

Workday Prism Analytics: Use Cases for Communications

In the changing world of communications, companies must adapt to new technologies and new regulations—all while meeting the needs of a new generation demanding greater connectivity. To keep up, you need full visibility across every line of business to enable data-driven decision-making for a more agile and profitable enterprise.

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 Communications Companies

Operational Systems, Supply Chain/Supplier

Network
Vendor Management
Call Record

HCM Systems

Provisioning SSO
Surveys/Engagement
Time
Staffing/Freelance
Contingent Worker
Management
Benefits

Operational Systems, Revenue/Customer

Subscriber
Billing
Loyalty
CRM
Case Management
Point of Sale (POS)
Survey
Web and Mobile Application
Project Management

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.

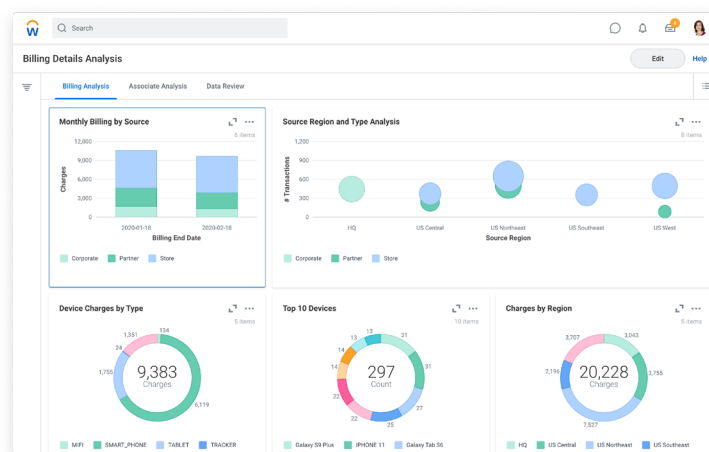
Workday Prism Analytics lets you analyze with unlimited operational dimensionality. You can blend customer, field, network, sales, marketing, and loyalty data from non-Workday systems with cost, revenue, and worker data to get full insight into profitability and performance. This gives you high volumes of rich operational details that are often dropped—or never included—when aggregating your data for management and general ledger reporting.

Operational insights help you answer these questions:

- Which teams are driving the most high-value customer acquisitions?
- How is customer service call center productivity trending by location, shift, segment, or individual worker?
- How is average cost per user trending by segment?
- How is customer churn trending by region or segment? Where are the opportunities to invest more to reduce churn?

With key blended metrics for more informed operational decisions:

- Customer profitability
- Customer service effectiveness by customer and worker
- Field service productivity and cost by location and worker
- Cost per user by segment
- Customer churn by segment, region, and customer service activity



Sample billing analysis by region, channel, device, and more.

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 HR 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.

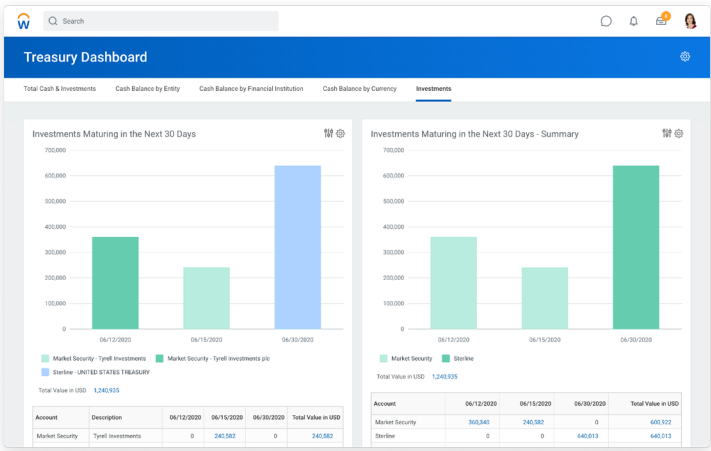
For example, you may need data from your extended ecosystem for treasury dashboards. With a single treasury dashboard, you can blend your financial data with external investment accounting details and external foreign exchange hedging details for timely visibility into all prior-day and current-day cash 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 and HCM systems when they move to the cloud. And often, the conversion only maintains summary-level data, limiting your ability to fully report and analyze historical trends.

Historical data helps you answer these questions:

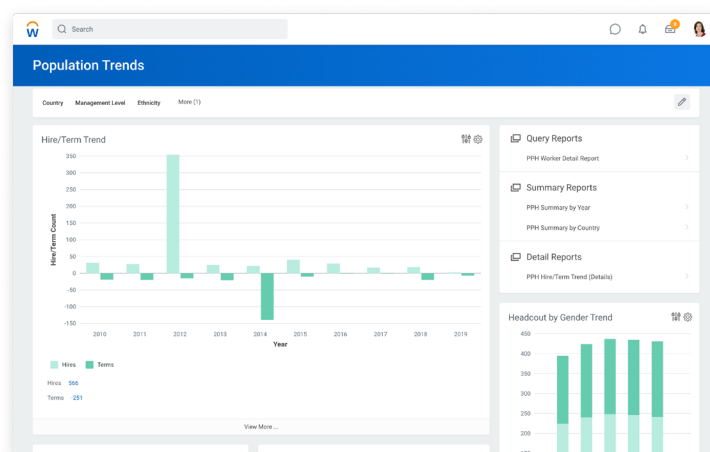
- What correlations and trends will inform future plans, budgets, and forecasts?
- What was our spend by business unit, location, or cost center?
- How is revenue trending by business unit, location, or cost center?
- What are our trending salary and labor costs over the last seven years by gender, role, location or ethnicity?
- What do our hire and termination counts look like over time?

What about the rest of that rich historical data?

Historical data indicates what drives performance over time—product, location, organization, seasonality, and more. When you run more historical data through Workday Prism Analytics, you can develop trended workforce and financial reports to run variance analysis, meet regulatory requirements, and identify correlations and trends.

With key blended metrics that drive your business forward with multiyear 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
- Diversity index total by location
- Termination trends over time
- Organization composition by manager over time
- Correlation of organizational composition to performance by manager and function



Sample population trends analysis.

[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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