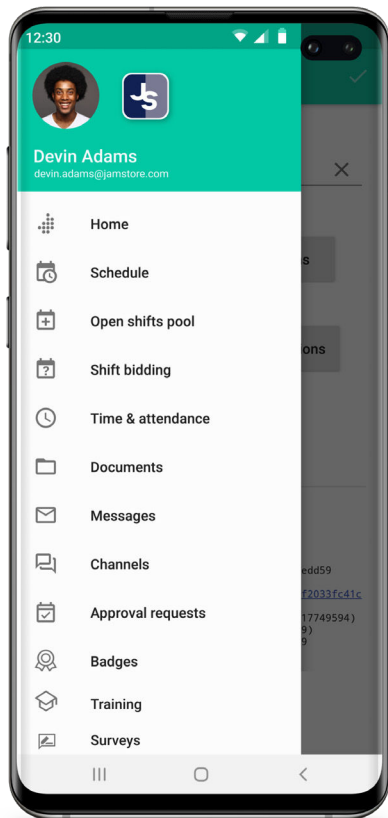
- **Development** - The costs of actually creating the solution
- **Operations** - Staffing, server, and storage expenses
- **Maintenance** - User support, bug fixes, security, etc.
- **One-time costs** - Implementation, training, migration, licenses, and infrastructure, etc.
- **Opportunity cost** - Missing out on revenue and productivity gains

...and that doesn't include the time you have to spend going back and forth between stakeholders.

The reality is that going down the "build" route makes you more likely to go over budget and behind schedule.

Research by the University of Oxford and McKinsey found that "on average, large IT projects run 45 percent over budget and 7 percent over time while delivering 56 percent less value than predicted."

Ouch.



WorkJam, in contrast, allows you to lower your expenses and get more value out of your workforce solution by:

**a. Getting you live ASAP.** As mentioned earlier, we can get your entire organization up and running in just 5 days, and we can map out 30, 60, and 90-day go live programs with a clear scope of work.

Think of it this way:

*Faster Implementation - Scope Creep = Lower Costs*

**b. Offering a scalable subscription.** WorkJam can transition your organization from having large upfront

costs (like hiring an entire dev team) to more variable costs so that you can scale up or down depending on your needs.

## You can stop worrying about complying with local laws and regulations

If you have locations and employees across multiple states and countries, then you know how big of a headache compliance can be. Laws, policies, and regulations may vary from one location to the next, and you need to ensure that your software keeps your teams compliant no matter where they're located.

Developing and configuring a frontline digital workplace that complies with the myriad of laws and regulations in your markets for hourly workers is an enormous task.

**That's why you're much better off purchasing WorkJam, which offers a mobile and fully-compliant solution for your hourly workforce needs. WorkJam ensures that your frontline workers can only do compensable work when they are allowed to do so, but allow access for those essential things they can read and do off-site**

**WorkJam's solution is shift and location-aware, which means your workers:**

- Can only punch in and out at the appropriate times and



## BUILD VS. BUY: SHOULD YOU DEVELOP YOUR OWN FRONTLINE DIGITAL WORKPLACE OR GET IT OFF THE SHELF?

- within a perimeter (e.g. a store, but not its parking lot)
- Cannot take training when you're not clocked in on a shift
- Can access relevant communications on-site and others off-site when needed
- Will only see tasks, surveys, and other messages while at work

There's also WorkJam's Open Shift Marketplace, a proprietary solution that allows your employees to pick up and swap shifts outside of their home location so they can work at other stores within their district.

This means that an associate in Location A can take an available shift in Location B, as long as their job title and skills correlate, and the shift falls within the contractual amount of working hours. That way, you can remain compliant with labor laws, e.g., fair workweek laws, while reacting flexibly to changing labor demands and avoiding overtime. It's proprietary because our exclusive logic is separate but integrated into your source WFM solution, not just separate, and not just integrated. We also provide means for an employer to create job coverage correlations by title, so when acute needs arise, you have an expanded pool of possible applicants.



## Maintaining an off the shelf system takes a load off your team

Software maintenance is effortless with WorkJam. With 24/7 customer support that includes programmers, we can fix any issue that comes up right then and there. WorkJam also has a massive developer team, a QA team, and customer success reps who can ensure an excellent client experience.

You'll receive regular monthly updates, but also rest easy knowing that we can handle issues that come up outside of the regular deployment schedule.

Building your own software doesn't offer nearly the same advantages. Think about it: you'll need to allocate resources

on an ongoing basis to ensure that your software is up-to-date and remains compliant. Not only that, but you'll have to ensure that your solution keeps up with rapid technology changes. That's a tall order, and it requires a dedicated team of experts.

So, ask yourself, do you want to spend all that time, energy, and manpower maintaining and updating a homegrown workforce application? Wouldn't you instead devote your resources to the areas of your business in which you can truly excel and improve your bottom line?

## **You'll have more empowered employees**

Developing your frontline workplace internally doesn't just put a strain on your IT team – it can also create a cumbersome experience for end-users (i.e., your frontline employees).

For starters, when you build your own app, you typically address only one need (i.e., training, staff scheduling, etc.). As a result, you're then tasked to develop multiple apps to cover other requirements. This often leads to your frontline staff having to install several applications on their device, which then curbs adoption.

Some organizations address this by customizing their homegrown apps and attempting to make them as feature-

rich as possible. But companies that choose this route need to commit considerable resources and employ subject matter experts from different areas to cover all the required functionalities.

There's also the issue of backend integration. The apps that you build for your non-desk workers should easily connect with the systems used by HQ and those at the management level, so data seamlessly flows from one program to the next.

This requires even more custom development, and if you ever decide to switch solution providers for your backend, you will need to reconfigure your systems, which could affect the end-user experience.

**WorkJam addresses all these issues by providing a suite of frontline workplace tools in one mobile-friendly application, so you don't have to require employees to install various apps on their devices.**

**WorkJam also integrates with backend workforce management systems like Kronos and Blue Yonder. Our out-of-the-box solution serves as a layer between these backend programs and frontline employees so that the staff can access self-service tools on WorkJam's user-friendly interface.**

All of the above, combined with WorkJam's expertise and



ability to implement the software quickly, result in higher adoption rates.

This ultimately leads to a more empowered and productive workforce. When your employees can use the right tools, complete their training, and stay compliant, they can do their jobs more effectively and serve customers better. All that translates to higher levels of productivity and better output from your non-desk workers.

## You'll stay on top of data and communications

Another benefit of having all your workforce tools in one platform? Easier management of data and communications.

With WorkJam, multiple work management tools (training, scheduling, communication, etc.) "live" on one platform, so you can access the information you need without having to go from one application to the next. As such, retrieving data and analyzing trends can be done quickly and efficiently.

This also makes communication easier. Using WorkJam, you can pull employee data (location, role, etc.) and quickly send the right messages to the right people in real-time.

Let's say you have a workforce of 10,000 and want to

send an urgent message to employees who are currently working their shift on the West Coast. This level of targeted communication is easily achieved in WorkJam because we allow you to manage employee profiles, assign tasks, and interface with your workforce on a single platform.

Whereas going down the DIY route may require you to cobble together different apps to get them to "talk" to each other, WorkJam keeps everything seamless on **one platform and one app** so you and your frontline employees can simply get to work.

## You'll win and stay competitive

If you choose to build, you're only meeting a static requirement. Buying WorkJam, on the other hand, lets you tap into a solution that's constantly evolving and improving to meet the needs of modern workplaces.

At WorkJam, you are not just a customer but a business partner. We also co-innovate and co-develop features through our Customer Advisory Board. By co-developing with our customers, one of the top companies in the world, we can bring you solutions you need to stay up-to-date and competitive.

**WorkJam is an expert in frontline digital workplace solutions, from enterprise-class to regional business requirements. We're used by over 2 million users in over 35**



---

**countries spanning more than 30 languages. WorkJam is a fully vetted, scalable, and, more importantly, reference-able solution for your non-desk employees. We bring multiple workforce tools into one platform to streamline your management and operational processes.**

The bottom line? WorkJam gives your frontline the information and tools they need to do their jobs better, so they can keep your locations running smoothly and continue delighting your customers.

## **Final words - think out-of-the-box**

When it comes to building versus buying your frontline digital workplace, the latter is a much better option for the vast majority of enterprises. And only WorkJam has the 410% average ROI to support that claim.

Building your own software is costly, eats up a tremendous amount of time, and rarely offers an optimal end-user experience.

Purchasing WorkJam off the shelf eliminates these headaches by getting you live quickly and within budget. It's a user-friendly solution that brings together multiple tools on one platform, so your employees can access everything they need using a single app. With WorkJam, you can reduce the risks that come with in-house development and devote resources to your organization's core competencies. You'll move faster and perform at a higher level – all while keeping your frontline employees happy and productive.

Buying WorkJam, in short, puts you in a much better position to win.

*For more information on WorkJam and how we can help you unleash the potential of your workforce, contact us today.*

[Request a Demo](#)