



NUCLEUS
RESEARCH

Nucleus Research Equity Snapshot

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Reflexis

Expectation relative to market segment

Outperform

Technology Segment
Workforce Management

Ticker Exchange Bloomberg
ZBRA NASD NH NUC <GO>

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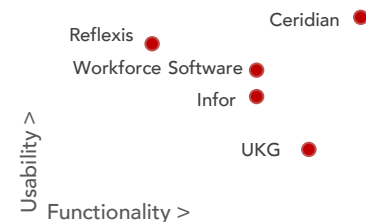
The Economic crisis has severely impacted retailers, restaurants, and hotels, as mass closures and layoffs have led to a depleted workforce, while increased pressure from e-commerce squeezes margins. Given these pressures, modern WFM solutions stand as a key factor in an organizations ability to adapt and survive.

Price 2/05/2021 \$4411.96
52 week range \$150.06 – 419.21

COMPANY

Reflexis' initial focus in WFM was task management functionality. However, the vendor has since expanded and currently offers a comprehensive cloud-based platform that spans scheduling, employee self-service, time and attendance, and reporting and analytics. This offering is particularly alluring to retailers, banks, hotels, and QSRs, as it is known for its simplification of operations across different locations and optimization of labor spend. Reflexis Scheduling includes capabilities for AI-driven forecasting, labor budgeting, and advanced scheduling that are built to improve labor spend, customer engagement, conversion, and sales.

MARKET POSITION



MARKET

WFM software solutions have become a critical factor in attracting and retaining quality hires, especially as many employees return to the physical workplace. The WFM space is currently divided by providers that offer various levels of functionality and price, reflecting the diverse needs of organizations by size and industry. Leaders in the market continue to make investments in usability, with self-service capabilities, machine learning, and analytics that allow managers to unearth scheduling and performance insights that increase overall productivity. As identifying top performing employees and augmenting manager and employee productivity become top priorities for organizations, WFM solutions that meet these needs have become key to surviving amid a transformed employee landscape.

RELATIVE SOLUTION COST

Infor	105%
UKG	103%
Reflexis	100%
Ceridian	93%
Workforce Software	93%

Relative cost to a customer based on typical mid-sized deployments during the past 6 months.

CUSTOMER PERCEPTION

> 95 Positive

Analyst estimate based on feedback from customers and prospects during the past 6 months

COMPETITION

Reflexis mainly competes with other WFM software providers, such as UKG and Ceridian, as well as task management solutions offered by

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vendors such as Blue Yonder. Reflexis has strength in the retail space, where it is able to leverage one of the market's best task management solutions along with analytics driven schedule optimization to increase store revenues and decrease labor spend.

OUTLOOK

The Economic crisis has severely impacted retailers, restaurants, and hotels, as mass closures and layoffs have led to a depleted workforce and a multitude of limitations and regulatory tasks to be implemented. These organizations are facing unique needs upon economic recovery and require solutions that address them. Given this, modern WFM solutions stand as a key factor in an organizations ability to adapt and survive. Reflexis, as a price competitive, market leader is well positioned to take advantage of current conditions.