



Vision 2028

timeware® UK Ltd business strategy

timeware®
workforce management software



workforce management software

Our Company...

timeware® is recognised as one of the UK's leading developers of workforce management solutions.

With more than 7,500 end-user and partner installations across the UK, Ireland, and Sub-Saharan Africa, the timeware® name is synonymous with long-term reliability, enhanced functionality, and continuous improvement.

We pride ourselves in being both an employee and customer-centric organisation that encourages creativity, communication and innovation and believes that putting our customers first is key to providing a positive experience and building long-term business relationships.

We invest in young people. Many of the current employees joined timeware® in their teens having no previous employment experience and over the years we have built an enthusiastic, full-time, UK based team to join a core group that have been developing workforce management software solutions for over 34 years. We are known for installing systems efficiently and providing an unrivalled level of training and support.

We value customer feedback to assist in the development of our products and over the years we have developed market-leading 'Customer care' methods and procedures.

We currently sell through two channels: direct to End-users and to Partners.

New End user sales are always generated from referrals and we grow at a rate of no more than 6 new customers per year. All End-user sales are based in the UK. End-users are charged for the initial system sale and an annual support fee.

Partner sales come from re-branded software sales and make up less than 10% of our turnover. There are currently seven UK based Partners and one based in Ghana. Partners are charged for the initial software sale plus device connection licences and for software upgrades.

Revenue breakdown

60% Support.

10% Partners.

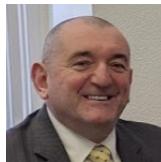
30% New customers and existing customers expanding.

Our People...

Directors

Managing Director
Technical Director

Simon Birchall
Nathan Price



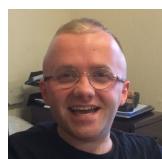
Finance

Craig Healey



HR

Michelle Connolly



Marketing

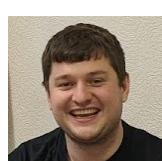
Michelle Connolly



Media

Michelle Connolly

Alan Ford



Projects

(Steps 1-4)
(Steps 5-12)

Liz Broadhurst
Mike Coope



Customer Care

Head of Customer Care
Customer liaison
Partner liaison

Charlotte Kavanagh
Karl Briggs
Michelle Connolly



Support Team 1

Team Leader - Nathan Beveridge
Zack Dawson
William Plumpton



Support Team 2

Team Leader - Matt Wilkinson
Oliver Boulton
Harrison Ellis



Implementation Team

Dave Webb
Bradley Holt



Development Team

Jamie Whitlam
Richard Barratt (joining April 2022)



Our Products and Services...

Our expertise has been developed over the past three decades and throughout this time we maintain that one of our key skills has been our ability to develop 'the complete package'.

Our software integration and customisation capabilities are world class and our products are further strengthen by our business relationship with Suprema Inc. Together we provide the complete workforce management solution.

timeware® currently consists of a suite of software modules, sold under the name, 'timeware® Professional', that enable a company to record and analyse key business information.

Software

Personnel

Absence management

Employee attendance

Access control

Job costing

Cost centre analysis

Asset management

Dashboards and Reports

Employee self service

Web based solutions

ESS GO

GDPR and WTR

Proactive To-do lists

Devices

We are a Suprema integration partner and have over 30 years expertise recommending and installing proximity, fingerprint, face recognition and touch-screen devices.

Training

We have developed training courses which highlight the key features of the product, allowing each user to maximise timeware® to it's full potential. Training is divided into separate modules and course notes are kept updated on a yearly basis. We also provide official certification for all course attendees which confirms their knowledge of the modules covered.

timeware® managed service

Our customer care service is second to none! Between 8.30am and 5.30pm we have a dedicated support team managed by an experienced customer care administrator. We also have an online support logging service for Partners and End-users which is ideal for out of hours fault reporting.

Integration and customisation

This is timeware's USP. Our ability to integrate with other systems along with timeware's customisation capabilities set us apart from the competition.





workforce management software

Our Partners...

timeware® currently work with three different types of timeware® solution providers:

UK referral partner

A referral partner will be rewarded for passing leads to timeware®. timeware® will then lead the sale, demonstrate, quote and be the primary contact for all service and support with the customer.

Terms: 15% finder's fee payable when payment is received from the customer.

Referral partners are not required to pay any type of fee.

UK associate partner

Each associate partner promotes their own, unique, re-branded version of timeware®. An associate partner is self-sufficient, employing office based support staff and at least one product expert to provide sales demonstrations, implementations, installation and training services. An associate partner must attend the recommended training workshops to achieve and maintain associate status.

Associate partners must pay a yearly fee of £599 +vat to cover core re-branding. This figure includes software images, the training manual and the help text.

International associate partner

Each International associate partner promotes timeware® Professional in their agreed region.

An associate partner employs office based support staff and at least one 'timeware® champion' to provide sales demonstrations.

timeware® (UK) Ltd will offer assistance with demonstrations and will be responsible for completing pre-installation meetings, customisation meetings, user training and on-going support by various web-based applications.

An International associate partner will be responsible for hardware and software installation and first line support.

UK associate partners:



timeware®

workforce management software

Our End-users...

There is no 'typical' timeware® customer. Our end-users operate in all market sectors, usually with an employee count of over 150 staff.

Our core market sector is manufacturing and we have an increasing number of customers with over 1,000 employees.

We have many data-centre and multi-location installations and some of our customer use timeware® at sites in different Countries.

We believe that timeware® can provides an effective solution to all types of customer.



NMD³ acknowledges any logos and/or trademarks used within this document

Our Future...

Since 1989 we have developed the timeware® software and customer service procedures into world-class products.

We have reviewed and adjusted the way we deliver our products which has improved our perceived value to our customers.

The improvement in perceived value has resulted in us being able to substantially increase our various service charges.

The downside to this success is that we have overlooked the much larger sales potential of businesses operating below our current Professional tier.

To solve this, we are creating two new products for very small and small-medium sized businesses operating beneath the Professional tier and introducing marketing strategies to increase 'on-premise' sales.

The two new products are called timestart and Small Business.

We believe that an entry level 'timestart' and low cost 'Small Business' version both supporting the new ESS GO and timeware® Pucks along with an enhanced customer service experience, could disrupt the market and help us gain additional customers.

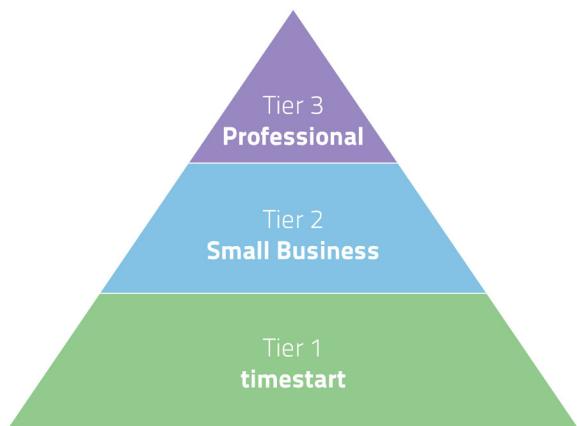
As we move forward we also believe that the key to future success is the introduction of a scalable, Cloud based business model providing solutions for the three tiers: timestart, Small Business and Professional.

timeware® Reach is our solution and will be made available on the **NMD3 Reach platform** which will be hosted in the Azure cloud.

The target release date for all timeware® Reach versions is 2025.



Service level	
SLA 1	27
SLA 2	110
Managed Service	106
Total	243



Number of UK businesses in the private sector and their associated employment, employees, and turnover (2020)

	Classification	BUSINESSES	EMPLOYEES (THOUSANDS)	TURNOVER (£ MILLIONS)
With no employees		4,567,775	935	315,627
1 – 9 employees	Micro	1,156,925	3797	615,252
10 – 49 employees	Small	211,845	4,081	645,662
50 – 249 employees	Medium	36,140	3,519	693,689
250 + employees	Large	7,835	10,879	2,076,739
All businesses		5,980,520	23,210	4,346,969

Phase 1: 2021-2024 Becoming Reach-ready.

Targets...

Launch of new website June 2021.

Launch of new marketing strategy to capitalise on integrations using SEO Marketing push:

BambooHR	Inventory
BioStar 2	Paxton
Genetec	Sage

Begin 'Become Reach-ready' campaign:

Moving customers away from NMD hardware towards Suprema, ESS GO and Puck.

Moving customers away from legacy reports to new standard reports.

Teams...

Customer Care:

Require partner liaison officer to replace Michelle's role and to provide holiday cover for Charlotte and Karl.

Development

Jamie joins to develop dashboards, reports, and scripts.

Development...

ESS GO

After 5 years of reliable service the Mobile Worker app is being superseded by ESS GO. The 'ground-up' redesign means that ESS GO will include multilingual support and provide the perfect platform to incorporate new features as we extend our reach with a fully functional employee self-service mobile app.

Employees will have access to a 31 day attendance rota viewer, the ability to check their own attendance timesheet, and holiday entitlement. They will also be able to request time off and request the cancellation of authorised leave. Leave requests made through the app will be stored in the NMD3 cloud, accessed by timeware® Professional and passed to the timeware® client for approval by a manager.

However, the apps most exciting feature will be its compatibility with the new timeware® Pucks, low cost attendance and assembly points utilising NFC technology.

Requests made through the app will be stored in the NMD3 cloud, accessed by timeware® Professional and passed to the timeware® client for approval by the relevant manager.

The Mobile Worker app will be withdrawn from service on 1st November 2022, 12 months after the release of ESS GO.

Please note that the ESS GO will still be activated by an annual licence but will have different pricing structure to the Mobile Worker.



timeware® Puck

← 2021

2021

2022 →

Phase 1: 2021-2024 Becoming Reach-ready.

Development...

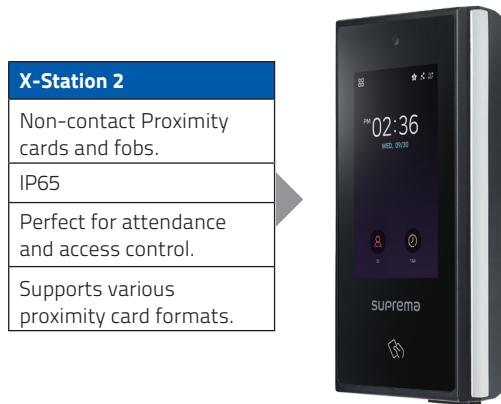
InVentry Integration

timeware® has developed an integration that sits seamlessly between the timeware® Small Business and Professional editions and the InVentry Sign In Solution visitor system. This integration eliminates 'duplicate entry' and allows employees and some basic credentials created in InVentry to be passed directly to timeware®. An administrator can specify which InVentry Quickscan readers are classed as attendance points and bookings made at these points can be read by timeware® from the InVentry database and processed by timeware® as attendance bookings. This method means that an InVentry user can benefit from a timeware® installation without the need to purchase additional attendance devices.



Suprema X-Station 2 Integration

2021 sees Suprema's X-Station 2, a low-cost 'Reach-ready' POE device integrated with timeware® Professional.



BioStar 2 Integration

2021 sees the development of timeware's BioStar 2 integration that will allow BioStar 2 users to benefit from a timeware® installation without the need to purchase additional attendance devices.



Paxton Integration

2021 also sees the re-development of timeware's existing Paxton integration that allows Paxton access control users to benefit from a timeware® installation without the need to purchase additional attendance devices.



← 2021

2022

2022 →

Phase 1: 2021-2024 Becoming Reach-ready.

Targets...

Launch of ESS GO. Free to all for first year.

Continue 'Become Reach-ready' campaign:

Moving customers away from NMD hardware towards Suprema, ESS GO and Puck.

Moving customers away from legacy reports to new standard reports.

Teams...

Development

Richard Barratt joins as UI developer.

Support

May need to look at employing two new support staff if the end-user sales begin to increase.

← 2022

2022

2022 →

New On Premise Software options...

Tier	1	2	3
	timestart	timeware® Small Business	timeware® Professional
User limit	3	5	unlimited
Employee records	50	150	unlimited
Rates	20	20	20
Customisation	no	no	yes
Integrations available:			
BambooHR	no	yes	yes
Genetec	no	no	yes
Inventory	no	yes	yes
Paxton	no	yes	yes
BioStar 2	no	yes	yes
Sage Payroll	yes (free for first year)	yes	yes
Pegasus Payroll	yes (free for first year)	yes	yes
Earnie IQ Payroll	yes (free for first year)	yes	yes
ADP Payroll	no	no	yes
Devices			
timeware® Puck	no	yes	yes
	yes	yes	yes
	1 included		
Additional Pucks £80 each			
Personnel			
Absence management	yes	yes	yes
Attendance	yes	yes	yes
To-do List	yes	yes	yes
Dashboards & Reports	yes	yes	yes
GDPR	yes	yes	yes
Access control			
Asset Management	no	yes	yes
Job Costing	no	yes	yes
Tokyo platform annual licence	no	£100.00	£100.00
Cost Centre Analysis,	no	yes	yes
Fire Alarm Roll Call/Assembly point	no	yes	yes
ADP (Attendance Display Panel)	no	yes	yes
TWC			
WTR	no	yes	yes
ESS	yes	yes	yes

← 2022

2022

2023 →

New On Premise Software prices...

Tier	1 timestart	2 timeware® Small Business	3 timeware® Professional
ESS GO annual licence	£250 1st year free no discount	£250 1st year free no discount	£250/£500 1st year free no discount
BambooHR integration annual licence	N/A	£305	£305
Genetec integration annual licence	N/A	N/A	tba
Inventory integration annual licence	N/A	£305	£305
Paxton integration annual licence	N/A	£305	£305
Sage payroll integration annual licence	£305	£305	£305
Pegasus payroll integration annual licence	£305	£305	£305
Earnie IQ payroll integration annual licence	£305	£305	£305
ADP payroll integration annual licence	N/A	N/A	tba
Purchase cost guideline	£800.00	From £1,500.00	From £3,800.00
Managed service annual licence	£300.00	£1,095.00	variable

← 2022

2023

2024 →

Phase 1: 2021-2024 Becoming Reach-ready.

Targets...

Continue 'Become Reach-ready' campaign:

Moving customers away from NMD hardware towards Suprema, ESS GO and Puck.

Moving customers away from legacy reports to new standard reports.

Teams...

Development

Additional two programmers join the development team.

Development...

Final version

After 22 years of service, timeware® Professional finally reaches the end of development.

Please note that this version will contain the necessary tools to assist in the process of migrating the timeware® database from the current 'on premise' solution to the equivalent timeware® Reach product in the cloud.

timeware®
Professional **2024**
workforce management software

← 2023

2024

2025 →

Phase 1: 2021-2024 Becoming Reach-ready.

Targets...

Continue 'Become Reach-ready' campaign:

Moving customers away from NMD hardware towards Suprema, ESS GO and Puck.

Moving customers away from legacy reports to new standard reports.

Development of on-premise WPF timeware® version ends in December after 24 years.

Implement and begin test Reach payment system.

← 2024

2025

2025 →

Phase 2: 2025-2028 Converting all customers to timeware® Reach

Targets...

(Year 1 of 4: trial year)

Launch of timeware® Reach platform.

BioStar 2 installed customer's at each site for data collection when using timeware® Reach.

Begin using Suprema installers for device installation at new projects.

Aim to have at least 10 existing customers running timeware® on the Reach platform by December.

Open the Reach platform to partners for up to 3 'tester' installations each after July.

Introduce minor quarterly software updates in Feb, May and August, with a major feature version in November.

Teams...

Reach Onboarding

We will require a new member of staff to handle the admin processes of onboarding Reach customers. This person will work alongside Finance and Projects.

Development...

Software as a service

2025 will see the launch of three new timeware® Reach products: timestamp, Small Business and Professional. All products will be cloud based, multilingual, licenced on a subscription basis, hosted in Microsoft's Azure cloud and accessed through a portal at www.attendance.co.uk.

timeware® Reach will be available to users using a thin client, eg: a web browser, removing the need for RDCs, enabling access from anywhere in the world on all platforms including PCs, Apple Macs, Android tablets and iPads.



← 2025

2025

2025 →

timeware® Reach Software options...

Tier	1	2	3
	timestart	timeware® Small Business	timeware® Professional
User limit	3	5	unlimited
Employee records	50	150	unlimited
Rates	20	20	20
Customisation	no	no	yes
Integrations available:			
BambooHR	no	yes	yes
Genetec	no	no	yes
Inventory	no	yes	yes
Paxton	no	yes	yes
BioStar 2	no	yes	yes
Sage Payroll	yes (free for first year)	yes	yes
Pegasus Payroll	yes (free for first year)	yes	yes
Earnie IQ Payroll	yes (free for first year)	yes	yes
ADP Payroll	no	no	yes
Devices			
timeware® Puck	no	yes	yes
	yes	yes	yes
	1 included		
Additional Pucks £80 each			
Personnel	yes	yes	yes
Absence management	yes	yes	yes
Attendance	yes	yes	yes
To-do List	yes	yes	yes
Dashboards & Reports	yes	yes	yes
GDPR	yes	yes	yes
Access control	no	yes	yes
Asset Management	no	yes	yes
Job Costing	no	yes	yes
Tokyo platform annual licence	no	£100.00	£100.00
Cost Centre Analysis,	no	yes	yes
Fire Alarm Roll Call/Assembly point	no	yes	yes
ADP (Attendance Display Panel)	no	yes	yes
WTR	no	yes	yes

← 2025

2025

2026 →

timeware® Reach Software prices...

Tier	1	2	3
	timestart	timeware® Small Business	timeware® Professional
ESS GO annual licence	£250 1st year free no discount	£250 1st year free no discount	£250 / £500 1st year free no discount
BambooHR integration annual licence	N/A	£305	£305
Genetec integration annual licence	N/A	N/A	tba
Inventory integration annual licence	N/A	£305	£305
Paxton integration annual licence	N/A	£305	£305
Sage payroll integration annual licence	£305	£305	£305
Pegasus payroll integration annual licence	£305	£305	£305
Earnie IQ payroll integration annual licence	£305	£305	£305
ADP payroll integration annual licence	N/A	N/A	tba
Monthly hosting cost	tba	tba	tba
Managed service annual licence	£300.00	£1,095.00	variable

← 2025

2026

2027 →

Phase 2: 2025-2028 Converting all customers to timeware® Reach

Targets...

(Year 2 of 4)

Continue to move customers to the Reach platform.

Develop wizards for tier 1 customers.

Large SEO Marketing push.

Launch of Reach marketing strategy for tier 1, 2 & 3 customers.

← 2026

2027

2028 →

Phase 2: 2025-2028 Converting all customers to timeware® Reach

Targets...

(Year 3 of 4)

Continue to move customers to the Reach platform.

← 2027

2028

2029 →

Phase 2: 2025-2028 Converting all customers to timeware® Reach

Targets...

(Year 4 of 4)

Continue to move customers to the Reach platform.

The plan

We aim to have all legacy 'on premise' systems ported to timeware® Reach by December 2028 .



← 2028

2029

Phase 3: 2029 onwards. Opening up timeware® Reach to the world

Targets...

Introduction of a Global strategy



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