



## Mark Information listed in 2 research pieces from Gartner

Gartner has recently launched 2 new research pieces within the HCM area highlighting sample vendors, and we are happy to be listed in both of them.

This is an important recognition of our continuous efforts to develop a future-proof solution with extensive focus on modern user experiences, value-driven Workforce Management functionality and cloud deployment options.

As more and more companies use Gartner's reports as part of their evaluation and decision-making process, we are – of course – very happy to be among this select group.

### Market Guide for Workforce Management Applications

According to Gartner's recently published Market Guide, demand is currently high for Workforce Management applications that support the new way of working in response to Covid-19.

To help companies find suitable vendors, the market guide provides an overview of 21 vendors and their solutions, geographic localisation, delivery mode, recent innovation, partnerships and integrations. We are among the profiled vendors for the fifth year in a row.

### Hype Cycle for Human Capital Management Technology, 2020

In addition, we have also been listed as a sample vendor of next-generation Workforce Management applications in Gartner's Hype Cycle report for the second consecutive year.

The purpose of the Hype Cycle is to help application leaders who support human capital management technology transformation to understand the maturity and capabilities of technologies in the marketplace. It includes technologies for: Administrative HR, Talent Management, Workforce Management (WFM), and Integrated HR Service Management.





## API integration – the smartest way to tie software solutions together

A solution consisting of specialised and well-integrated systems, often gives a far more flexible and efficient support of business processes. Therefore, ProMark integrates to a wide range of HR, payroll and ERP systems.

But it is not just the individual systems that are continuously being developed. This also applies to the ways they are integrated.

API integration is a new and modern integration standard. It simplifies the integration between the different applications and plays a very important role in future system development.

ProMark already has a broad range of API options – and more are being added on an ongoing basis. This means that ProMark is a perfect fit to companies' system landscapes – now and in the future.

**[GET TO KNOW MORE ABOUT THE NEW, MODERN INTEGRATION STANDARD AND HOW PROMARK FITS IN >>](#)**

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### Smyths Toys streamlines their Workforce Management processes with valuable data from ProMark and SAP



Previously, Smyths Toys had too many manual processes related to their wages administration. Also, due to their over 100 stores across Ireland and the UK, management did not have a full overview of the attendance rate throughout the organisation.

Therefore, Smyths Toys chose to implement ProMark's modules for time & attendance registration and staff roster planning with integration to their payroll system and SAP Successfactors Employee Central via REST APIs.

Today, Smyths Toys spends less time on processing payroll data and experiences fewer human errors. In addition, the store managers can roster their employees more efficiently according to company demands, taking employee absence and working time agreements into account.

**[READ THE FULL STORY >>](#)**

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I hope you were inspired by the stories. If you are interested in a dialogue, you are welcome to contact me.

Best regards,  
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