



Workday for Professional Services Firms

Today's professional services firms operate in a highly competitive environment where gaining new business, delivering profitable customer engagements, and hiring the best talent are continual challenges. Because professional services firms are uniquely people-driven organizations, it's critical you have a solid strategy to find, develop, resource, and retain workers, since they directly impact company revenue and contribute the most to cost. Your organization's success depends on the quality of the people selling your top services engagements, delivering on billable customer revenue, and innovating your customer offerings and operations.

Workday allows you to operate an end-to-end professional services environment on an intuitive, innovative platform, providing real-time insights and easy integration to other critical business processes.

Workday provides financial management, human capital management, planning, and professional services automation, and addresses key business challenges, including:

- Acquiring, developing, and retaining your customer-facing employees.
- Assigning resources, planning customer engagements, and tracking project profitability.
- Automating project billing, revenue recognition, and financials.
- Integrating with business development, project execution, and collaboration tools.

Planning

Professional services firms need to take a fully unified approach to workforce and financial planning. Workday accelerates planning by incorporating real-time financial data into the planning process, including billings and workforce data. This eliminates the need for a separate planning solution or complex, manual spreadsheets.

Key Product Areas

- Financial Management
- Human Capital Management
- Planning
- Professional Services Automation (PSA)

Key Benefits

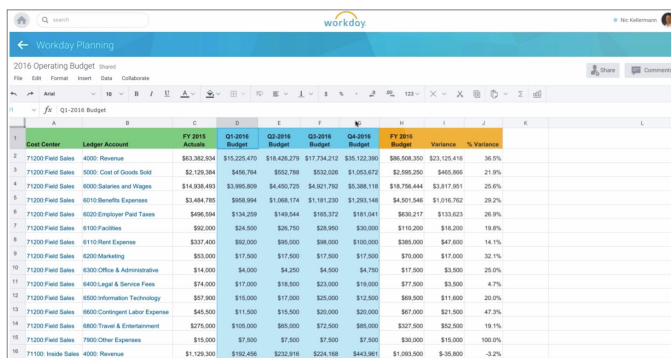
- Take a holistic and innovative approach to professional services.
- Remove complexity and grow your business with a global and scalable unified solution.
- Equip key personnel with real-time business insights on any device.
- Integrate directly to your financials and talent.
- Ensure more accurate and timely revenue through automation of billing, revenue recognition, and collections.
- Provide a consistent and easy-to-use solution for all users—employees, managers, executives, and contractors.

Create Real-Time Budgets and Planning Models

Workday uses pre-existing transactional and organizational structures to allow you to quickly and easily create and execute plans based on real-time data. Users can create, manage, and analyze different versions of budgets, scenarios, and forecasts through robust modeling capabilities.

Easily Interact, Analyze, and Collaborate

Make enterprise planning iterative by using a collaborative worksheet environment that combines the familiarity of a spreadsheet with the structure, scale, and security of Workday.



Cost Center	Ledger Account	FY 2015 Actuals	Q1-2016 Budget	Q2-2016 Budget	Q3-2016 Budget	Q4-2016 Budget	FY 2016 Budget	Variance	% Variance
71200 Field Sales	4000 Revenue	\$63,262,894	\$16,225,470	\$16,426,279	\$17,734,212	\$85,122,390	\$86,508,360	\$23,125,416	36.0%
71200 Field Sales	6000 Cost of Goods Sold	\$21,239,366	\$496,794	\$502,769	\$522,026	\$1,253,672	\$2,359,260	\$466,666	20.0%
71200 Field Sales	6000 Salaries and Wages	\$14,938,482	\$3,895,800	\$4,450,725	\$4,921,792	\$5,384,118	\$18,756,444	\$3,817,961	25.6%
71200 Field Sales	6010 Benefits Expenses	\$3,484,789	\$908,994	\$1,068,174	\$1,181,230	\$1,293,148	\$4,561,546	\$1,076,762	29.2%
71200 Field Sales	6020 Employer Paid Taxes	\$496,584	\$134,259	\$149,544	\$165,372	\$181,041	\$630,217	\$133,623	26.9%
71200 Field Sales	6100 Facilities	\$92,000	\$24,000	\$26,750	\$28,950	\$30,000	\$110,200	\$18,200	19.8%
71200 Field Sales	6110 Rent Expense	\$337,400	\$80,000	\$85,000	\$88,000	\$100,000	\$388,000	\$47,600	14.1%
71200 Field Sales	6200 Marketing	\$53,000	\$17,000	\$17,500	\$17,500	\$17,500	\$70,000	\$17,000	32.1%
71200 Field Sales	6300 Office & Administrative	\$14,000	\$4,000	\$4,250	\$4,500	\$4,750	\$17,500	\$3,500	20.0%
71200 Field Sales	6400 Capital & Service Fees	\$16,000	\$17,000	\$18,000	\$23,000	\$19,000	\$77,000	\$3,000	4.7%
71200 Field Sales	6500 Information Technology	\$27,900	\$15,000	\$17,000	\$25,000	\$12,500	\$69,500	\$11,600	20.0%
71200 Field Sales	6600 Contingent Labor Expense	\$45,500	\$11,000	\$15,500	\$20,000	\$20,000	\$67,000	\$21,500	47.3%
71200 Field Sales	6800 Travel & Entertainment	\$275,000	\$105,000	\$65,000	\$72,000	\$85,000	\$327,000	\$52,000	19.1%
71200 Field Sales	7900 Other Expenses	\$15,000	\$7,500	\$7,500	\$7,500	\$7,500	\$30,000	\$15,000	100.0%
71100 Instate Sales	4000 Revenue	\$1,129,300	\$192,456	\$232,916	\$224,168	\$443,961	\$1,093,500	\$38,800	-3.2%

Human Resource Management

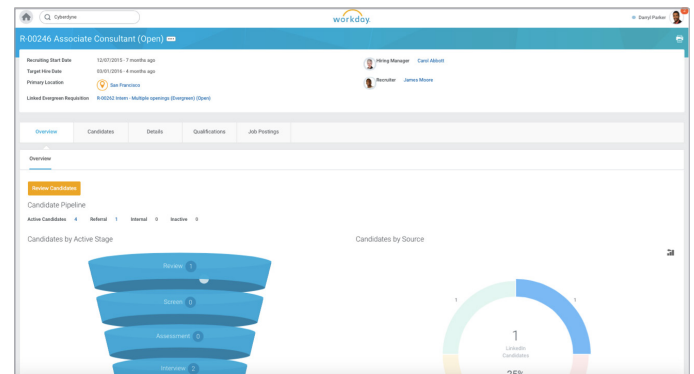
Workday is a leader in cloud-based human resource management, providing the full spectrum of enterprise human capital needs in one system that works across devices. With Workday, you can track your internal operations and customer-deployed people across the globe and support out-of-the-box regional requirements.

Change as Quickly as Your Business

Workday's flexible organizational management allows you to model and visualize your organization (consulting practices, industries, operations) in a way that makes sense to you. Reorganize at any time without relying on IT so you can quickly respond to the technology advances and customer needs.

Work Together to Build the Best Team

Recruiting the best talent quickly to fulfill current and future customer project needs is critical to the revenue growth of any services business. Workday fosters a mobile-first, collaborative process for recruiters and hiring managers, allowing managers to quickly take action on candidate profiles, interviews, and acceptance processes. With Workday, you can tie your customer project requirements directly to recruiting requisitions.



Continually Measure Employee Performance

Workday enables continuous feedback and performance management throughout the year. Establish measurable goals and track goal completion. Provide immediate feedback on work performed on customer assignments, billable projects, and operational activities and view accumulated feedback during performance reviews. Determine project-level performance ratings against assigned customer deliverables and tasks.

Enable Learning and Professional Development

Professional services employees need to stay on top of the latest technologies, trends, and business practices for their customer assignments. These employees need tools they can access on demand and on the go. Workday provides a learning solution that incorporates on-demand, video, and social capabilities.

“Workday is different. Not only is it a true cloud vendor, but its roots are in human capital, which is the core asset of every professional services firm.”

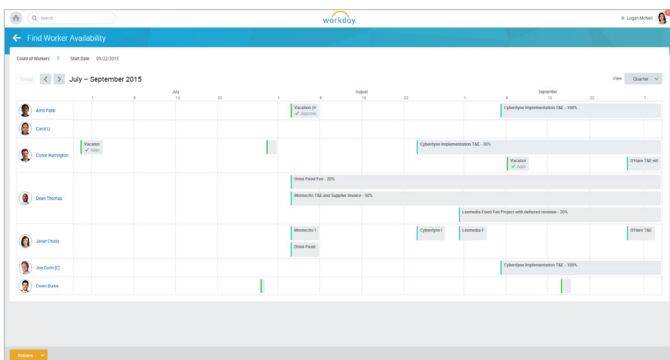
–SPI Research

Professional Services Automation

Workday provides a unique approach to managing your resources and ensuring proper time and expense entry for your billable customer engagements. Directly access key information about worker profiles, skills, performance, costs, and customer account data to simplify business processes and to more tightly manage your professional services operations.

Plan Projects and Manage Resource Assignments

Professional services firms can use Workday to plan, budget, and forecast a variety of customer project types, including fixed fee, time and materials, and alternative customer arrangements. Workday solves resource managers’ biggest issues providing a clear view of global resource availability, future resource needs, and a direct knowledge of any organizational skill gaps.



Make Tracking Time and Expenses Simple

Employees (including consultants) can use a simple mobile interface to track activity against a project. Workday simplifies project time and expense routing, ensuring quicker and more accurate customer billing and employee pay processes.

Automate Customer Billing and Project Financials

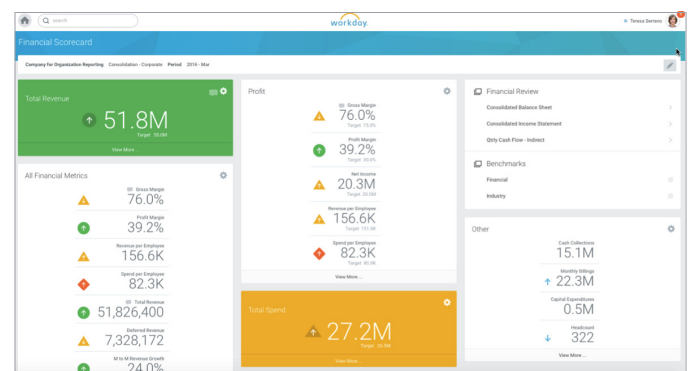
Through Workday’s project billing capabilities, you can automatically collect time, expenses, and materials for proper customer billing. Workday solves the complexity of managing a variety of customer billing requirements, ensuring your company gets paid faster and with fewer customer disputes.

Financial Management

It’s essential that professional services firms have a comprehensive view of their financials, including visibility into customer billings and recognized project revenues.

Configure Contracts and Customer Accounts

In Workday, you can configure contract management, billing schedules, revenue recognition, and integration with CRM systems such as Salesforce. Workday provides a flexible system to support various customer contract types. Automate project-centric revenue arrangements such as milestones, percentage complete, and transactions. Workday tracks customer accounts, identifies potential collections risk, and proactively notifies your customers of payment due.



Support Your Financial Operations

Workday supports all the accounting and finance functionality that a global professional services firm requires. Workday's unique approach allows your company to perform real-time consolidation and reconciliation, automate intercompany transactions, and perform budget control and accounting. Workday provides the capabilities to ensure you close your books with less effort, enable real-time financial decisions, and grow your global business.

“As the company continues on a fast-growth trajectory, we will also have a technology foundation that can evolve and change while delivering unprecedented insights into our workforce to help guide decisions into the future.”

—Sheena Cartwright,
Chief People Officer, Alexander Mann Solutions

Built for Business Insight

Workday provides operations, customer delivery, and executives with embedded, real-time insights spanning worker data, customer projects, and financials. And since analytics and transactions are delivered in a single system, it's simple to get up-to-date, detailed information.

Designed for Today and Tomorrow

Workday delivers what you need to run your professional services business today, and it continues to create innovative, new capabilities that will address tomorrow's challenges, give you a competitive edge, and prepare your organization for the future.



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