workday.

eBook

WHY WORKDAY

How Five Tech Companies Are Transforming with Workday

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You can't have growth without agility.

Few industries attract as much attention as the tech space. But while most firms have transformed their front-office functions, the same can't be said of their back-office equivalents.

Disparate accounting, HR, finance, and analytics tools remain the norm.

Siloed data is just one side effect of that. Successful mergers and acquisitions, which are key to so many growth plans, depend on an organization's ability to adapt and integrate quickly. This can be challenging without a unified system and solutions that offer end-to-end integration.

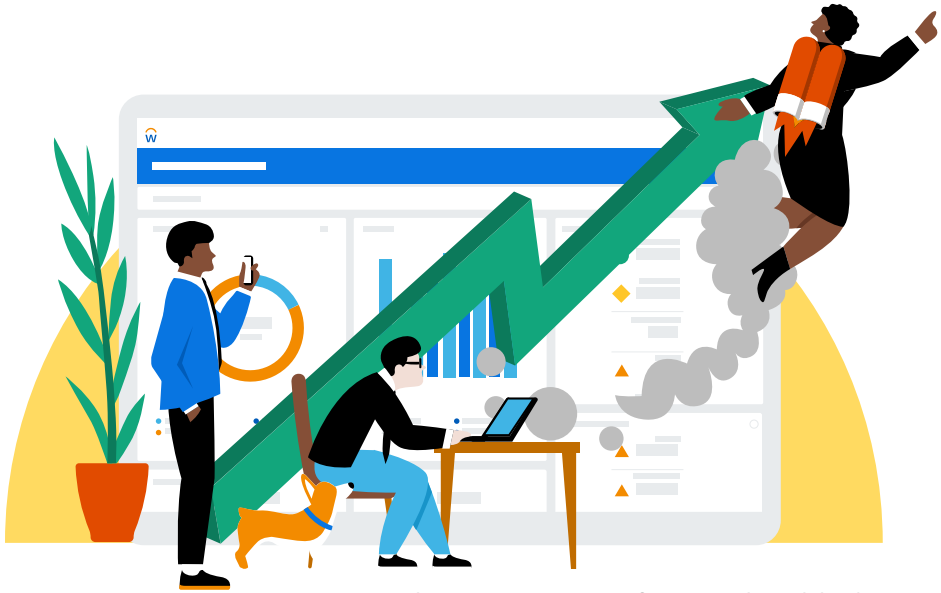
Market expansion—and streamlining the processes involved—is also an uphill task. From spinning up new revenue and business models, to maintaining compliance, to supporting invoicing requirements and consolidating global reporting, executives have their work cut out.

There's also a chronic shortage of talent. To attract and retain the best candidates, employers in the tech space need to provide an outstanding customer experience, including personalized engagement and training.

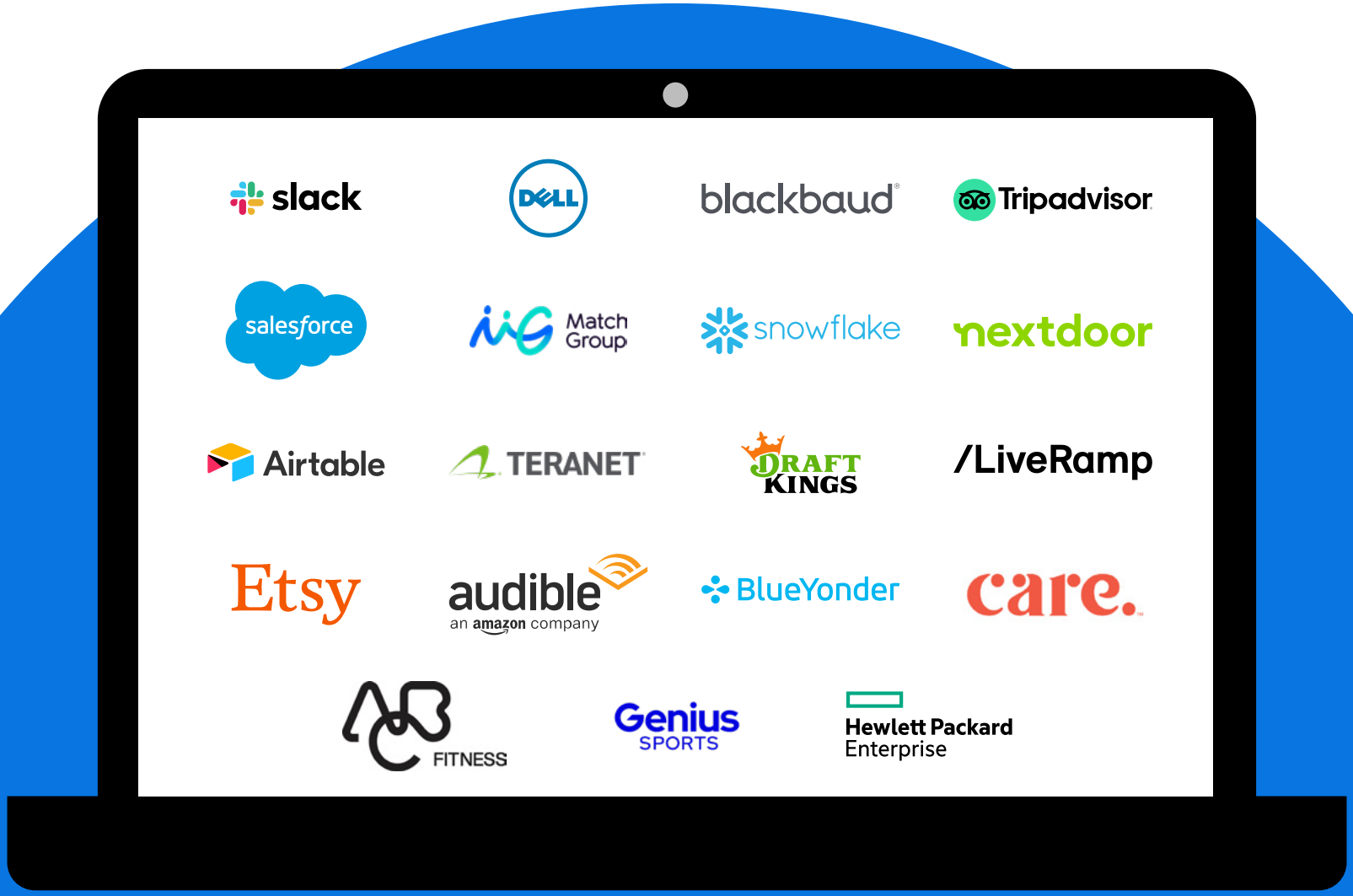
Despite these challenges, shrewd technology firms see opportunity. Their ultimate ambition—sustainable growth—demands agility. And you can only achieve that with a flexible, frictionless foundation—one that incorporates finance, HR, planning, procurement, and analytics.

That's where Workday comes in. If you're eager to grow your company, our enterprise management cloud gives you exactly what you need to support current and future business needs, manage uncertainty and risk, and drive smarter decision-making across the organization.

Read on to learn how five technology companies are achieving exactly that, right now.



Join the tech companies already partnering with Workday.



Three reasons tech companies trust Workday as a platform for better growth.

More than 1,200 technology companies trust Workday for their finance, HR, planning, and analytics. Explore how we give your business the insight, agility, and continuous innovation you need in a fluid and hyper-competitive landscape.

Drive flawless business and financial operations.

Maybe you're a fast-growing company that's enjoyed rapid expansion over the last few years. The flip side to that growth is likely greater complexity, particularly when it comes to managing finances and operations.

Your finance team may spend countless hours manually reconciling data from multiple sources, including sales, services, expenses, and payroll. That eats into valuable time—and increases the risk of errors and inconsistencies.

But with Workday, that same team can automate previously manual tasks, including payroll activities and revenue recognition. And they can use the time saved for more strategic efforts, such as analyzing the company's performance data to optimize growth efforts.

> "Workday serves as the center of our technology ecosystem and we look to leverage functionality within Workday first, prior to exploring any other technologies.
>
> Senior Director, Finance Technology and Operations, Blue Yonder

Make confident decisions faster.

Whatever your expansion strategy, manually gathering data from disparate sources slows everything down and can lead to missed opportunities and poor decisions. But a consolidated approach from Workday lets you cast aside manual workflows and access timely insights—the perfect backdrop if you're exploring potential acquisitions.

> "Those hours we used to spend reconciling we can use on actually analyzing the plan.
>
> Manager of Strategic Finance
> Lucid Software

Empower your people for maximum performance.

Most firms' plan-to-hire processes are far from perfect. From planning to recruiting to onboarding, it's not unusual for each phase to be managed by different teams using different tools and data. With Workday you can see the full picture of your workforce composition, gaining the ability to spot talent gaps and creating employee experiences that drive long-term growth and success.

> "We can give our employees much more autonomy because Workday is accessible wherever they are, whether that's working in the office, from home, or on the go.
>
> Senior Vice President of Finance and Operations,
> LiveRamp

Workday for finance teams.

With finance teams evolving from gatekeepers to innovators, equipping them with the right tools is mission critical. Here's how Workday allows finance to work smarter, not harder.

Unify disparate data.

Workday Financial Management goes well beyond just managing financial processes to achieve greater insights, improve financial consolidation and reduce time to close, instill internal control and auditability, and achieve consistency across global operations. As a result, finance teams get a crystalized understanding of service performance and profitability by providing access to front-office operational data through the Workday intelligent core.

Enhance FP&A activities.

Whatever your goals, from decreasing customer acquisition and onboarding costs to expanding within key accounts or segments, you need a platform that supports active planning. Workday Adaptive Planning includes multidimensional, driver-based modeling capabilities, along with fully integrated insight into P&L and cash flow. You can plan revenues and expenses across the organization, no matter how complicated, through a large number of dimensions including departments, skills, and projects. This empowers FP&A teams to rapidly make and alter plans, reforecast in real time, and amend budgets on the fly. As a result, users can collaborate, gain clear visibility into real-time analytics, and streamline complex reporting to plan and adapt without compromise.

Streamline mergers, acquisitions, and carve-outs.

Workday doesn't just make organic growth easier. In terms of strategic acquisitions, Workday accelerates the integration process by harmonizing and streamlining policies in a repeatable way, and gives new leaders a holistic workforce view while allowing system implementation in the background. As for carve-outs and divestitures, teams can rapidly create Workday instances for new entities, limiting disruption to operations.

Prepare for what's next with frictionless finance.

Spend less time on transaction processing and more time on cash preservation, revenue insights, and more. Workday provides an agile accounting framework that lets teams automate tasks to operate with greater efficiency at a lower cost. A complete picture of their business helps users to equip colleagues with relevant, contextual financial insights, and make faster decisions using real-time benchmarking data.

Meet and plan for regulatory requirements.

Meeting evolving regulatory and statutory obligations is a constant concern. Yet most tech companies slow down the time needed to ensure compliance because their controls and audit capabilities aren't built into their systems. With Workday, finance teams can react to changes in real time—and plan ahead for how they might impact profitability and business performance.

Optimize the opportunity to cash cycle.

Wrestling with customized offerings might be common, but not with Workday. It's easy to quote accurate prices, define deliverables, and manage contracts. That's because Workday Services CPQ (Configure, Price, Quote) is uniquely designed to quote service-centric scenarios, from project workers' rates and availability to nonlabor items. Workday Services CPQ guides you through the service quoting process; closes business faster and more collaboratively; and replaces manual, error-prone, and disconnected spreadsheets.

Case Study

Salesforce brings its data together to unlock the power of automation.

Salesforce chose to bring its data together with Workday and automate processes to help streamline both acquisitions and market expansion.

Consolidating its data allowed Salesforce to automate data integration, enable faster close processes, and empower its tax team. It was also able to set up a new legal entity in minutes rather than months—saving hundreds of thousands of dollars in the process. Finally, Salesforce was able to capitalize on AI and machine learning (ML) in its back-office operations, freeing up time for analysis and better decision-making.

> Workday Accounting Center is going to be the heart of our automation.
>
> SVP, Finance Automation, Cloud ERP, Salesforce

Results at a glance:

- Automated data integrations and complex calculations
- Added new legal entities quickly and efficiently
- Sped up financial close and improved tax capabilities
- Developed 23 use cases for Workday Accounting Center

TERANET

Teranet streamlines acquisitions with one set of data.

Teranet chose Workday Financial Management and Workday Adaptive Planning to consolidate its data, eliminating the need to reconcile headcount and employee information. This shift enabled Teranet to streamline and integrate acquisitions into its ecosystem. It also granted a switch in focus, from ensuring data accuracy to strategic conversations with stakeholders. Teranet used Workday Adaptive Planning to evolve its reporting, provide information to users faster, and automate processes such as accounts payable and accounts receivable. It also leveraged automation to scale for growth.

> “My FP&A team spent a lot of time coordinating headcount data and salary data in our old planning system. Workday Adaptive Planning closed the loop for data to flow right through. It’s so much less time-consuming.
>
> Vice President of Finance and Corporate Controller, Teranet

Results at a glance:

- Eliminated the need to reconcile headcount
- Reduced cost and simplified the acquisition process
- Automated AP and AR processes
- Reduced forecasting time by 30%

Workday for HR teams.

HR and recruiting teams at tech companies have the responsibility to build world-class teams in a rapidly changing field. A heated battle for talent means the best candidates have no shortage of options. So the pressure is on not only to hire optimal talent, but also to help employees develop professionally, remain engaged, feel valued, and stay for as long as possible.

Create a skills-ready workforce.

Workday helps technology companies take a skills-first approach to every role and better position their workforce in an ever-changing landscape. With Workday Skills Cloud—embedded in Workday Human Capital Management (HCM)—HR leaders can leverage machine learning to help understand, categorize, administer, and constantly update the skills within their organizations.

In addition, the skills miner feature makes it easy to mine skills and expertise from both structured and unstructured content sources such as resumes, feedback, and profiles.

Act on employee sentiment.

Workday HCM delivers a consistently positive employee experience as well as personalized development. The platform's AI-powered capabilities go well beyond the back office. Not only does Workday meet workers where they are in terms of how they want to access information, but it also provides intelligent, personalized recommendations to stimulate their professional development—from learning workshops to networking sessions.

Listening to and acting on employee sentiment becomes easy too. Workday Peakon Employee Voice uses embedded machine learning to surface actionable insights, allowing leaders and people managers to make employee-centric investments that boost the overall employee experience.

Match the right people with the right projects—and streamline your pitching process.

Assemble curated teams for each project, with access to information such as skills, competencies, job profiles, and past project performance. You can also retrieve and communicate a breakdown of those skills as part of the quoting process.

Hewlett Packard Enterprise

AI-driven Workday Skills Cloud boosts employee growth and retention at Hewlett Packard Enterprise.

AI and ML are not new concepts at Hewlett Packard Enterprise (HPE)—these technologies are central to everything HPE generates and creates. So it made sense to apply these tenets to its talent strategy.

With Workday Skills Cloud and Workday Learning, HPE can now identify skills and talent to enrich its employees' work lives. This has made it easier for the organization to continually invest in career development to aid employee retention, uncover unknown skills needed by the business, and design career paths and growth opportunities.

> "HPE has been able to unlock infinite potential with our employees by understanding who they are, what they want to build, and where they want to go—all in one system.
>
> VP of Technology and Innovation,
> Hewlett Packard Enterprise

Results at a glance:

- Unlocked understanding of employee potential
- Gained a single organizational view of talent
- Leveraged AI to drive skills and learning strategy

/LiveRamp

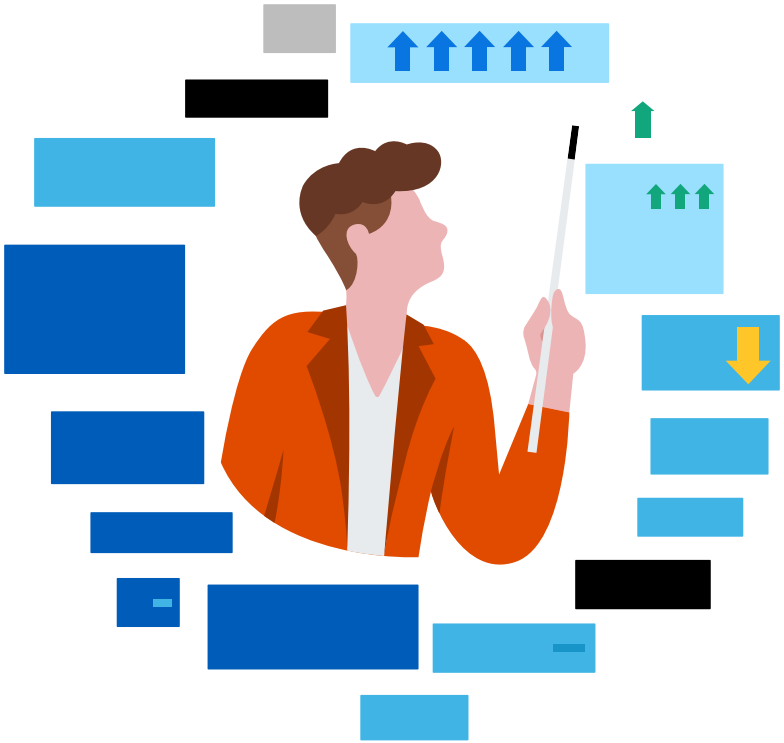
LiveRamp targets growth and expansion with a trustworthy data foundation.

LiveRamp became an independent pure-play public SaaS company after the sale of its services business Acxiom, an early adopter of Workday financial and HR solutions. LiveRamp now counts on Workday for a single source of financial and HR data—all secure and accessible by employees as appropriate given their privilege levels. Whether they engage in the office or elsewhere, HR managers can better see workflows and associated routings, approvals, and notifications. This keeps everything moving much faster and more efficiently, helping to increase productivity.

> “We can give our employees much more autonomy because Workday is accessible wherever they are, whether that’s working in the office, from home, or on the go.
>
> Senior Vice President of Finance and Operations, LiveRamp

Results at a glance:

- Engaged employees throughout the entire organization
- Gained a single source of trusted HR and financial data
- Increased visibility of workflows



Workday for IT teams.

Tech firm CIOs may hold an esteemed role, but there's plenty to keep them awake at night, such as creating strategies to drive innovation and stewarding changing business needs. The buck also stops with them when it comes to keeping data safe and compliant.

The good news? Workday Enterprise Management Cloud offers a new approach for IT teams, making it easy for them to adapt, innovate, and maintain a best-in-class technology foundation that supports breakthrough growth.

Empower finance and HR teams responsibly.

An all-hands-on-deck culture where different departments feel empowered to drive their own initiatives can be a favorable one. But there's a caveat to that. IT teams that find themselves the arbiter of multiple requests can also find themselves distracted from more strategic objectives.

Workday helps IT teams empower other departments, responsibly. For example, HR and finance departments can build their own insights and reports independently without constant approval. At the same time, because the single security model in Workday spans multiple processes, data, and devices, its built-in application security ensures users only see the data they're entitled to see.

Innovate continuously.

Workday Enterprise Management Cloud was built—rather than revamped—for the cloud. It enables continuous delivery innovation by default. For starters, the intelligent data core, reporting, and analytics in Workday give IT teams a 360-degree view of both client and customer needs, helping to accelerate decision-making.

It's also open, extensible, and interoperable, making it easy to connect to other solutions. Teams looking to build new apps with unique business needs have a go-to solution in Workday Extend—an intuitive low-code approach to rapid app development. There's no risk of falling behind in a fast-moving business landscape, either. With AI and ML built in, it's easy for FP&A teams to quickly understand which areas of the company are performing well, and which aren't.

Airtable

Airtable automates workflows to gain a competitive edge as it scales.

Airtable allows other companies to quickly deploy apps across the organization. As the company rapidly grew, it needed to move away from point solutions and adopt a platform that could scale with the business. Switching to Workday allowed the cloud collaboration specialists to connect its people and financial data. Not only did this result in a better experience for employees by providing easy access to relevant data, but it also lowered system maintenance costs and reduced the time spent on manual reconciliations and data integrity checks. Even better, Workday enabled Airtable to reengineer workflows, and introduce new automation that accelerates business processes.

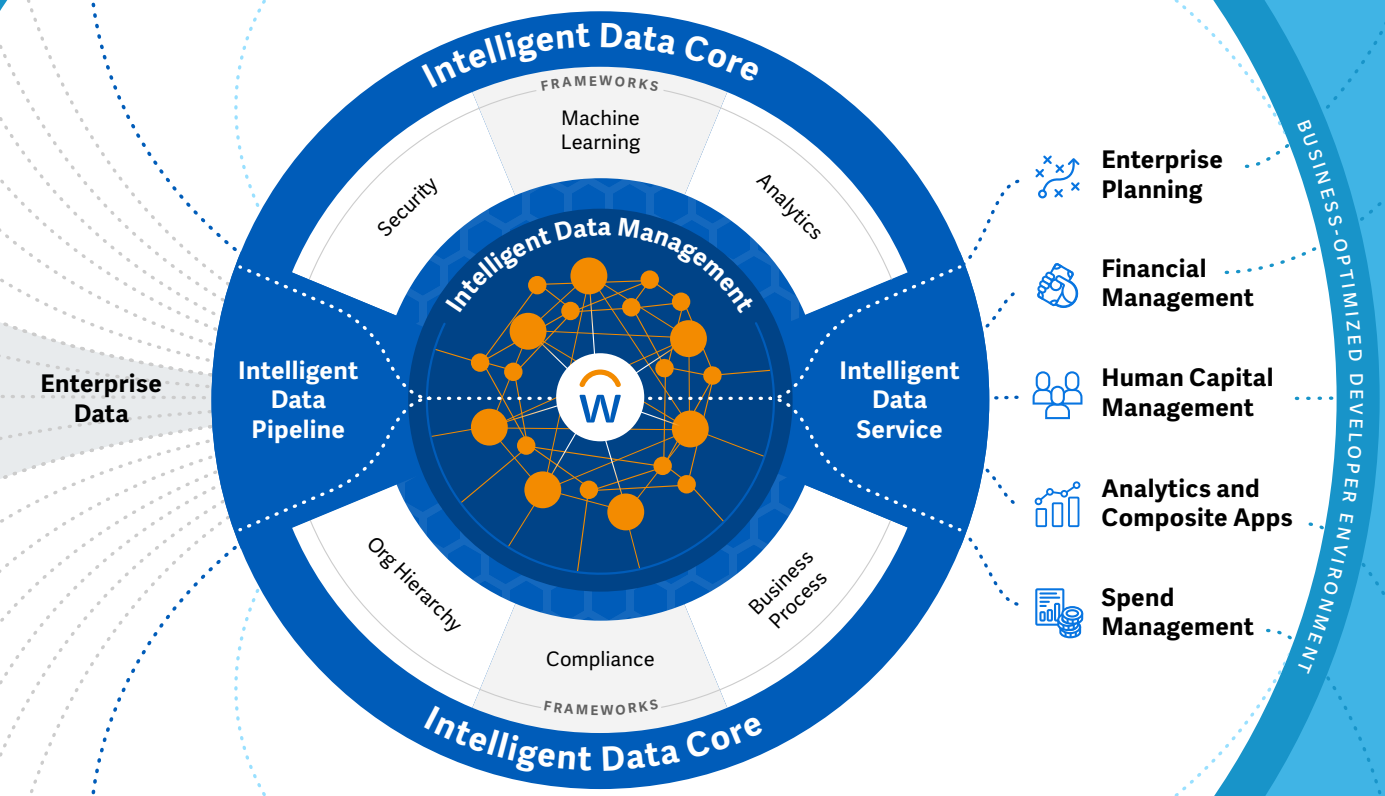
> “Workday allowed us to re-create workflows to provide automations for our teams.
>
> Head of HR and Financial Systems, Airtable

Results at a glance:

- Reengineered workflows and accelerated business processes
- Decreased costs associated with maintaining multiple-point solutions
- Reduced time spent on manual reconciliations and data integrity checks

Workday Enterprise Management Cloud Platform

The Power to Adapt



Enterprise Planning

Financial Management

Human Capital Management

Analytics and Composite Apps

Spend Management

BUSINESS-OPTIMIZED DEVELOPER ENVIRONMENT

Integrate
Custom, Batch, Event

Connect
APIs, Packaged Integrations

Extend
Custom Apps, Partner Catalog

Technology Ecosystem

IT

Customer

Industry

Collaboration

Personalized, Omni-Channel Experience

Collaboration

Messaging

Digital Workspaces

Mobile

Take the next step with Workday.

To create better people strategies and enable smarter, faster decision-making, visit us at workday.com/tech to learn firsthand how we can help you stay ahead of the competition.

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