workday®

How Workday Reimagined the
Customer Ownership Experience

Evolving Options: Choosing the Right ERP Vendor

In the early days of ERP on-premise software, the question of ownership was simple. If you bought it, it was yours, and your IT team installed and managed it. Today, as companies switch from on-premise to the cloud, ownership is more complex. You're not just buying a product, you're investing in an ongoing relationship with a company you'll be working with for several years at least.

Choosing an ERP vendor requires evaluating your company's short-term goals and long-term vision, and then selecting one that matches your values and strategy. Who will provide you with the service you need in order to grow over time? Will they offer a superior "ownership" experience with quality you can measure in performance, uptime, usability, support, and long-term value?

At Workday, we take this as a personal challenge.

> "Our goal is to architect products and services that deliver continuous enhancements and ongoing value to our customers. We want that to be evident in our technology and support, and throughout our customers' ownership experience."

Ownership: A Customer's Challenge

Dated technology is expensive to own, designed for problems of a different time

Traditional relationship with legacy vendor is product focused and transactional in nature

Each bolt-on solution requires independent maintenance and support teams

Different versions or patches make collaboration with other customers or vendors impossible

Balancing Ownership Responsibility in a Cloud Model

Think about your phone—it's the hardware that gets dated and needs to be replaced, not the service. You upgrade the apps and software regularly, with the expectation that the service and features will constantly improve.

It should be similar with your ERP vendor.

It's not uncommon to keep a service provider for more than 10 years—which makes it crucial to select the right one from the beginning. As you evaluate options, make sure you ask about the technology to determine whether it will offer the experience you expect.

Ask ERP vendors if they:

1. Have a track record of innovation
2. Provide services to seamlessly deliver enhancements
3. Are built for agility and integration
4. Scale for growth and change
5. Can adapt to emerging technology

At Workday, we can answer yes to these questions. We built a common customer experience on a single technology platform called the Power of One, which gives customers:

One source for data to plan, execute, and analyze, so collaboration and decision-making are simplified and improved across an organization.

One security model to protect company data. There's no logging in and out of different apps. Changes permeate through all parts of the system instantly, with security and permissions intact.

One experience for all Workday customers that is engaging and easy to use.

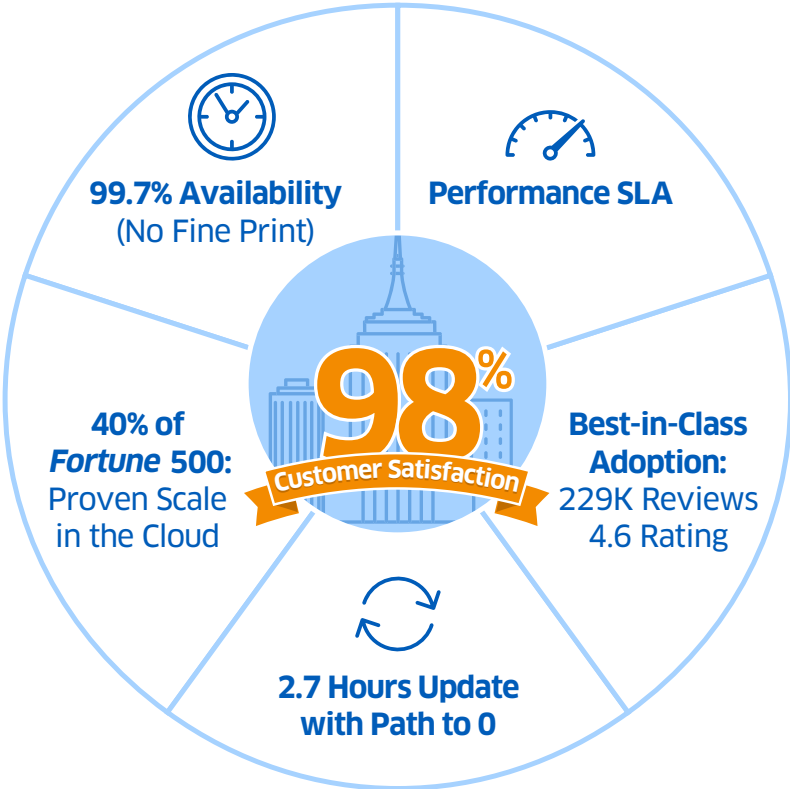One community for sharing knowledge, best practices, and ideas on shaping our products.

The Power of One also distinguishes how we deliver our services. Since all customers are on the same version of software, everyone gets the same updates at the same time. We do two major releases per year, with less than an hour downtime, and deliver updates off-cycle as needed, with no downtime. The new capabilities are available to all customers as soon as they're released, but customers can also choose to wait until they're ready to get started on any off-cycle functionality.

Our service delivery allows us to balance your desire for new functionality against the potential disruption of adopting new features. It also lets us respond faster to regulatory and compliance changes.

We hold ourselves accountable for providing customers with continuous access. In fact, we write availability into our service-level agreement (SLA), which we raised from 99.5 percent to 99.7 percent in 2018. Additionally, we are the only cloud ERP vendor who provides a performance SLA, committing to deliver the value and performance our customers expect.

Our mobile application helps customers increase the adoption of Workday across their organization. Workday is a top 20 business application in the Apple App Store. Not only does this underscore our usability, it also endorses the value and simplicity of requiring only one application.

" More than 40 percent of the *Fortune* 500 are Workday customers, processing over 19 billion transactions and 26 million journal lines every month. "

99.7% Availability
(No Fine Print)

Performance SLA

40% of
***Fortune* 500:**
Proven Scale
in the Cloud

98%
Customer Satisfaction

Best-in-Class
Adoption:
229K Reviews
4.6 Rating

2.7 Hours Update
with Path to 0

A Different Customer Ownership Experience

The overall customer ownership experience varies significantly by vendor. At Workday, we are continuously developing ways to make it seamless and effective for our customers to use our system as a daily, strategic business advantage. And we've designed Workday Services to offer the deployment, training, support, and continuous updates customers need as their business evolves.

> "The Workday approach is proven, reliable, and driven by our culture of collaboration."

Key to the customer experience is our deployment methodology. All deployments follow the same multistage methodology, whether it is led by a partner or us. This provides a consistently superior customer experience, and it's how we keep our deployments on time and within budget.

Additionally, the Workday ecosystem is nothing like that of our competitors. From our first conversation with a customer to the sale, transition, and through to services, each step is aligned, shaping our partner program, the level of involvement we have with each deployment, and how we structure our own Professional Services. This level of involvement is because of our unwavering focus on customer satisfaction. Everyone responsible for a Workday deployment has access to the same tools and resources and receives the same required oversight, resulting in a more efficient deployment delivered with higher quality and expertise. And because we invest in our partners and expect them to invest in us, we can meet the global needs of our growing customer base.

> "Workday Community isn't just a site for consumption, or a place for a vendor to send you information. Workday Community offers that type of collaboration and group assistance for enterprise applications. The collaboration is the differentiator."
>
> –Floyd Walterhouse, McKee Foods

What Makes the Relationship Work

Once a customer is in production, we do everything we can to help them use, enjoy, and value Workday. From education, training, and enablement options to our collaborative Workday Community portal and support model, each aspect of the customer experience is designed to foster a relationship that lasts.

Workday Education provides the training customers and partners need to deploy and make the best use of Workday. Customers have lots of options on how they learn—in person, remotely, online, self-directed—to match their pace, preference, and budget:

- **Workday Pro** delivers deep expertise, similar to the accreditation of a Workday-certified consultant.

- **The Adoption Kit** helps accelerate customer use of self-service features and functionality through guides and educational material.

- **The Touchpoints Kit** illustrates connection points across all product areas within the Workday suite.

Customer Enablement helps accelerate customer success with guidance for feature rollouts and support for adopting new functionality.

Customer Success assigns a dedicated customer success manager to help:

- Update the adoption roadmap and align it with our product roadmap

- Recommend Workday education and enablement options

- Analyze support cases

Working Better Together

Through Workday Community, we've built a collaboration portal for customers, partners, and Workday employees where they can learn and exchange ideas on best practices for deploying and administering Workday. With more than 118,000 users, it's a great place to ask questions, network, and get information on products and services. Customers also participate in Brainstorms, where they can suggest new features and functionality, and vote on favorites. So far, 3,000 features in Workday have started as Brainstorms on Workday Community.

" After dealing with a different vendor's abysmal customer response time with bug fixes, Workday's prompt attention to customers' support cases, and in comparison lightning-quick responsiveness to correcting issues, has been a wonderful experience. "

—Unum Group

Workday Community

Collaborate	34K+ Unique visitors per day	Customers 81% Partners 10% Workday 9%	7.4M Page views per month
Network			
Learn	1.4M Visits monthly	26% Membership growth year over year	118K+ Users

Our Support Model

How an ERP vendor manages support significantly impacts the customer ownership experience. Suppose you're having trouble with your dashboard after an update. It's frustrating to contact support only to be directed to multiple groups to pinpoint the issue. Is it data? Reports? Integration? Fragmented systems create challenges for support teams that struggle to respond quickly to resolve customer issues.

We've aligned our focus to provide a fast, thorough, and satisfying customer support experience. Because we're anchored in the Power of One, Workday has one global customer support team and a central location to submit and track requests. Workday Support is available 24/7/365 to work on issues with you. It's all online and staffed with Workday experts. You choose the level of severity, from 1 to 5. And Level 1 cases are automatically escalated within 60 minutes if they haven't been resolved.

> **We measure success by customer satisfaction, not number of cases closed.**

With Workday Support, when an issue is resolved for one customer, it's resolved for everyone. It works because all customers are on the same version. This makes issue resolution relevant and faster for all our customers and drives a shared sense of ownership.

Workday Cloud ERP Simplification

Financial Management

Global Ledger	Accounts Payable	Cash Management
Fixed Assets	Accounts Receivable	Business Assets
Supplier Accounts	Banking	Projects Billing
Customer Accounts	Expenses	

Human Capital Management
Core HCM · Compensation
Talent · Benefits
Performance · Recruiting

Planning & Analytics
Prism Analytics

Adaptive Insights

Business Process Framework · Security · Integration Cloud · Reporting & Analytics

One Support Model Enables Success

POWER OF 1 +

Trust-based: Clients choose severity, escalate and close cases when satisfied.

1 Support Team
One solution equals no finger-pointing between applications

10 Minutes
Average time to Sev 1 response

1:Many
One fix applies for every client

98%
Compensated by customer satisfaction, not cases closed

Future Returns: Invest in a Relationship That Lasts

Our products and services are built on marrying a consumer-grade experience with a cloud delivery model so we can bridge the gap between workforce expectations and reality. Our technology, services, and support are carefully designed to offer customers an ownership experience that is unique to Workday. Any company can jump on the cloud services bandwagon. What they can't do is replicate our values and methodology, which consistently delight our customers and outperform the competition year after year.
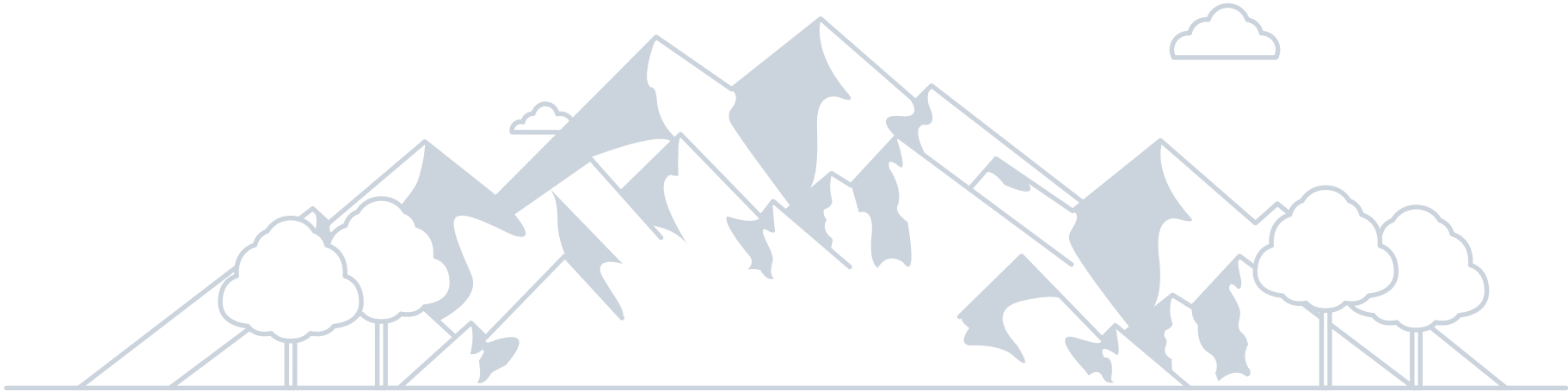
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