

## A Case Study

# Bimbo Bakeries Prepares for the Future with Workforce Dimensions™ from Kronos



WORKFORCE  
DIMENSIONS™

# Workforce Dimensions – The Future Is Now

## A Case Study

### Background

Bimbo Bakeries USA is the American corporate arm of the Mexican multinational bakery product manufacturing company Grupo Bimbo. It is the largest bakery company in the United States. The company, headquartered in Horsham, Pennsylvania, owns many fresh bread and sweet baked goods brands in the United States, including Entenmann's, Sara Lee, and Thomas'. It is also a top advertising sponsor for many major soccer teams around the globe.

Today, Bimbo employs 20,000 U.S. associates, operates in more than 50 manufacturing locations, and distributes products through 11,000 distribution routes to deliver leading brands to consumers throughout the United States.

### Customer Snapshot

Industry: Bakery products

Headquarters: Horsham, Pennsylvania

Kronos footprint: 15,000 employees

### PRIOR KRONOS PRODUCTS

Workforce Central® v6  
iSeries

**“Workforce Dimensions is helping Bimbo prepare for the future by delivering an exceptional employee experience** through its mobile-first platform, allowing employees to complete important tasks from any device, which is critical to attracting and retaining top talent.”

**COURTNEY DOBBINS**  
Bimbo Bakeries



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## A Look at Anticipated Outcomes

### Challenges

Bimbo had approximately 15,000 employees using either Workforce Central v6 or iSeries across multiple instances. They were a very heavy user of the application – with timekeeping and accruals being a major focus. In an effort to centralize to one instance and streamline their workforce management, they began discussions to move to Workforce Dimensions.

### Anticipated Outcomes

Bimbo projects a number of outcomes in the months following the implementation of Workforce Dimensions:

- Consolidate two separate systems (Workforce Central v6 and iSeries) into a standard workforce management solution for the entire U.S.
- Move to the cloud to decrease maintenance/internal support and costs
- Use leading-edge workforce management technology
- Utilize mobile workforce management technology throughout the organization, promoting ease of use and convenience for supervisors
- Leverage real-time workforce management analytics data for decision making – with an emphasis on overtime

### Key Benefits

- » **DEVICE-AGNOSTIC** functionality allows employees to move easily from desktop to tablet to phone without feature or data loss
- » **RESPONSIVE MOBILE** interface allows users to manage in the moment from a meeting, the factory floor, the field, etc.
- » **BUSINESS STRUCTURES** feature allows for more accurate reporting, saving time and money
- » **TECHNOLOGY** provides employees an unparalleled experience through mobile



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