

Workday Prism Analytics: Use Cases for Retail

Recently, retailers have had to take on unprecedented challenges: new consumer buying patterns, shifting operating models, and disrupted supply chains. Meanwhile, new sources of competition and channels continue to emerge, and customer expectations are constantly shifting. To keep up, you need instant access to high volumes of financial, workforce, and operational data for faster, more informed decision-making. More accurate forecasting and reliable access to data will be critical in responding to market shifts.

But 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. Not to mention the 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 place. Read the following use cases to see what's possible.

Typical data architecture for retail companies.

Operational Systems, Revenue/Customer

Point of Sale
Audience Engagement
Configure, Price, Quote
Gift Cards
Marketing
Content Management
Order Orchestration
Payment Processing
Customer Relationship Management

Operational Systems, Supply Chain/Supplier

Utility Management
Lease Management
Merchandise Management
Warehouse Management
Supplier Contract Management
Transportation Management
Facilities Repair & Maintenance
Legal Suppliers
Inventory Costing
Store Build Remodels

HCM Systems

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

Financial and Reporting Systems

Banking
Treasury
Compliance Reporting
Audit Reports
Tax Reporting
Board Reports
Management Reporting

One System for Workforce, Financial, and Operational Data

- Operational Insights
- Extended Ecosystem
- History



Discover unlimited operational insights.

Poor operational decisions erode profit.

Making operational decisions without the data and insights you need to run your business is like driving blindfolded. It becomes difficult to improve decision-making when high volumes of data are stored in disparate systems with multiple sources.

Get the full picture of your transactions—all in one system.

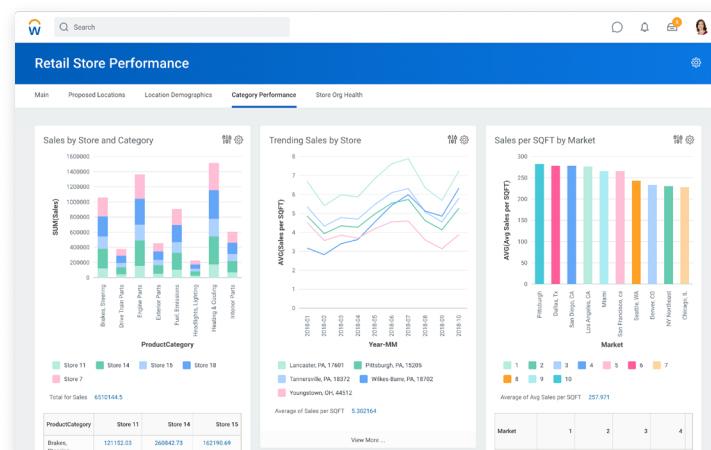
Workday Prism Analytics lets you analyze with unlimited operational dimensionality. You can blend external data, such as foot traffic, square footage, POS, and population served, with store location information and store revenue data from Workday. This gives you high volumes of rich POS, store square footage, and foot traffic 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:

- What are the true labor costs and fixed costs of a buy-online, in-store pickup business model?
- How are all stores performing across my omni-channel strategy?
- How can we improve customer retention?
- Where are we driving sales?

With key blended metrics for more informed operational decisions:

- Cost by step in business process
- Labor and supply costs
- High-level view of store revenue
- Customer satisfaction index in total and by location
- Percent of customer complaints and type
- Revenue mix by sales channel: online, in store, and mobile



Sample store locations and revenue sliced by foot traffic, square footage, and population served.

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 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.

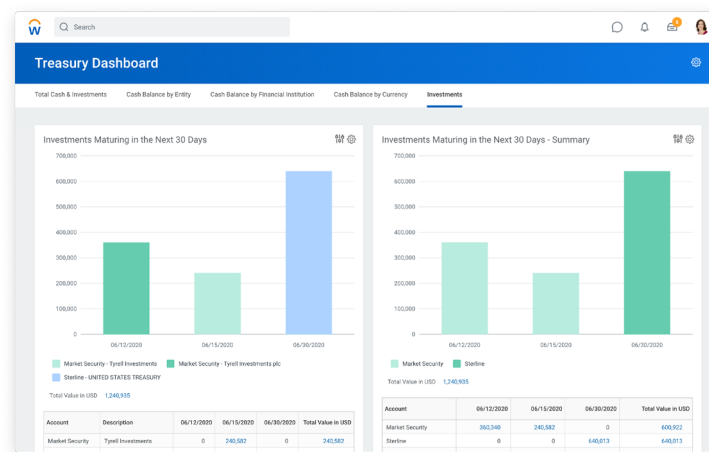
For example, you may need data from your extended ecosystem for treasury dashboards. With a single treasury dashboard, you can blend your financial data with external investment accounting details and external foreign exchange hedging details for timely visibility into all prior-day and current-day cash positions across financial institutions.

The full view of your data helps you answer these questions:

- What is our global cash position, including investments and FX hedging?
- Where in our SG&A can we optimize spend?
- What is my current turnover rate?
- Are our wages or benefits impacting our ability to attract talent?

With key blended metrics from your extended ecosystem:

- Cash balance including investments and FX hedging by entity, financial institution, and currency
- Cost category
- Turnover rate vs. industry and competitors
- Recruiting time to fill vs. industry standard
- Wage rates and salaries vs. industry standard



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 analyze 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 by business unit, location, or cost center?
- How is revenue trending by business unit, location, or cost center?

With key blended metrics that drive your business forward with 10-year trended:

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

	Actuals for the Year Ended					Budget	Variance Analysis		
	Dec - 2015	Dec - 2016	Dec - 2017	Dec - 2018	Dec - 2019		Year Ended Dec - 2019	% Change YoY	% Change QoQ
Revenue:									
Product	47,660	48,535	46,633	44,081	44,137	45,602	(7.1%)	0.1%	▲ 8.7%
Services and other	6,108	5,818	5,840	5,094	5,430	4,278	(11.1%)	6.6%	● 26.9%
Total revenue	53,768	54,353	52,473	49,175	49,567	44,880	(7.5%)	0.8%	▲ 10.4%
Costs and expenses:									
Costs of revenue	13,876	15,211	14,395	13,811	13,519	12,470	(3.3%)	(2.1%)	▲ (8.4%)
Research and development	825	964	891	968	951	723	18.1%	(1.8%)	● (21.9%)
Sales and marketing	3,431	4,099	4,615	4,027	3,571	2,890	4.1%	(11.3%)	● (25.3%)
General and administrative	6,540	5,413	5,699	5,470	5,419	5,178	(7.3%)	(0.9%)	▲ (4.6%)
Total costs and expenses	24,712	25,617	25,599	24,277	23,460	21,252	(5.3%)	(3.4%)	▲ (10.9%)
Income from operations	28,857	28,537	26,878	24,896	26,107	23,628	(8.5%)	4.9%	▲ (10.9%)

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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