Competitive Analysis – Mobile Timeclocks

Description of your Client

My client is ClockWork, an early startup developing a decentralized mobile time and attendance system for small businesses and contractors. Organizations of all sizes use time and attendance systems to record when employees start and stop work, and the department where the work is performed. It's also common to track meals and breaks, the type of work performed, and the number of items produced.

Personas

Peter Davidson – Chocolatier

Peter co-owns the family chocolate business with his brother. Peter, his wife, his brother and his brother's wife all work for the family business. The business is run out of the homes and they are seeking an easy way to track time so they can split up profit fairly.

Lowell Reed – Oakland Millworks

Lowell owns a company that sells wood, framing and molding to housing contractors. Lowell as about a dozen employees and needs to keep track of time so he can do payroll each period. Lowell is frustrated with the current timeclock machine because he feels it's hard to use, is overpriced and not effective for his delivery drivers. The delivery drivers tend to drive straight home after the last delivery and need a way to remotely clock out when they complete their deliveries.

Bob Defendi – Contractor

Bob works for a variety of clients over the same period and needs a way to track the time spent on each client's project so he can invoice them properly.

Understanding the Competition

Tier 1 Competitors
- ExacTime
- TimeClock Pro - Time Tracker
- TimeTracker WorkClock+ Pro

Tier 2 Competitors
- ADP
- Time Force

- Microsoft Excel

Niche Competitors
- Time-punch
- TimeClock a GPS PunchClock
- Time tracker, TimePunch Pro

Profiles

ExakTime
Monitor hours and cost codes in real time as projects progress. Track the exact location of your workers with GPS. Eliminate buddy punching with employee photo verification. Gather 100% accurate digital time records. Streamline payroll from punch-in to paycheck and stay compliant. Works with your accounting program.

TimeClock Pro - Time Tracker
Track your billable hours and expenses and use this data to generate invoices or spreadsheets. Android time tracker for freelancers, independent contractors, attorneys or anyone who bills clients by the hour.

TimeTracker WorkClock+ Pro
Track the time at work and control your overtime. Quick month, day and record information, configure week schedule, add/remove/edit records, create and mail CSV reports, holiday and day off settings, and time to go notifications.

ADP
Tracking time and attendance, managing shifts, vacations and leaves, scheduling so you're covered when you need it, analyzing and reporting on your labor force, mobilizing time tracking and staff management. Time and attendance tracking for small businesses, midsized businesses, large businesses, and multinational businesses.

Time Force
Easily and efficiently track your employee time, manage your time and attendance data and employee profiles, eliminate buddy punching and time theft, track employee time from home, the worksite, multiple locations, and more, and allow supervisors to quickly build shifts and schedules for their employees.

Microsoft Excel
Readily available software that many small business already have access to. Easy to manipulate data in spreadsheets for reports. Many employees and employers are already familiar with Excel. Very flexible tool for tracking anything put into spreadsheets.

Time-punch
Mobile App for the punch in/out function sync with Groupware TimeCared. The TimeCard manager selects the method of punch in/out for the company and sets to start. Groupware. The user can punch in/out by WiFi/NFC/GPS set from Manager.

TimeClock a GPS PunchClock

Virtual punch clock app to keep record of time spent at client locations. Uses smart combination of Wi-Fi AGPS and GPS to automatically record arrival and departure from client locations.

Time tracker, TimePunch Pro

Manage time records, generate reports, import & export, customize appearance, data safety and more.

Identify Comparison Dimensions

Based on your understanding so far, create a list of attributes or features that you want to compare between the competitors. These dimensions should be user-focused, i.e., something that the user can directly observe or experience.

For each dimension (ordered from most to least important), provide the following:

Dimension: Mobile

Scale: A (Android), I (IOS), P (Windows Phone), and/or W (Web).
Justification: ClockWork replaces dedicated systems with personal devices.

Dimension: Multi-user

Scale: Yes / No
Justification: Support for multiple users is important for businesses.

Dimension: Clock In/Out

Scale: Yes / No
Justification: Important for businesses that have scheduled employees.

Dimension: Report Hours

Scale: Yes / No
Justification: Important for independent contractors, consultants, and businesses that need to track time for multiple clients.

Dimension: Reports

Scale: Yes / No
Justification: Important step after collecting time worked data.

Dimension: GPS

Scale: Yes / No
Justification: Important for automatic time tracking based on location

Dimension: Holidays

Scale: Yes / No
Justification: Important aspect of calculating payroll each pay period.

Dimension: Scheduling

Scale: Yes / No
Justification: Valuable for informing employees of schedule and tracking deviations from the schedule.

Comparison Table

	Mobile	Multi-User	Clock In/Out	Report Hours	Reports	GPS	Holidays	Scheduling	Expenses
ClockWork	A, I, P, W	Yes	Yes	Yes	No	No	No	No	No
ExakTime	A, I, P	Yes	Yes	No	Yes	Yes	No	No	Yes
TimeClock Pro - Time Tracker	A	No	Yes	Yes	Yes	No	No	No	Yes
TimeTracker WorkClock+ Pro	A	No	Yes	Yes	Yes	No	Yes	Yes	Yes
ADP	W	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Time Force		Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Microsoft Excel		Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Time-punch	A, I	Yes	Yes	No	No	Yes	No	No	No
TimeClock a GPS PunchClock	A	No	Yes	No	Yes	Yes	No	No	No
Time tracker, TimePunch Pro	A	No	Yes	No	Yes	No	No	No	No

The Market Picture

There are few competitors using GPS for automated time tracking and few competitors that are truly cross platform. ExakTime is the strongest multi-platform competitor. ADP and Microsoft Excel are strong competitors that do not support mobility or automated time tracking through GPS. ClockWork would find the most value adding automated time-tracking, reports and expense tracking. Reports are a near universal feature that gets at why businesses are tracking time in the first place. Automated time-tracking through GPS and expense tracking cater to the needs of contractors like Bob Defendi. These results prompted me to look at the market opportunity for ClockWork. According to Forbes.com, there are 28 million small businesses and 22 million nonemployer businesses (including sole proprietors and independent contractors).

Acknowledgments

List any resources or individuals that assisted you. When listing human resources, please be specific (how did they help you?).
ExacTime:
http://www.exaktime.com/solutions/time-clocks/exaktime-mobile/

TimeClock Pro - Time Tracker:
https://play.google.com/store/apps/details?id=com.spotlightsix.timeclock3&hl=en

TimeTracker WorkClock+ Pro:
https://play.google.com/store/apps/details?id=com.leftapps.workclockpluspro&hl=en

ADP:
http://www.adp.com/

Time Force:
http://www.mytimeforce.com/

Time-punch:
https://play.google.com/store/apps/details?id=com.hanbirovina.nfc_app&hl=en

TimeClock a GPS PunchClock:
https://play.google.com/store/apps/details?id=com.sector.locationPunchClockUnlock&hl=en

Time tracker, TimePunch Pro:
https://play.google.com/store/apps/details?id=com.acj0.timepunchproa&hl=en

Wikipedia:
http://en.wikipedia.org/wiki/Time_and_attendance

Forbes.com:
http://www.forbes.com/sites/jasonnazar/2013/09/09/16-surprising-statistics-about-small-businesses/