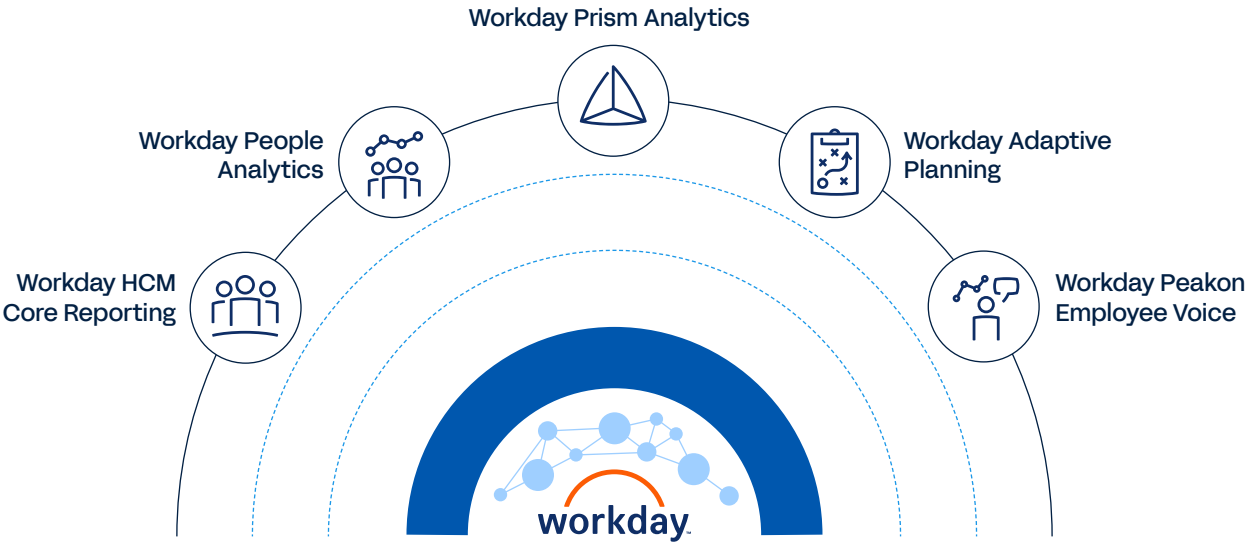
Use Case

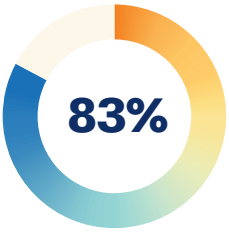
Workday Prism Analytics and Workday People Analytics: Connecting Data to Business Value for HR and Beyond

In today's fast-paced business landscape, both HR and IT teams are facing increasing pressure to effectively utilize company data, aligning with critical strategic objectives. Business leaders are actively seeking a reliable, comprehensive, and secure data foundation to proactively respond, adapt, and drive growth amid evolving priorities.

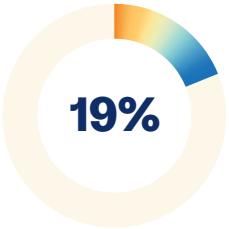
Built on a unified platform, the Workday Human Capital Management (HCM) and Workday Financial Management suites are designed to address present needs while anticipating future requirements and ensuring consistent compliance. Within the Workday simplified digital ecosystem, Workday Prism Analytics and Workday People Analytics offer essential tools to mitigate security risks, unlock the potential of external systems, enhance decision-making with AI, and serve as a driving force in your overall strategic vision.

A full suite of insights solutions for business leaders.





of executives consider leveraging data a strategic priority



of executives are confident about using their data for organizational success

Workday Prism Analytics.

Put external and legacy data to use within Workday.

Workday Prism Analytics is a data hub for HR and financial data. More specifically, Workday Prism Analytics is a data hub for complex calculations, external data, and blended analytics. It allows customers to ingest external data and blend it with their HR and financial data to better manage their business.

Workday Prism Analytics provides a self-service way for HR and finance to load non-Workday data into Workday to enhance downstream decision-making within the context of their Workday experience.

By unifying CRM, vendor management, LMS, engagement, and industry-specific systems, it provides a full picture of the business that's free of the usual complexity, security and compliance issues, and data silos.

Workday Prism Analytics works alongside existing data strategies and tools and makes it easier and more secure for IT to bring data closer to HR and finance teams.

What Workday Prism Analytics can do for HR and beyond:

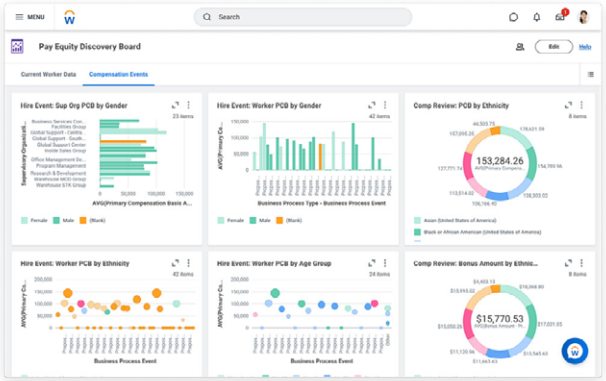
- Blend and transform external data with Workday data using low-code and no-code tools
- Connect data to business value by enabling informed actions across Workday products:
  - Reporting and analytics
  - Workforce planning
  - Financial planning
  - Payroll
  - Talent and recruiting
  - Workday Extend
- Free up technical talent to focus on strategic work by removing business teams from the IT request queue through business-friendly data management tools embedded in their system of record
- Reduce security and privacy risks by ensuring all HR and finance data is consistently governed by the existing, trusted Workday security model with full data lineage

Insights to help HR and/or finance answer these questions:

- How can I get a secure, accurate view of financial, middle-office, and HCM data—while ensuring that it's accessible and flexible for various stakeholders?
- What correlations and trends from historical data are the best indicators for future priorities? How can I find them?
- How can various use cases—from compensation and pay to worker productivity and point of sale—be unified and referenced against each other for a more intelligent strategy?
- How can I assess and forecast revenue, profit, and other business performance measures by business unit, location, or other helpful criteria?

HR benefits achieved in typical Workday Prism Analytics use cases:

- Create the ultimate single view of business performance and workforce metrics
- Replace many—sometimes hundreds of—data feeds and legacy systems, reducing complexity and IT spend
- Blend trended worker details with external score data for more intelligent workforce management
- Support significant corporate restructures and system consolidations



Workday People Analytics.

Make better people decisions faster.

Workday People Analytics revolutionizes the way HR and business leaders navigate their workforce data, with an augmented analytics self-service solution that automatically distills vast datasets into actionable insights.

Through AI, Workday People Analytics empowers users to make faster, informed decisions by uncovering trends, risks, and opportunities that may go unnoticed. It elevates data storytelling, presenting each metric and visualization with a cohesive narrative for a unified story across the business.

What Workday People Analytics does for you:

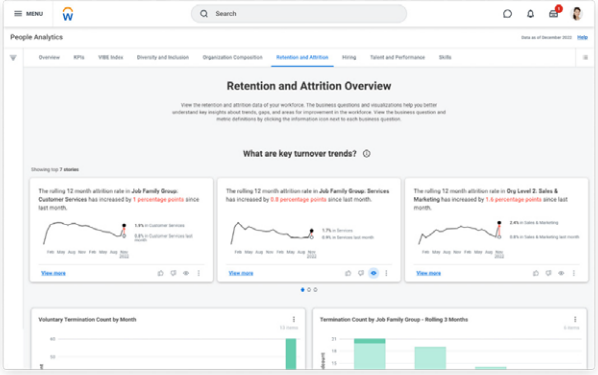
- Reduce time spent on data management with out-of-the-box and prebuilt analytics
- Self-service augmented analytics help you discover hidden insights and trends, faster:
  - KPIs and company benchmarking
  - Diversity and inclusion (VIBE Index™ helps you improve equity and parity across your workforce)
  - Hiring, organization composition, retention, and attrition analysis
  - Skills, talent, and performance
- Track, measure progress, and distribute insights at scale for proactive decision-making and improved business outcomes
- Automated data storytelling for better clarity with auto-generated, easy-to-understand narratives
- Total control and visibility over critical business data with built-in security, data integrity, and compliance

Operational insights help you answer these questions:

- How can I reduce time spent on gathering relevant workforce insights—and spend more time on strategic decisions?
- How can we optimize our hiring and talent decisions to optimize our workforce potential?
- How do we cultivate a culture of insight discovery, exploration, and evidence-based decision-making without the need for complex tools?
- Do I have access to the right data foundation for surfacing the right priorities that are aligned with business goals?
- Is it simple for me to understand, analyze, and share workforce insights at scale within the business?

Benefits achieved in typical Workday People Analytics use cases:

- Reduce admin burden and error-prone manual process with automated analyses that prioritize top risks, opportunities, and blind spots
- Uncover underlying reasons behind high turnover, low representation, gaps in promotion, skills gaps, and more
- Accelerate adoption for an open and extensible architecture, with embedded AI technology
- Faster, more proactive decision-making yielding better business outcomes such as increased productivity, improved performance, and better inclusion
- Protect sensitive workforce information with a unified, reliable, and secure data foundation



Workday Prism Analytics:

As the complexity of the [market] space increases, having a nimble system that can provide rich multidimensional data is absolutely critical to making informed and timely business decisions.

VP of Accounting
RaceTrac

Workday People Analytics:

Instead of spending 90% of our time collecting, analyzing, and finding meaning from people data, we now have the unique opportunity to spend 100% of our time focusing solely on making meaningful people decisions. Workday People Analytics and the use of AI technology, in reality, humanizes the people decision-making process.

Data and People Analytics Manager
American Express Global Business Travel

To explore how Workday Prism Analytics and Workday People Analytics can help you, please visit workday.com or contact Sales at workday.com/contact or call 877-967-5329.

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