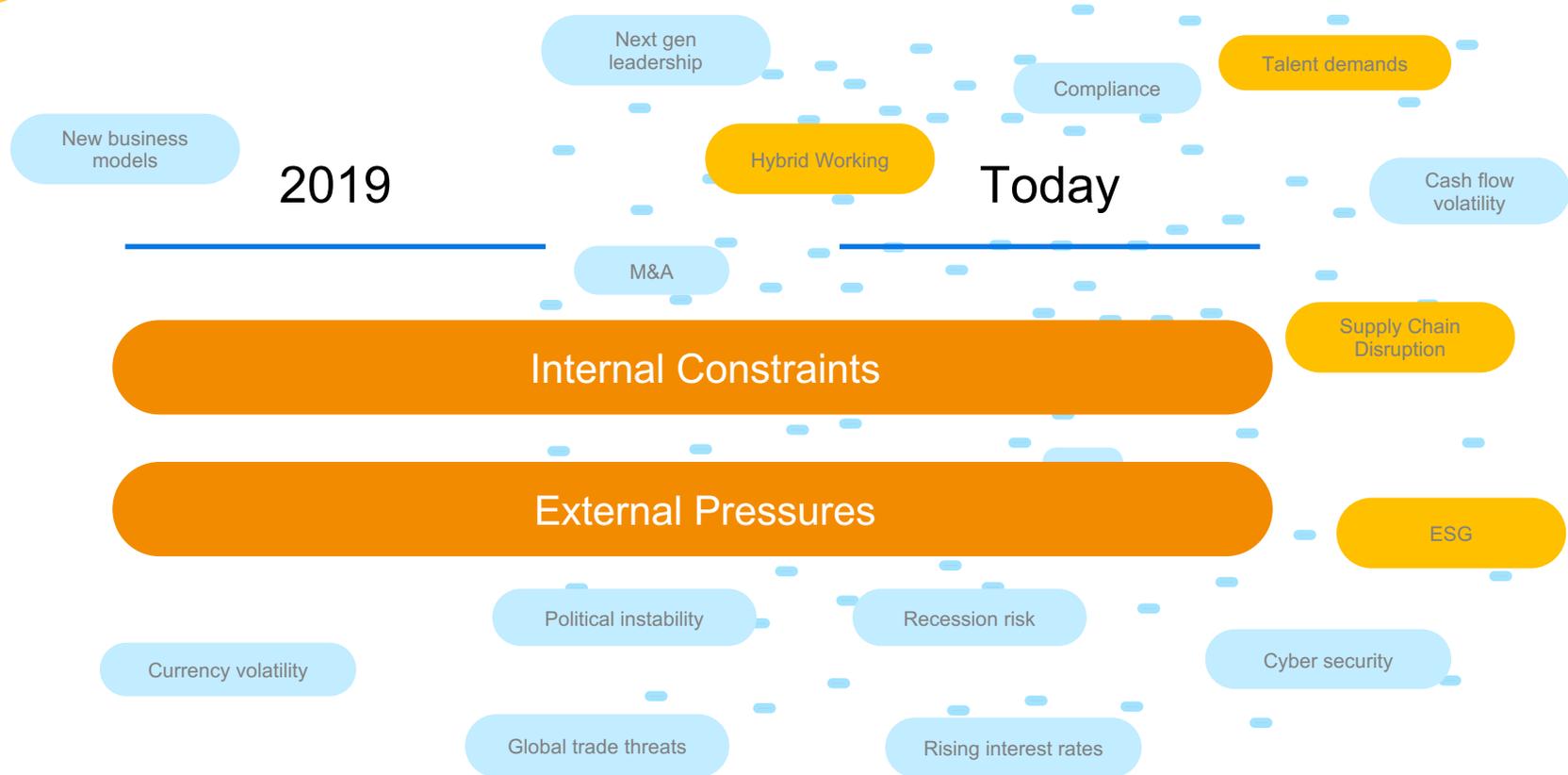


# Realising the True Potential of Data-Driven Insights for Finance Leaders

# Are you prepared for a Changing World?



# New Business Climate, Tough CFO Questions...

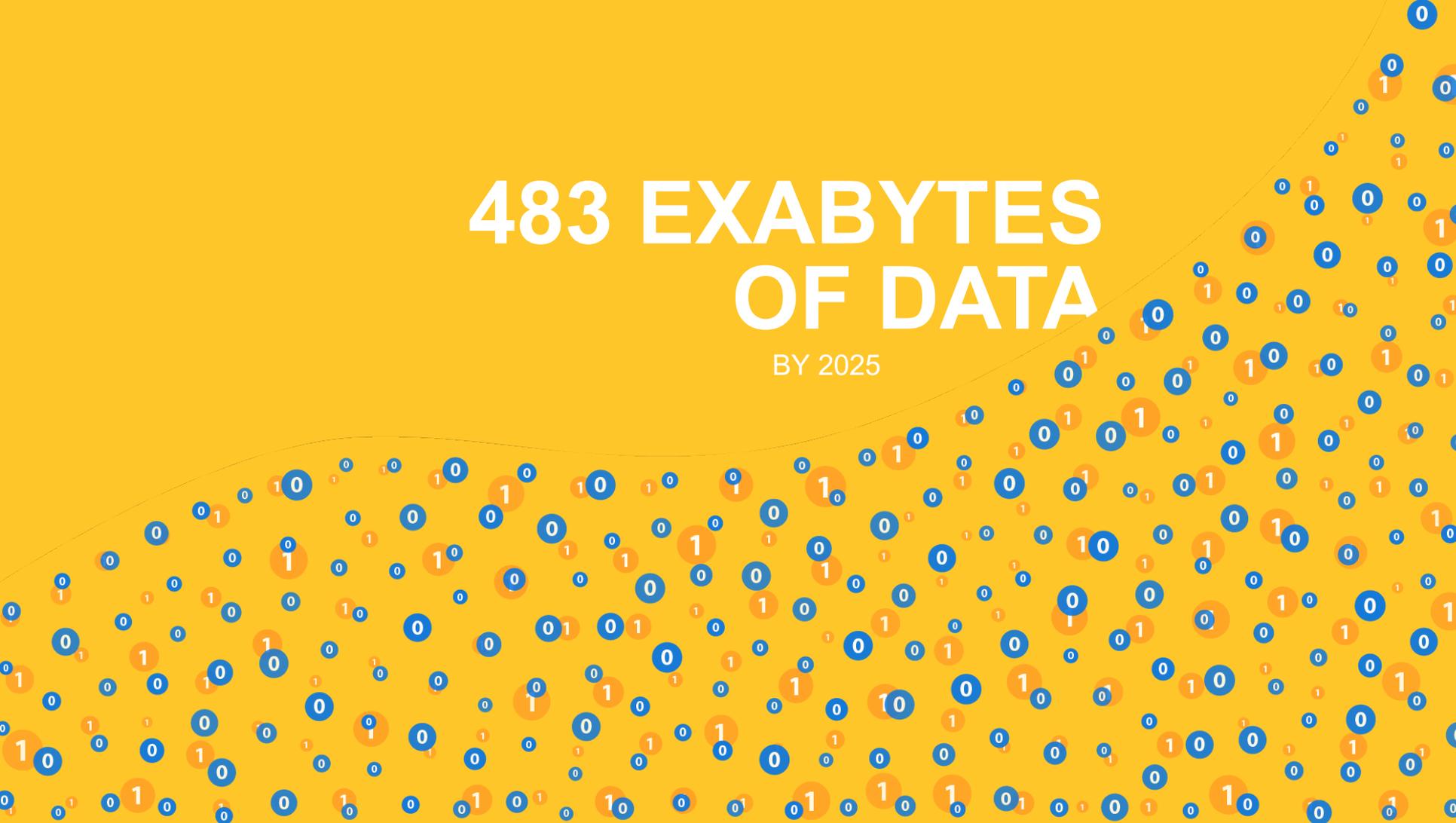
Are we confident about our plans? Where are we vulnerable?

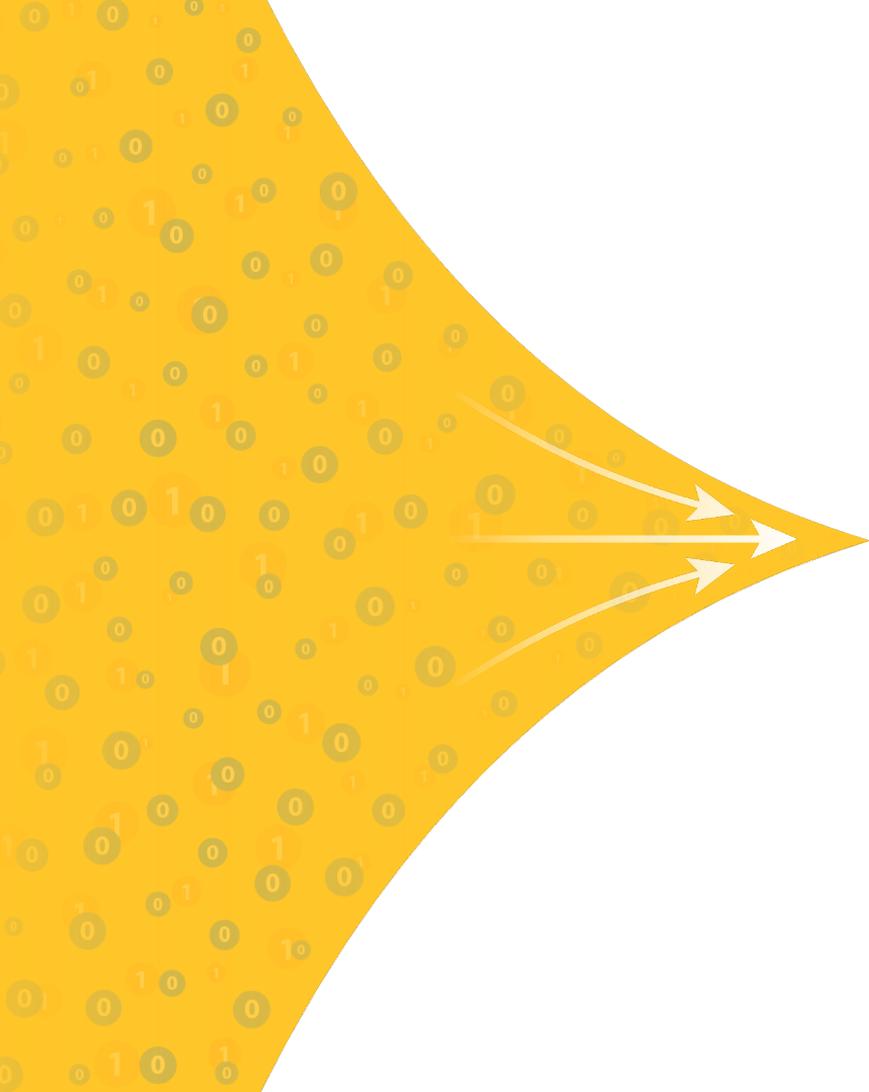
How do we allocate our resources? Pull back? Double down?

What are the best new opportunities for growth? What drives value?

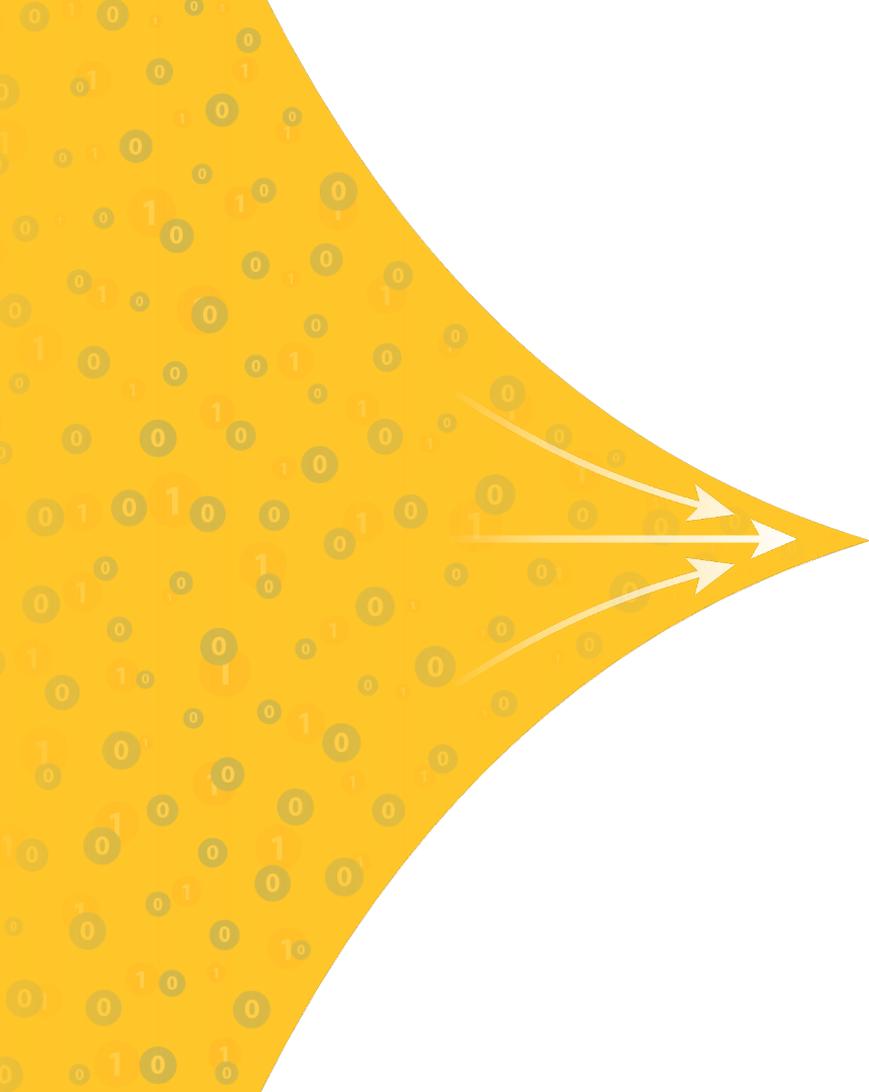
# 483 EXABYTES OF DATA

BY 2025





**What if you could turn  
business events into  
accounting and insight  
faster.... to answer those  
tough questions?**

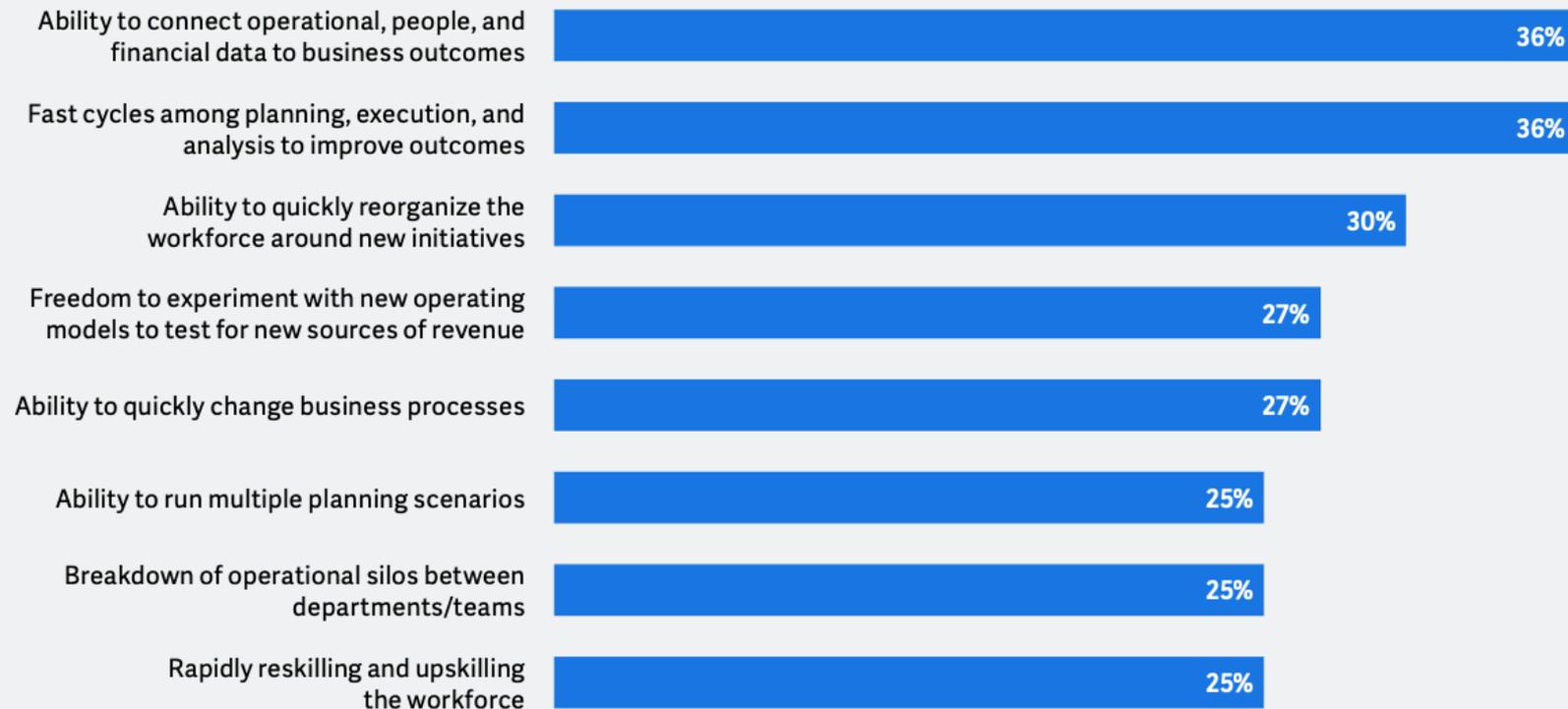


**Which policies are driving our profits and losses?**

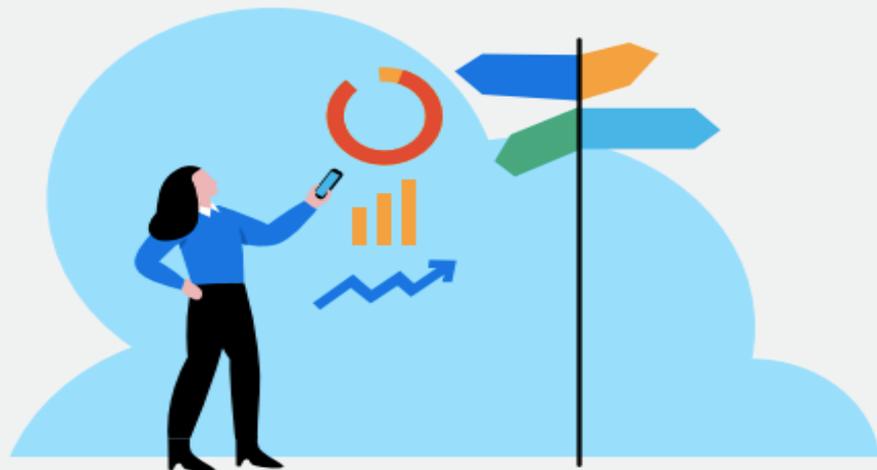
**What are my policies by product or sales channel?**

**What are the sources of my claim, and their associated accounting?**

## Data helps teams to keep up with evolving needs.



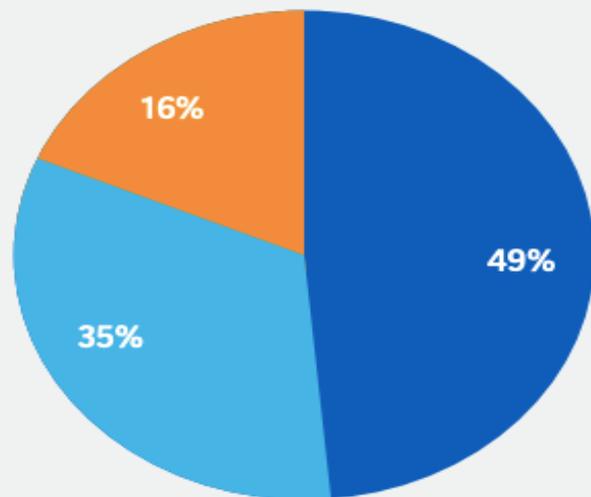
**Survey question:** When it comes to enabling your team to continually meet the needs of the business, which of the following operational capabilities are most important?



# 51%

of CFOs are investing in an intelligent data foundation

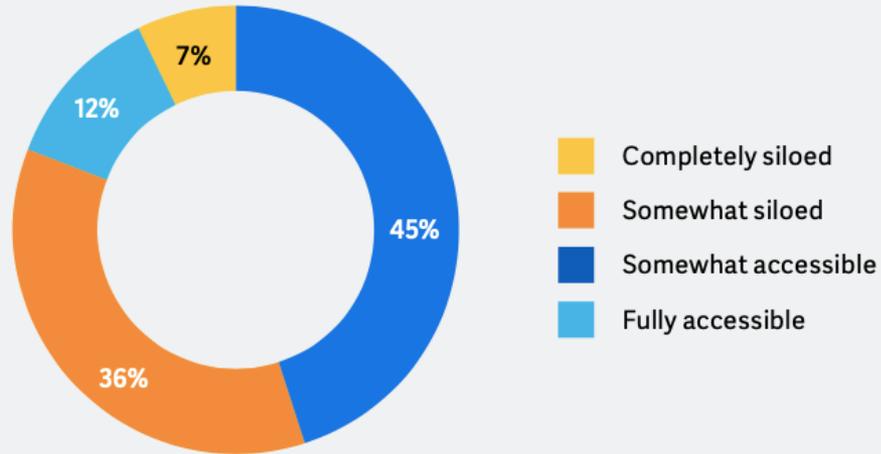
Being decision-ready was the biggest challenge at the beginning of the pandemic.



- Being decision-ready with accurate, timely data to help management assess, plan, and execute quickly in a rapidly changing environment
- Being automation-ready, with touchless transactions and capabilities that supported virtual work and digital commerce
- Being change-ready with the right people, technology, and analytical skill sets in place to manage through the pandemic

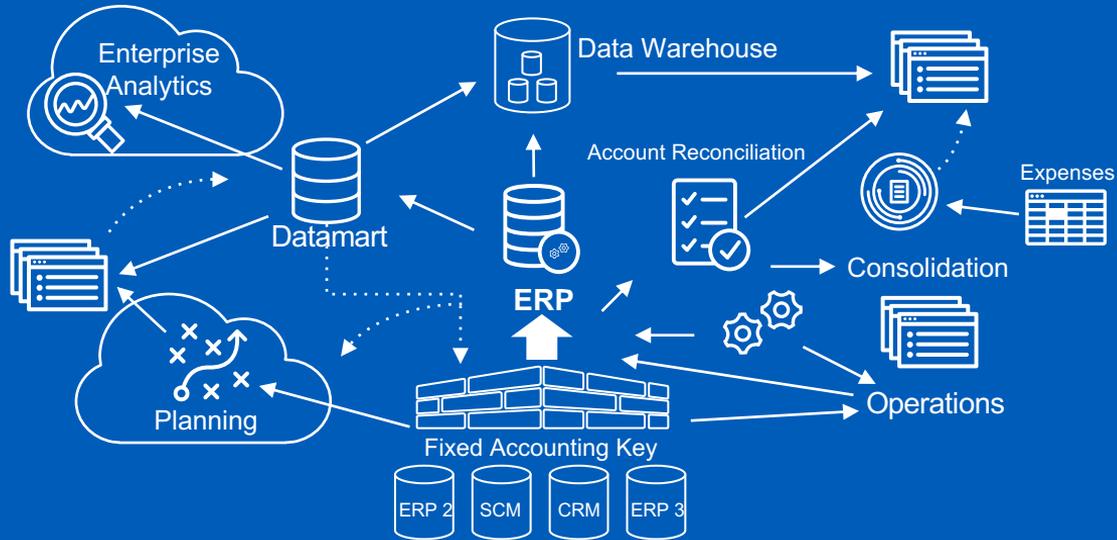
**Survey question:** Looking back one year to when the pandemic first started, select the biggest gap your finance team faced in terms of its ability to execute in response to the crisis.

## Access to usable data remains a challenge.



**Survey question:** To what extent is data readily usable across the organization for those who need it?

# Will your LEGACY setup keep up to the evolving needs?



**Organizational  
Lethargy**

**80%**

of organizations say it takes too long to make decisions

**Stuck In  
Silos**

**75%**

say operational silos are the biggest hindrance to speed

**Not Ready for  
What's Next**

**72%**

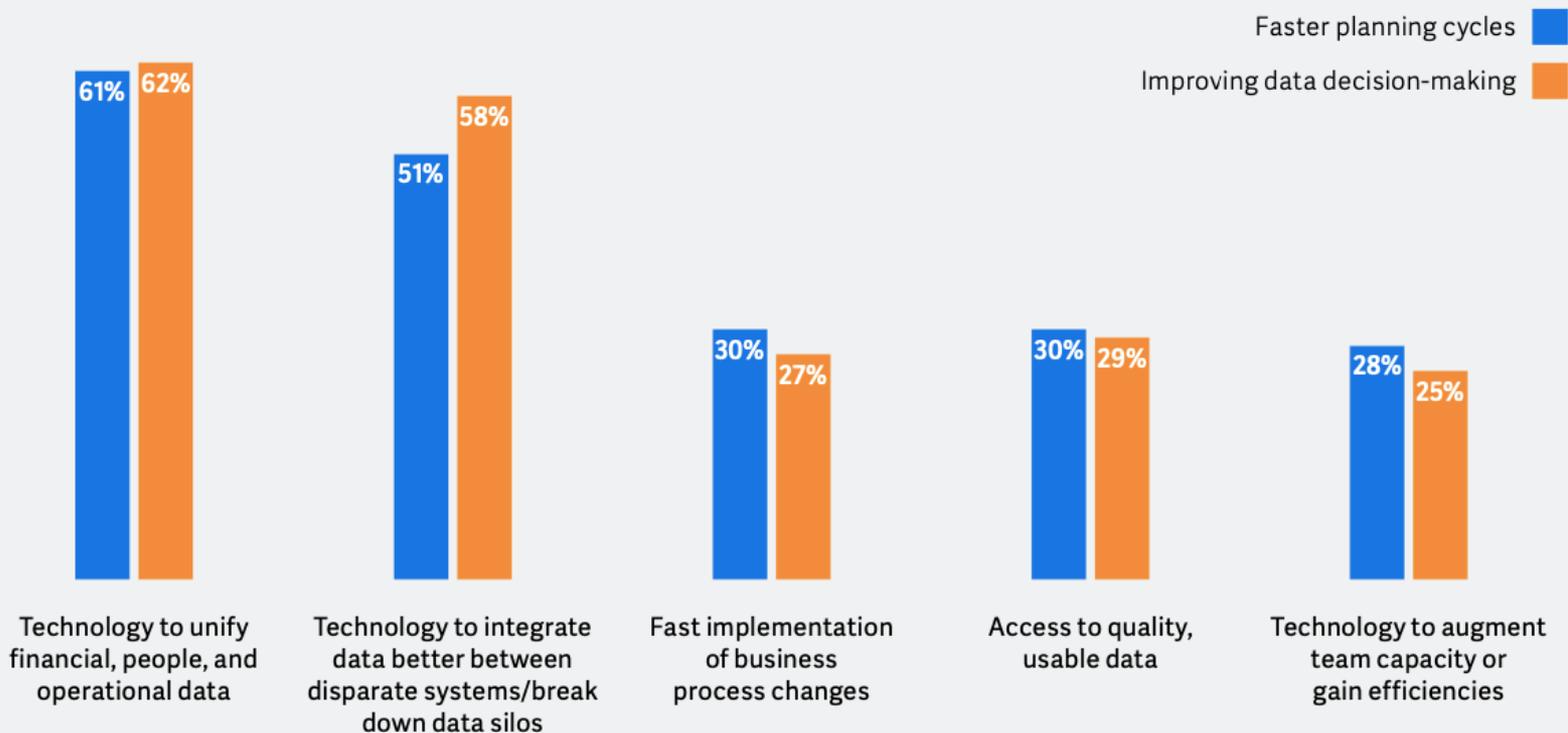
difficulty meeting the demand for forward-looking information

**Losing  
Ground**

**67%**

believe they will become irrelevant if they don't adapt

## Unified data improves the speed and quality of finance decisions.



**Survey question:** Which of the following are most important to enabling faster cycles between planning, execution, and analysis to improve overall business performance? Which of the following are most important to improving your ability to make data-informed decisions in real time?

# Unified data improves speed & quality

Pressing  
Forward

64%

of respondents affirmed to press forward with select new initiatives

Renewed  
Urgency

75%

renewed urgency to transform to an agile service delivery model

New Operating  
Model

74%

pandemic impacted operations and creation of a next-generation operating model

Increased  
Investment

77%

of CIOs reported their company's commitment to investing in digital projects

Comprehensive forecasting  
and modeling engine



Touchless finance processes  
for a continuous close



Trusted business insights  
accessible to all



Proactive spend  
management that  
impacts bottom line



**SINGLE SOURCE  
OF TRUTH**



Insight into customer profitability across dimensions



View into support and infrastructure costs by SKU



Visibility into services utilization and capacity planning



Enabling growth while managing expenses related to innovation



# Oriental



Gained access to high volume external loan & deposit details not stored in the GL



Eliminated manual errors and overhead via automated detail data validation



Provide all reporting users with access to user-friendly bank-wide custom reports



Proactively track loan delinquency via daily regional branch manager dashboards





Single, integrated view of operational and financial data



Corporate goals and progress report with 100+ metrics



Custom form consolidates multiple data sources and ensures data integrity



Greater accuracy and control; metrics calculated by system





Established a global data hub to support Sales, Supply Chain, Accounting, HR, and Finance



Replaced various from manufacturing platform, and plan to eliminate their use of legacy BI tool



Perform freight, project, plant-level, performance, headcount budget vs. actual, and OSHA reporting



Distribute KPIs across the enterprise – From the plant floor all the way to VPs, executives, and the CEO





**NETFLIX**

● **9,400+ employees**

● **\$28 billion+ revenue**

**Industry:**  
Media

## With Workday (Workday Cloud Platform and Workday Prism Analytics, Workday Procurement, Payroll, Workday Extend)

- Easily create needed dimensions to track and analyze revenues and expenses at the legal entity level
- Establish necessary controls and workflows for new dimensions; all transactions, workflows, and reports immediately reflect new dimension without IT assistance
- 11:1 system consolidation

### Value Realized

“Every time we have an original show or new original movies we have to create a legal entity for that company and set up the banking and everything. Again, that takes literally minutes to set up and add to a consolidated framework we have.”

—Shome Mukherjee, Financial Applications Manager

# Navigating the Changing World

Supply and Demand  
Uncertainties

Cash Flow  
Management

Reshaping the  
Workforce and  
Workplace

“

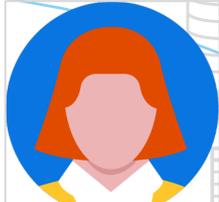
Realistic and detailed extended financial forecasting is a key tool in navigating this uncertainty and informing the required leadership actions.

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Deloitte



# Today's Reality: Static Planning



**Sales**



**Finance**



**HR**



**Marketing**



**Operations**



**IT**



By 2024, 70% of new financial planning and analysis projects will become extended planning and analysis (xP&A) projects, extending their scope beyond the finance domain into other areas of enterprise planning and analysis.

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*Gartner 2020 Strategic Roadmap for Cloud Financial Planning and Analysis Solutions, Robert Anderson, John Van Decker, 21 February 2020*

# Requirements for Business Agility

Easy to Use

Continuous

Company-Wide



Designed for  
Business Users

Powerful  
Modeling Engine

Fast Planning  
to Execution

## Financial Planning

- Planning, Budgeting & Forecasting
- Profitability modeling
- Scenario planning
- Strategic planning
- Financial and management reporting

## Sales Planning

- Territory
- Account segmentation
- Quota
- Capacity
- Sales forecasting

## Marketing Planning

- Campaigns and programs
- Trade promotions
- Scenario planning
- Conversion rates
- Market expansion



## Workforce Planning

- Headcount & cost
- Skills capacity plans
- Talent acquisition
- Compensation plans
- Retention programs

## Operational Planning

- Demand Forecasting
- Detailed SKU/item level planning
- Call center volumes
- Foot traffic, store unit economics
- Grant and student planning

## IT Planning

- Project planning
- Server capacity
- Hardware, software
- CapEx & investment
- Capacity planning



**Headquarters in San Francisco, California**  
**5,500+ Employees across 23 Locations**  
**\$6 billion annual revenue (2021)**  
**Lodging & Hospitality**

# Streamlined workforce planning with real-time insights

## Financial Planning, Workforce Planning



Enable workforce planning directly tied to Workday HCM



Establish guardrails on hiring aligned to approved plan to avoid costly over-hiring



Align HR and Finance on hiring plan and labor costs



Eliminate manual ad-hoc process to monitor approved headcount to hiring



# Clearer forecasts and faster budgeting

## Financial Planning



More accurately and efficiently forecasted revenue and spending and amortization of equipment



Used OfficeConnect to significantly reduce time spent creating board reports



Cost centers managers participated in the planning process by creating their own forecasts



Expedited the budget cycle, and cut quarterly close from 10 to 5 days

6,000+ employees across 350 store locations  
\$450M+ in annual revenue  
Workday Adaptive Planning customer since 2019  
Retail and Hospitality



# Data-driven budgeting and workforce planning

## Financial Planning, Workforce Planning



From a database- and spreadsheet-driven, 120+ workbooks. Non-finance budget owners



Planning process flows for 120 business leaders + 20-30 view-only Talent team users



Consolidated actuals and plan data in a single system to facilitate actual vs. budget variance reporting



Better visibility, Self-service reporting for HR, business owners, and finance

Recognized by Forbes as one of America's best banks  
for 12 consecutive years  
4,600 employees across 380+ locations  
\$1.4 billion in revenue  
Financial Services



# Increased agility through data-driven insights

## Financial Planning



Build model for rolling forecast vs annual plan for revenue & expenses



Transition plan with global drivers to COVID-19 plan by region/cost center



Drive revenue & expenses by cost center based on last month actuals



Provide insights to leadership about what business was experiencing

**50,000+ admissions processed each year**  
**11,000+ employees**  
**More than 260 residents and fellows**  
**Healthcare**

# Large healthcare insurer

1,600+ employees

\$1.3B+ in yearly revenue

Provides coverage for over 900,000 individuals

Healthcare Insurance



## Financial Planning, Org Planning



Move from on-prem to cloud for Financials, HCM, and Planning



Get to the bottom line number immediately, don't have to wait weeks



150 cost center managers self-serve in the system for workforce, finance and operational planning



End users can run their own reports. Workload decreased

# Planning for a Changing World

Ease of Use | Built-In Analytics | Flexibility | Time to Value | Scalability & Performance

## Continuous Planning

Update plans with ease, with agile planning and flexible modeling.



## Company-Wide Planning

Enhance collaboration with integrated and aligned planning.



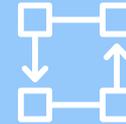
## Richer, Timely Insights

Deliver self-service analysis, real-time data updates, and machine learning capabilities.



## Adapt and Perform at Scale

Scale and grow with modern technology that leverages unlimited dimensionality and a purpose-built integration framework.



**Critical Success Factors**



# Are you Building a Data Foundation to Fuel Frictionless Finance?

We surveyed 267 CFOs globally about :

1. the biggest gaps their finance organizations have experienced in the past year,
2. where they have made the greatest progress to close those gaps, and
3. where they plan to focus their resources.

## Key Survey Findings:

- The biggest gap that 49% of CFOs saw over the past year was the ability to execute with accurate, timely data that drives quick, informed decisions.
- Data management and analysis are 49% of CFOs' top priorities over the next 3 years.
- Nearly two-thirds of CFOs (60%) are investing in reimagining finance operations in the cloud and deploying AI/ML solutions.
- Predictive analytics is the most-sought-after automation capability for 50% of CFOs.
- Delayed product launches and missed financial forecasts were the result of not having the necessary data to make critical business decisions, according to 52% of CFOs.



# Concluding Thoughts

1. CFOs are taking a **greater governance role with data**, with not only a need to report and analyze data, but also the need to **establish a good foundational model to manage it**. This means understanding the full journey from raw data to insights that actually provide value.
2. CFOs must be **decision-ready**, but time frames have accelerated. As a result, they are focused on scenario modeling, data management, and financial close to meet changing requirements.
3. **Getting data and workstreams in order** is vital for CFOs, with the majority currently managing through digital finance transformation today. The ability to contend with increasing volumes of data with an **intelligent data foundation** is key to faster, better-informed decisions.

# About Workday



**9,000+**

Customers Globally



**Enterprise Management Cloud**

for Finance, HR, and Planning



**Founded 2005**

California HQ, Offices in 30 Countries



**70%+ Fortune 50**

50%+ Fortune 500



**13,400+**

Employees Worldwide



**97%**

Customer Satisfaction



**See you at our booth**

