

# Workday Prism Analytics: Use Cases for Professional Services

In a changing world, professional services firms face increased competition, diminishing margins, and fleeing talent, all while trying to balance changing business needs. If professional services organizations are going to keep up, you must attract and retain the right workers; adapt to market pressures; and bring together data for full visibility of your people, projects, customers, risk, and financials.

That's not always easy with various legacy data stores and multiple systems for operations, HCM, financial management, and middle office functions—all with data in inconsistent formats with varying levels of transaction detail. Manually cobbling data together through various

integrations, IT service requests, and even spreadsheets can be time-consuming, exhausting, and often impossible. Disjointed systems for analytics and reporting can't deliver insight to daily project performance, 360-degree customer profiles, and accurate forecasting for worker capacity and utilization.

Workday Prism Analytics is a data hub that lets you blend any data source with trusted data from Workday. It ingests and prepares high volumes of operational and historical data, giving you the financial and HR analytics you need in one secure source. Read the following use cases to see what's possible.

## Typical Data Architecture for Professional Services

### Revenue/Customer Systems

- Customer Relationship Management
- Configure, Price, Quote
- Contract Lifecycle Management
- Marketing
- Proposal Management

### Operational Systems

- Payment Gateways/ Customer Portal
- Case/Ticketing System
- Resource Scheduling
- Project Scheduling
- Collaborative Work Management
- Software Development
- Knowledge Management

### HCM Systems

- Advanced Compensation
- Benefits
- Vendor Management
- Staffing/Freelance
- Global Payroll
- Help Desk

### Financial and Reporting Systems

- Corporate Travel
- Sourcing
- Banking
- Treasury
- Audit Reports
- Tax Reporting
- Board Reports
- Management Reporting



## One System for Workforce, Financial, and Operational Data

- Operational Insights
- Extended Ecosystem
- History



# Discover unlimited operational insights.

## Poor operational decisions can erode profit.

Making operational decisions without the data and insights you need to run your business is like driving blindfolded. Improving decision-making becomes difficult when high volumes of data are stored in disparate systems with multiple sources.

## Get the full picture of your transactions—all in one system.

Workday Prism Analytics lets you analyze with unlimited operational dimensionality. You can blend external pipeline and resource data with Workday financial data to get full visibility into pipeline opportunity, project status and profitability, customer health, workforce capacity and utilization, and more. This gives you high volumes of rich pipeline, project, customer, and workforce details that are often dropped—or never included—when aggregating your data for posting to your general ledger.

### Operational insights help you answer these questions:

- What is the status and value of my opportunity pipeline, and what resources are needed?
- What is current and future demand versus capacity?
- What's the status and profitability of my customers and projects?
- Which contractors are the best and available on demand?

### With key blended metrics for more informed operational decisions:

- Bid-to-win ratio, late-stage pipeline value, and changes by stage, customer, region, and more
- Actuals to date by location, skills, cost center, organizational structure, and more
- Customer and project profit, health, escalations by period, and NPS scores
- Contingent worker client satisfaction levels, profitability, and availability



Sample forecasted revenue and profitability by pipeline opportunity, industry, customer, project, risk scores, and capacity and utilization.

# Access the data you want—when you want it, where you want it.

Make your extended ecosystem—financial management, middle office, and HCM—work together.

Due to mergers and acquisitions, or business unit and geographic preferences, you might be working with multiple financial and HCM transaction or ERP systems for different functions, also known as an “extended ecosystem.” However, these systems might not be integrated into Workday with the level of detail and attributes you need for analytics and reporting.

Workday and your extended ecosystem go hand in hand.

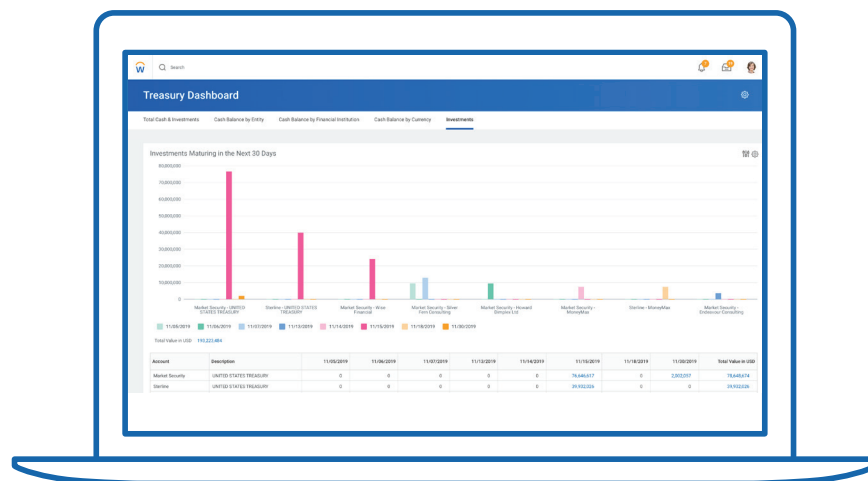
For example, you may need data from your extended ecosystem for treasury dashboards. With a single treasury dashboard, you can blend your financial data with external investment accounting details and external foreign exchange hedging details for timely visibility into all prior-day and current-day cash positions across financial institutions.

## The full view of your data helps you answer these questions:

- How can I get visibility into all my cash positions, including investments and FX hedging, in a single view?
- How can I view individual travel expenses by airlines, hotels, and more?
- How can we see fixed asset serviceability, remaining life, and economic value, in a single view?
- How do we view the true value of our contracts under management?

## With key blended metrics from your extended ecosystem:

- Cash balance including investments and FX hedging by entity, financial institution, and currency
- Travel, expense, and misuse details by worker, manager, and cost center
- Likelihood and impact of failure for fixed assets
- Contract and supplier risk per lifecycle stage



Sample treasury dashboard with cash positions, investments, and FX hedging.

# Look further back to move forward.

A typical cloud ERP implementation only converts one to two years of historical data.

Businesses will usually convert no more than 18 months of historical data from their on-premise ERP when they move to the cloud. And often, the conversion only maintains summary-level data in the general ledger, limiting your ability to fully report and analyze historical trends.

What about the rest of that rich historical data?

Historical data shows you what drives performance over time—product, location, business unit, seasonality, and more. When you bring more historical data through Workday Prism Analytics, you can develop a trended P&L report to run variance analysis, meet regulatory requirements, and identify correlations and trends.

### Historical data helps you answer these questions:

- What correlations and trends will inform future plans, budgets, and forecasts?
- What was our spend (to the penny) by business unit, location, or cost center?
- How can we see revenue by business unit, location, or cost center?

### With key blended metrics that drive your business forward with multi-year trended:

- Profit and loss (P&L) by business unit, location, or cost center
- Budget vs. actual by business unit, location, or cost center
- Spend and revenue analyses by business unit, location, or cost center

The screenshot shows a '5 Year Trend' income statement for 'Consolidation - North America' for the period '2019 - Jul'. The data is presented in a table with columns for 'Actuals for the Year Ended' (Dec-2014 to Dec-2018), 'Previous Current Actuals YTD' (Jul-2018, Jul-2019), 'Budget YTD' (Jul-2019), and 'Variance Analysis' (% Change Ytd and % Favorable to Budget). The table includes rows for Revenue (Product, Services and other), Total revenue, Costs and expenses (Costs of revenue, Research and development, Sales and marketing), and Total expense.

	Dec-2014	Dec-2015	Dec-2016	Dec-2017	Dec-2018	Jul-2018	Jul-2019	Budget YTD	% Change Ytd	% Favorable to Budget
<b>Revenue</b>										
Product	92,336	114,200	940,661	144,463	164,837	91,905	95,539	91,890	4.0%	▲ 4.2%
Services and other	138,415	17,863	22,764	27,575	28,862	15,711	12,867	15,293	(18.5%)	▲ (15.9%)
<b>Total revenue</b>	<b>190,751</b>	<b>132,063</b>	<b>963,425</b>	<b>172,038</b>	<b>193,700</b>	<b>107,616</b>	<b>108,407</b>	<b>107,183</b>	<b>0.7%</b>	<b>▲ (15.9%)</b>
<b>Costs and expenses</b>										
Costs of revenue	33,761	38,205	461,189	49,900	51,969	30,195	28,510	28,318	(5.5%)	▲ (5.7%)
Research and development	3,000	3,692	3,200	3,654	4,086	2,406	1,910	1,660	(20.4%)	▲ (15.1%)
Sales and marketing	13,321	8,844	10,896	12,815	14,784	8,395	7,382	6,397	(14.4%)	▲ (12.2%)

Sample 5-year trended income statement.

**Learn more.** To explore how Workday Prism Analytics can help you, please contact Sales at [workday.com/contact](http://workday.com/contact) or call 877-967-5329.



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