



Salesforce Work.com

Founded 1999 | HQ San Francisco, CA | 47,000 employees | \$17.1B revenue (FY 2020)

Few companies, if any, were prepared for the upheaval caused by Covid-19. A unified platform for both this and potential future upheaval makes a lot of sense, and the fact that Salesforce pulled this together so thoroughly and quickly is impressive. What caught our attention most with Work.com is the focus given to the employee experience (EX).



The Company

Salesforce is one of the world's best-known Software as a Service (SaaS) vendors, founded by still-current CEO Mark Benioff in 1999, with revenues of \$17.1 billion for FY 2020. The company is headquartered in San Francisco and has 47,000 employees. Salesforce is best known for its pioneering online CRM system, but it has expanded into other areas such as commerce, sales, and marketing over the years. Today, Salesforce plays a role in a broad range of front- and back-office operations. This report focuses on the Work.com division within Salesforce.



The Technology

Work.com had its genesis in Salesforce accelerating its Employee Experience roadmap and also leveraging Health Cloud. Over time, this technology was further developed and expanded to become a fully-fledged HR application. And although Work.com existed

before the pandemic, it has been enhanced with new functionality and a single UI to meet “return to work” needs. Indeed, Work.com is intriguing as the firm has skillfully morphed and adapted the product over 2020 to meet the ever-evolving needs of the pandemic and, hopefully, post-pandemic world.

Work.com is, at its heart, a suite of Salesforce products designed to support and facilitate “return to work.” The comprehensive set of applications and online resources covers everything from workplace safety to shift management, and all these resources come together in a single user interface called “Workplace Command Center.” Within the Command Center, the user coordinates all the planning, return to work, and ongoing monitoring of situations (see Figure 1). It's important to note, however, that Work.com is an add-on to Sales Cloud & Service Cloud and requires those services to be operating in the organization already.

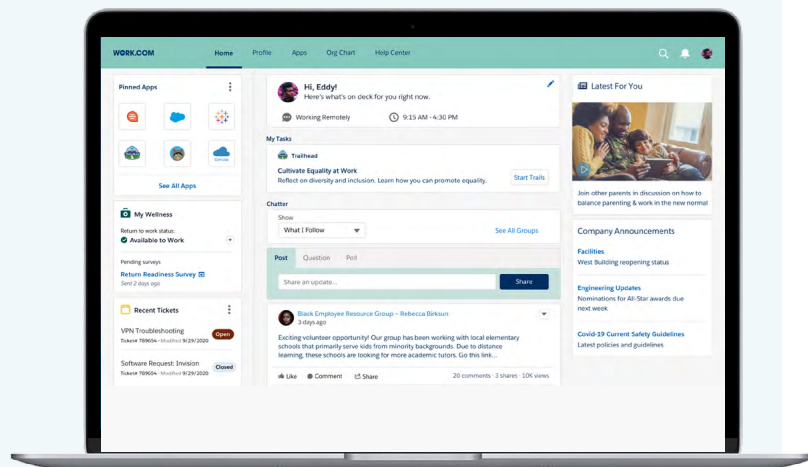
Looking deeper into Work.com's functionality, it provides tools for Shift Management &

Planning, something that was not of great importance in many organizations pre-pandemic but is critical now when workplace density needs to be limited. Specific to the pandemic, there is also an application supporting contact tracing to determine and measure individual, team, and regional risk and exposure, and even a vaccine management module. There is also secure emergency response management (ERM) functionality to facilitate communications and incident and recovery management. All such communications need to be protected, and Salesforce leverages secure broadcast messaging to engage with customers and digital trust cards for each business location.

Things get particularly interesting in the employee experience (EX) side of the equation. Though the platform provides excellent planning and communication tools, ultimately, in a world of disrupted and distributed workers, the system needs to work for both the employer and the employee. Work.com addresses this need most clearly through its Employee Workspace, Concierge, and Wellness applications. Together, these provide a mobile-friendly, alternative intranet experience. For example, employees can search for and find answers – or through the use of the underlying AI, have information pushed to them – about HR and workplace safety questions. This will be expanded to IT support in the coming year. These applications all leverage Okta technology, which integrates with Work.com, to ensure a single sign-on and enable access to any company content, updates, communications, and applications in a single view.

To get this to work, what's needed are data and the ability to trigger actions and workflows. That data comes from both Salesforce and third-party applications via pre-built connectors or via integration with APIs.

Figure 1
Work.com Command Center



Similarly, workflows and triggers leverage existing Salesforce application functionality. What this means in practice is that though Work.Com is ready to run out of the box, you may need to configure it to meet your specific requirements. For some, the focus will be on establishing a platform for trusted and secure communications to employees and customers. For others, the focus may be more on employee or workplace safety. In our analysis, it can address specific requirements that need days rather than months to configure. As workplaces deal with such sensitive data and issues, there may be more time required to ensure that confidentiality, legal, and ethical problems are addressed before launch. Even so, Work.com has been well designed, leverages a lot of proven technology, and is a welcome addition in such unwelcome times.

Finally, it is worth noting the Work.com focus on employee wellness. Quite frankly, this is an area that most employers have typically given only token attention. Salesforce makes it a priority in the “new normal” era. Included in

the Wellness functionality are wellness guides, digital learning (via myTrailhead), and, what particularly caught our attention, the employee Wellness Check, which allows you to gather employee data, run surveys, and manage records (such as consent forms). Together, these tools provide insights on employees' physical and mental well-being and give you the information you need regarding who is available to work, who is not, and who may need help. Again, this area was seen as "nice to have" before the pandemic, and we suspect that it will be a critical function of employee management moving forward. But it works both ways: employers managing their employees, and employees feeling engaged and self-managing. Work.com meets this requirement through "Employee Concierge," which is a simple to use self-service helpdesk, a portal that employees can access anywhere that bridges this gap.

Our Opinion

The coronavirus pandemic has, of course, thrown the world upside down. Some organizations will return to the same workplace situation they had previously. Others will be changed forever. However the return is managed, and whatever the new normal looks like, we now know that few, if any, were prepared for the current upheaval. A unified platform for both this and potential future upheaval makes a lot of sense, and the fact that Salesforce pulled this together so thoroughly and quickly is impressive. What caught our attention most with Work.com is the focus given to the employee experience (EX). It's one thing to plan and manage centrally, but it's another thing altogether to ensure that the results and output of that work are communicated effectively – and at times

urgently – to employees, wherever they may be. Everyone wants to get back to growth, and customer satisfaction is critical to that growth, but this is highly dependent on employees also feeling safe and happy. Work.com can help in the process of prioritizing employee wellness both now and post-Covid 19.



Advice to Buyers

Any mid-size to large organization, government, or city dealing with return-to-work planning issues should look at Work.com if they are already Salesforce customers. The fact is that few alternatives are available, though there will be more over time. All in all, Work.com is well thought out and straightforward to use; it's unlikely to meet all your return-to-work needs, but it will undoubtedly meet a great many and begin the process of treating your employees as well as your customers.

SOAR Analysis

Strengths

- Salesforce's massive customer footprint
- Ability to continually adapt the product to meet changing needs

Aspirations

- Stay ahead of the competition
- Set the bar for employee wellness management

Opportunities

- Employee wellness likely to become major priority moving forward
- Take the lead in more holistic employee care

Results

- Rapid evolution of Work.com in pandemic
- Major partnerships already in place

About Deep Analysis

Deep Analysis is an advisory firm that helps organizations understand and address the challenges of innovative and disruptive technologies in the enterprise software marketplace.

Its work is built on decades of experience in advising and consulting to global technology firms large and small, from SAP, Oracle, and HP to countless start-ups.

Led by Alan Pelz-Sharpe, the firm focuses on Information Management and the business application of Cloud, Artificial Intelligence, and Blockchain. Deep Analysis recently published the book "Practical Artificial Intelligence: An Enterprise Playbook," co-authored by Alan and Kashyap Kompella, outlining strategies for organizations to avoid pitfalls and successfully deploy AI.

Deep Analysis works with technology vendors to improve their understanding and provide actionable guidance on current and future market opportunities.

Yet, unlike traditional analyst firms, Deep Analysis takes a buyer-centric approach to its research and understands real-world buyer and market needs versus the "echo chamber" of the technology industry.

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About the Author

Alan Pelz-Sharpe is the founder of Deep Analysis. He has over 25 years of experience in the IT industry, working with a wide variety of end-user organizations like FedEx, The Mayo Clinic, and Allstate, and vendors ranging from Oracle and IBM to start-ups around the world. Alan was formerly a Partner at The Real Story Group, Consulting Director at Indian Services firm Wipro, Research Director at 451, and VP for North America at industry analyst firm Ovum. He is regularly quoted in the press, including the *Wall Street Journal* and *The Guardian*, and has appeared on the BBC, CNBC, and ABC as an expert guest.