



Branch Joins Kronos Workforce Dimensions Technology Partner Network

Partnership will bring mobile-first pay, communication, and staffing technology to marketplace of innovations reshaping the future of workforce management

MINNEAPOLIS -- [Branch](#), the mobile-first technology providing hourly workers with scheduling and financial flexibility, today announced it has joined the Kronos Workforce Dimensions Technology Partner Network, a fast-growing ecosystem of organizations utilizing the revolutionary Workforce Dimensions solution and intelligent Kronos D5 platform to help reshape the future of workforce management.

Branch's award-winning, configurable platform offers a dynamic set of modules to address labor and staffing challenges through a single app. With Branch's latest offering Pay, enterprises can provide hourly employees instant access to earnings and wage tracking tools to improve their financial health. The Communication feature enables companies to engage hourly employees through custom channels, social feeds, and chat. Shift Flexibility helps enterprises scale labor up and down in real-time to meet demand by sharing across nearby locations and automating staffing decisions. Together, Branch and Workforce Dimensions will make it even easier for Fortune 1000 enterprises to significantly reduce turnover, overtime costs, and management time, while boosting employee engagement.

"We've been able to show that solving for workers' challenges has a significant impact for the enterprises that employ them," said Atif Siddiqi, CEO, Branch. "Based on our success in integrating with companies using Kronos Workforce Central, we're excited to partner with Kronos to support our customers' transitions to the cloud on Workforce Dimensions. By helping hourly employees to better manage their work lives, enterprises can address key priorities, whether it's streamlining processes or reducing administrative time and turnover."

Workforce Dimensions by Kronos is the first next-generation workforce management solution, delivering artificial intelligence woven into the foundation of the solution, real-time analytics to drive in-the-moment decision making, and a fully responsive user experience, all to empower employees and managers with the most engaging experience possible. The open application programming interface framework of Kronos D5 makes it quick and simple for customers to extend the value of their workforce management investment with innovative and tightly integrated partner applications that drive user adoption.

“Enabling innovative integrations with partners like Branch to empower employees is a core objective of Workforce Dimensions,” said Mike May, senior director, Workforce Dimensions Technology Partner Network, Kronos. “With our open and extensible platform, Kronos and Branch will provide a great technology experience for employees that helps organizations engage and retain their workforce.”

To learn more about Branch, visit: <https://www.branchapp.com>.

To learn more about Workforce Dimensions by Kronos, visit:
<https://www.kronos.com/products/workforce-dimensions-suite>.

About Branch

Branch is the only mobile-first technology that provides schedule and financial flexibility for hourly employees. Empowering large enterprises with the ability to attract and retain the best hourly talent, Branch’s configurable platform offers the most seamless way to significantly reduce turnover, overtime costs, and management time. Hundreds of thousands of hourly employees at Fortune 1000 enterprises use Branch every day. Follow Branch on [Twitter](#), [Facebook](#), and [LinkedIn](#).

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