

Workday Prism Analytics: Use cases for investment management

Faced with shrinking margins and rising competitive pressure, investment management firms have begun to outsource front-office functions and increase technology expenditures. To keep pace with a changing world, you need full visibility into your business lines to make faster, more informed investment decisions, better align business models and improve profitability.

That's not always easy in a complex data architecture with various legacy data stores and multiple systems for operations, HCM, financial management and middle office functions - all with huge volumes of data in inconsistent

formats and varying levels of transaction detail. Cobbling data together through various integrations, IT service requests and even spreadsheets to uncover insights can be time-consuming, exhausting and often impossible.

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 investment management

Middle Office

Funds Transfer Pricing
 Asset Liability Management
 Capital Management
 Balance Sheet Planning
 Treasury
 Product Control
 Customer/Product Profitability
 Activity-Based Costing
 Revenue Recognition

Deferred Acquisition Cost Amortisation

IBNR & Reserves

Operational Systems

Asset/Fund Management
 Trading Systems
 Clearance and Settlements
 Portfolio Application
 Facilities/Property Management
 Customer Relationship Management

HCM Systems

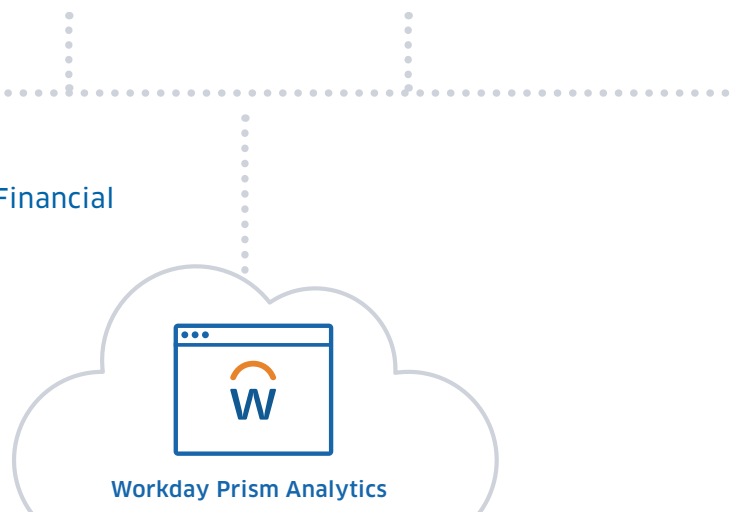
Provisioning SSO
 Benefits
 Workforce Scheduling
 Staffing/Freelance
 Contingent Worker Management
 Help Desk

Financial and Reporting Systems

Compliance Reporting
 Audit Reports
 Tax Reporting
 Board Reports
 Management Reporting
 Risk 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 analyse with unlimited operational dimensionality. You can blend external fund data with benchmarks and Workday financial data to get full visibility into performance and assets under management (AUM). This gives you high volumes of rich AUM and fund flow 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:

- How do we increase the rate of return for each of our funds?
- Should we grow our head count? How do head count and business growth compare?
- How can we reduce/manage operational expenses?
- Should we reward performance related to fund returns to retain top performers?

With key blended metrics for more informed operational decisions:

- Portfolio profitability
- Targets versus actuals, growth in total AUM, AUM per number of investors
- 360-degree customer spend and spend by service provider
- Workforce profile by desired customer base and AUM growth by worker versus industry benchmark



Sample performance sliced by external fund and benchmark details and AUM by investment class and gender.

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 transactions 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.

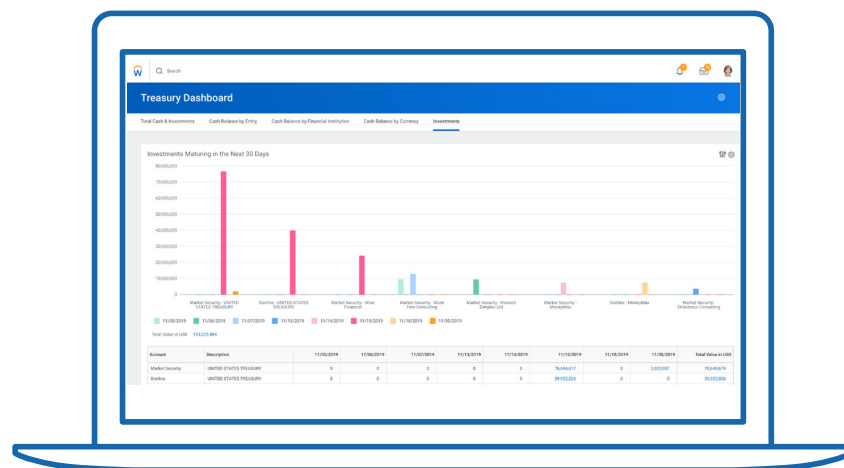
For example, you may need data from your extended ecosystem for treasury dashboards. With a single treasury dashboard, you can blend your financial data with external investment accounting details and external foreign exchange hedging details for timely visibility into all prior-day and current-day cash 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 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
- 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 analyse 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 centre?
- How can we see revenue by business unit, location or cost centre?

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

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

The screenshot shows a '5 Year Trend' income statement for 'North America' for the period '2014 - Jul'. The table displays financial data across five years (2014-2018) and compares actuals to budget for 2019. It includes categories like Revenue (Product, Services and other), Total revenue, Costs and expenses (Costs of revenue, Research and development, Sales and marketing), and Variance Analysis (Change YTD, % Facilitated vs Budget).

	Actuals for the Year Ended					Previous/Current Actuals YTD		Budget YTD	Variance Analysis	
	Dec - 2014	Dec - 2015	Dec - 2016	Dec - 2017	Dec - 2018	Jul - 2018	Jul - 2019	Jul - 2019	% Change YTD	% Facilitated vs Budget
Revenue:										
Product	97,156	114,009	145,661	164,483	164,937	91,905	95,519	91,699	4.0%	6.2%
Services and other	13,015	17,863	22,764	27,572	26,962	15,791	12,887	15,200	(18.5%)	(15.9%)
Total revenue	110,170	131,872	168,425	192,055	191,900	107,696	108,407	106,900	0.7%	1.3%
Costs and expenses:										
Costs of revenue	33,761	38,265	46,189	49,953	51,969	33,185	28,510	28,315	(5.5%)	(6.7%)
Research and development	3,050	3,692	3,520	3,634	4,056	2,406	1,910	1,660	(20.4%)	(15.1%)
Sales and marketing	13,221	8,844	10,816	12,816	14,784	8,395	7,182	6,937	(14.4%)	(12.3%)

Sample 5-year trended income statement.

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



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