



Three Reasons Why  
**Workday Human Capital  
Management Stands Out  
Amongst the Clouds**



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# Three Reasons Why Workday Human Capital Management Stands Out Amongst the Clouds

Follow the crowd and you'll usually go no further than the crowd.  
So said Albert Einstein and, quite frankly, who are we to argue?

Instead, we'll ask the question: in a world of economic uncertainty, skills and labour shortages, shifting employee expectations and rapid technological innovations, will the technology providers that business leaders have always used solve the business challenges of the future?

Poor user and admin experiences. Delayed solution deployments. System performance issues. Slow system adoption. An unengaged user community. Sporadic innovations. Shifting priorities and seemingly endless changes in strategic direction. Sound familiar?

So before you sleepwalk into years of the same old problems and headaches, ask yourself if there's another path you could be taking.

Workday Human Capital Management (HCM) is fundamentally different and refreshingly easy to use. Because it's cloud-native, it's designed as a unified system with a single source for data, a single security model and a single user-friendly interface. It adapts seamlessly to evolving business needs and offers an exceptional ownership experience by simplifying complexity, reducing deployment risk and eliminating integration issues with HCM systems.

We could list a thousand ways that Workday differs from other HR solutions. But from speaking to our customers, we know there are three that really set us apart.



# 1

## Different by design: How Workday HCM is simplifying deployment and integration in the cloud

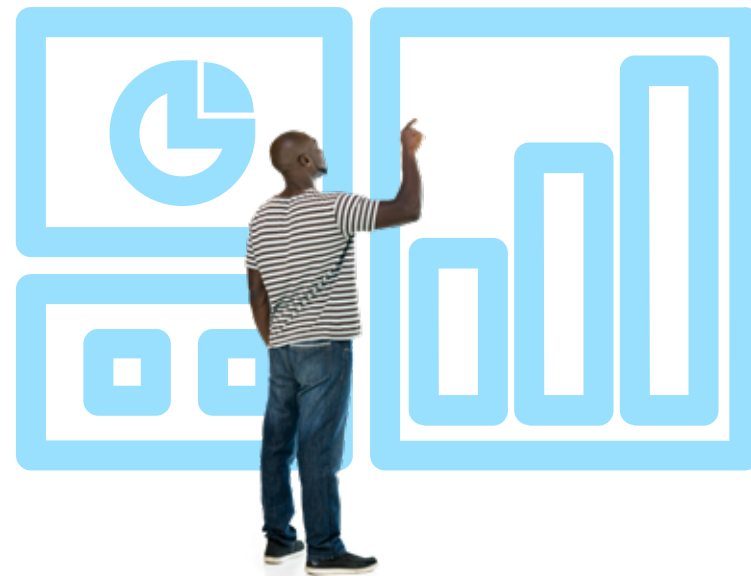
It's no secret that the HR technology landscape features many vendors that have primarily grown by acquiring other companies, resulting in numerous integration points and added complexity. This approach is the case for many Workday competitors.

When we place this approach under the microscope, we can say it affects various aspects of the overall solution. From its implementation, where delays and extra costs are incurred, to day-to-day matters that contribute to a negative overall ownership experience, such as inadequate security models, limited reporting capabilities and inefficient workflows. All of these challenges drive up the total cost of ownership significantly. Moreover, in many cases, deployments with these organisations don't go according to plan because they lack a consistent and proven deployment methodology. This fact, in turn, hampers the efficiency and strategic value of IT and HR teams, forcing them to address issues instead of focusing on innovation and their people.

Workday HCM offers a unified system with a single source for data, a consistent security model and a seamless user experience across all HR aspects. Its single-object architecture eliminates the need for module-to-module integration, simplifying HR processes and providing the best experience for system professionals and users. This innovative system architecture allows Workday to deliver an unparalleled ownership experience, starting with the implementation of Workday HCM. Workday and our select group of certified partners deploy the technology in the same, consistent, reliable way, and by applying the same methodology, which means it's deployed as initially agreed on time, budget and scope.

Additionally, with Workday HCM, businesses can protect existing investments. With Workday Integration Cloud, organisations can securely and efficiently connect to third-party ecosystems without additional costs or middleware. It's all part of our core system, secured by our single security model.

These are some of the reasons why Workday boasts over 2,025 delighted customers in EMEA and more than 5,000 worldwide, with a 97% customer satisfaction rating.



## Main customer benefits with Workday

- Increased efficiency and innovation from HR and IT teams as deployments are on schedule and budget.
- Complete and quick value realisation as implementations are delivered within the scope as initially planned.
- A streamlined and secure solution for integrating third-party systems with the customer's existing ecosystem.
- System administrators enjoy the flexibility to configure and customise their Workday HCM system to meet the organisation's unique requirements.
- A straightforward, no-code approach to achieve this, eliminating complexity and enhancing the ownership experience. Unlike many competitors, Workday doesn't require coding expertise for applying changes or making XML configurations, reducing system complexity and ownership costs.

## Alternate solutions' weaknesses

- A collection of multiple acquisitions and products that don't share the same technology or underlying architecture results in deployment delays, higher implementation costs and increased effort, diminishing the productivity of the HR and IT teams.
- No consistent and proven methodology for implementation results in more cost and effort.

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"It was quickly obvious that Workday understood what we needed. And we could see that having a single source of truth in master data, all in one place, was a truly transformative alternative to what had effectively been a collection of other systems linked together over time."

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"But at the end of the day, we can trace our successful 20-month deployment to how comprehensive and powerful our test programme was. All the parallel payroll testing and rigour that went into that clearly paid off."

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"It was clear to us that Workday was a proven and versatile system that not only offers the data security, traceability and standardised processes we were looking for, but that also provides advanced analytics and the tools to drive much greater workforce agility."

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"Workday has been a real lifesaver for us. Workday has a 97% customer satisfaction rate, and we are definitely part of that group of happy customers."

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## 2

## Workday HCM delivers exceptional ROI with outstanding system adoption and performance

For HR leaders, making the right decision when it comes to technology investment is crucial. Today, they're navigating an uncertain and volatile economy, affected by rising inflation, supply chain issues and socio-political challenges. Moreover, they face skills and talent shortages that have far-reaching implications for organisations – affecting everything from productivity and competitiveness, to employee satisfaction and customer relationships.

Now, more than ever, HR leaders must be prepared to quickly adapt their strategies and ensure their critical initiatives deliver the expected return on investment (ROI). Success will only come with the right technologies that provide organisations with optimal performance, free from outages and technological hiccups. In addition, HR leaders must ensure users at all levels, from the C-suite to deskless workers, embrace and use their HR systems efficiently and effortlessly, empowered by the right technology at their fingertips.

Workday features an intuitive, engaging user interface and outstanding system performance that support maximum adoption and significantly reduce time-to-value. It's accessible across all platforms, including mobile devices.

Today's workforce is global, connected, virtual and multi-generational. Workday delivers a modern look-and-feel UI that empowers all users – from the C-suite to managers and individual contributors – to access information easily, participate in business processes and collaborate across the enterprise. This engaging experience is evident in Centrica's success in the UK, achieving a 75% user adoption rate with more than 100,000 daily transactions. Additionally, regarding a successful system go-live performance at BP (British Petroleum), more than 50,000 logins were registered in the first week alone.

According to Okta, the Workday app is **the second most widely used business app worldwide in terms of unique users**. What's more, when compared to tier one vendors such as SAP SuccessFactors or Oracle HCM, Workday consistently achieves the highest scores for vendor and user satisfaction.



In terms of system performance, Workday stands out, achieving a completion rate of over 96% for transactions in under one second. Unlike other competitive solutions, we provide a contractual commitment to our customers, ensuring our applications run seamlessly.

Workday maximises the ownership experience and minimises time-to-value through the Workday Community. The **Workday Community** is an active and inspiring space designed to help customers deepen their knowledge of Workday applications. With more than 334,000 active users, the Workday customer community represents more than 65 million users under contract, helping them exchange ideas on best practices and maximise their investment. Moreover, Workday offers the Workday Brainstorm programme where customers can voice their ideas and propose features that benefit all Workday users,

who are always on the latest version of the solution. These contributions generate 40% of the features released by Workday.

For these reasons, Workday customers experience increased ROI and a superb ownership experience as they enjoy incredibly high user adoption rates, the best system performance and a vibrant and unified user community to learn and exchange best practices.

### Main customer benefits with Workday

- Higher ROI from business-critical initiatives.
- Higher system adoption, heavily reducing time-to-value.
- Same engaging experience across every device – natively mobile ready.
- Unmatched system performance with a contractual commitment.
- Highly engaged user community providing an outstanding ownership experience.

### Alternate solutions' weaknesses

- Lower employee adoption, especially mobile, translates into lower ROI.
- Additional effort required by HR and IT to realise value due to their underlying system architecture.
- System performance issues and unplanned outages.
- No contractual commitment to system performance.
- Limited ability to collaborate with community members around innovation and business transformation topics due to the complexity of their various user communities.



### Customer satisfaction

“Workday has fundamentally changed the way we work. We are now faster and more efficient than ever before. Workday makes life easier for our employees and managers, and supports us in our pursuit of ever-better performance, true to our motto ‘FOREVER.FASTER.’”

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### No coding required

“A far higher volume of change has been enabled because you don’t need to be a developer in coding to configure Workday.”

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### User adoption

“The first tool we deployed was used by 100% of employees worldwide.”

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### Customer satisfaction

“Workday has been a real lifesaver for us. Workday has a 97% customer satisfaction rate, and we are definitely part of that group of happy customers.”

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### Workday Community

“Workday Community isn’t just a site for consumption, or a place for a vendor to send you information. Workday Community offers that type of collaboration and group assistance for enterprise applications. The collaboration is the differentiator.”

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### Workday Community

“As we’ve gone along, we’ve recognised just what a powerful resource tool it is. We’ve made some really good connections, and we’re all learning from one another.”

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### Time-to-value

“Workday delivers added value every day for the whole organisation and its managers.”

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### User adoption

“Our choice had to be visually attractive and easily adaptable to different devices, technologies and users, from our remote workers to managers who are completing business processes within the system. Workday scores in all these areas.”

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### 3

## Different means continuous innovation to drive your company forward

Innovation, like today's fast-moving business landscape, never sleeps. The old-world mantra of 'achieving innovation' is a dead concept. For organisations to thrive, HR leaders need continuous access to the latest technologies, including AI, and must embrace new talent management approaches like skills-based talent strategy. Unfortunately, many vendors fail to incorporate these latest technologies into the core of their HCM platforms, hindering their ability to evolve and adapt to new business use cases.

Unlike many competitors, delivering continuous innovation with Workday isn't a disruptive event or an afterthought. That's the reason we invest more than 37% of our annual revenue in R&D and deliver regular system updates – all aimed at helping organisations remain competitive and adapt to the evolving business landscape. Our innovations don't come to life in a vacuum, thanks to our highly engaged user community that actively collaborates and participates in defining new product features. 40% of these features originated in this way.

Workday finance and HR applications were built in the cloud on a single code line, ensuring all customers can access a unified system to drive their business. With Workday, every customer is always on the latest version. As we roll out updates, customers' systems seamlessly update to the newest release, although we make sure any new functionality is switched off by default so our customers can decide when to start using it. Our updates take hours, not years or months, and Workday carries the burden of the update so our customers can focus on other business priorities.

When it comes to cutting-edge technology, Workday is the go-to destination. Its built-in AI capabilities empower HR and talent leaders to enhance employee experiences,

drive automation, boost productivity and implement a skills-based talent strategy throughout the entire workforce lifecycle. Our unified data model drives AI innovation seamlessly across its core applications technology. AI is not new to Workday, as it has used this technology for the last 10 years and made more than 40 use cases available to customers. This is possible by leveraging data, with our customers' permission, from more than 65 million users and 629 billion transactions to train the AI models.

Workday delivers a unified, trustworthy, ethical and human-centric approach to AI – not a fragmented and inconsistent mishmash. For over 10 years, Workday has been helping to boost employee productivity, maximise development, drive automation and deliver delightful experiences by natively harnessing AI at scale directly within all people and business-related workflows.

Thanks to Workday AI, Workday Skills Cloud empowers organisations to understand the skills and capabilities of their entire workforce. It enables them to create more effective people strategies and easily meet their organisational needs through upskilling, reskilling, redeploying and hiring new talent. Workday has supported organisations with talent-based strategy since 2018 through Workday Skills Cloud. Today, over 1,875 customers leverage Workday Skills Cloud for their skills-based initiatives.



## Main customer benefits with Workday

- Increased HR teams' productivity and efficiency.
- Increased competitiveness with continuous innovation.
- One version for all customers so everyone profits from the latest innovations.
- The world's most open and intelligent skills foundation.
- The highest quality and best-structured HR-specific datasets to train the AI models.
- A highly engaged user community that actively collaborates and participates in defining new product features.

## Alternate solutions' weaknesses

- There's no concept of continuous updates like Workday.
- Most competitors have only recently launched skills offerings, trying to catch up with Workday which launched Workday Skills Cloud in 2018.

## MSD | Workday Skills Cloud

"Everything we do at MSD is based on science. Clearly seeing everyone's skills mapped to our 5,000 roles will deliver massive benefits across all our global HR workflows."

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## CHT | AI and machine learning

"We will look at topics such as artificial intelligence and machine learning in HR – one example here is Workday's chatbot functions, which support us in constantly improving and taking efficient HR processes to the next level. In this way, we make our contribution as HR so that the CHT Group can continue to grow sustainably and profitably as ONE Winning Team."

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## FREUDENBERG | Business transformation through innovation

"In particular, we were really excited about implementing its excellent mobile experience. But it's been a great success across the board, particularly in efficiency gains. With Workday, what used to take weeks or even months – and a lot of effort by our 800 HR professionals – literally takes 30 seconds, and sometimes even five seconds."

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## Rolls-Royce | Workday Skills Cloud

"The results were astonishing, with 60% of people completing a Workday Skills Cloud profile and looking for a gig. About 12 people did a gig in the first two-month window of the pilot. Nearly a third of our managers raised a gig as well."

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## Summary: Why Workday HCM stands out amongst HR solutions

Forward-thinking business leaders are investing in Workday, and they're seeing the extraordinary benefits of doing so. All clouds are supposedly equal, but some are definitely more equal than others – it's time to choose a different cloud. In case we lost anyone, here are some solid reasons why HR leaders should choose Workday HCM to drive your business forward:

- Our system architecture and integration capabilities seamlessly unite all HR aspects, including payroll, benefits, talent management, employee experience and workforce planning and management. This unified approach guarantees consistent data, eliminates redundancy and simplifies HR processes.
- Unlike many competitors, Workday employs a single global object model, eliminating the need for module-to-module integration. This single-object architecture ensures that objects inherently understand their relationships with each other. With our proven multistage deployment methodology, Workday and our certified partners can deliver on time and within budget.
- Workday Integration Cloud simplifies connectivity needs by securely and efficiently connecting to third-party systems, with no added costs or middleware required. Developed using enterprise-class integration technology, Workday integrated it seamlessly into the core of our system, making it accessible to all Workday users and applications.
- With Workday, we partner with our customers to understand their goals and resources to ensure a smooth deployment. Whether our customers deploy with our Workday Global Professional Services or one of our handpicked certified deployment partners, all our customers will experience the same outstanding implementation experience.
- Workday has a track record of delivering on time in over 95% of our deployments. Eight new customers went live as agreed during the project's discovery phase every working day of 2022.





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