

Workday Prism Analytics: Use Cases for Restaurants

In a constantly changing world, the restaurant industry faces new sources of competition, shifting guest expectations, and a proliferation of new channels. 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.

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—all with data in inconsistent

formats with 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 source. Read the following use cases to see what's possible.

Typical Data Architecture for Restaurants

Revenue/Customer Systems

Restaurant-Level Point of Sale
Online Ordering Point of Sale
General Merchandise/eCommerce
Gift Cards
Franchise Royalties
Branding Royalties
Loyalty
Payment Processing
Customer Relationship Management

Supply Chain/Supplier Systems

Inventory
Recipe
Procurement/Contract Management
Cash Deposit
Utility
RE Lease
Facilities Repair and Maintenance
Asset Management
Restaurant Build Models

HCM Systems

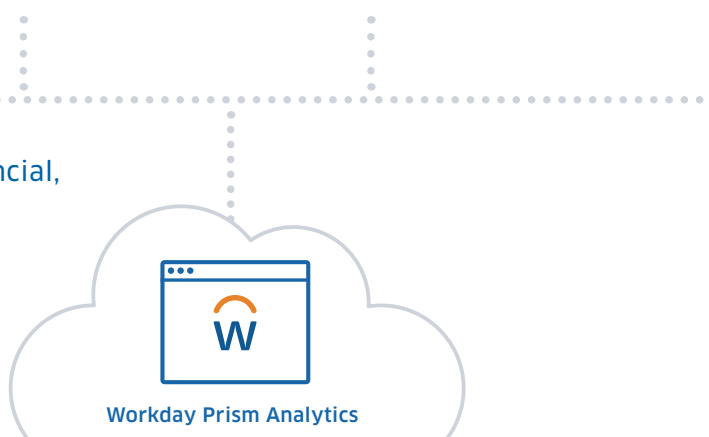
Provisioning SSO
Benefits
Workforce Scheduling
Staffing/Freelance
Contingent Worker Management
Help Desk

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 can erode profit.

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

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

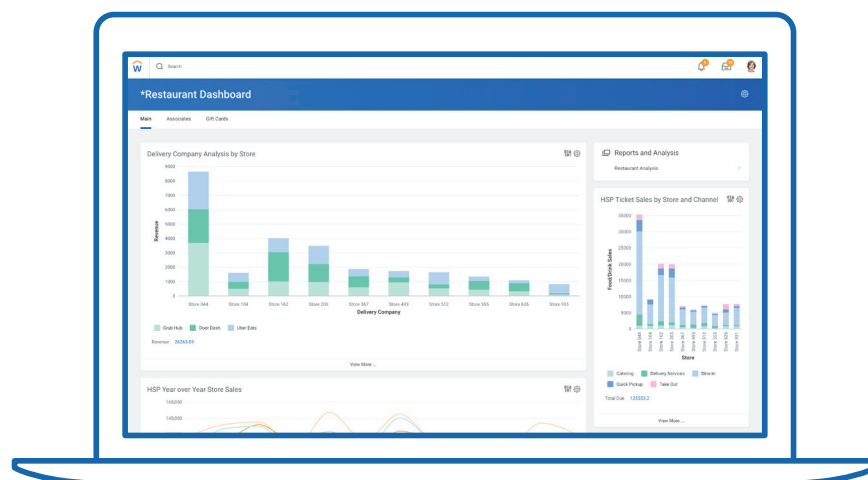
Workday Prism Analytics lets you analyze with unlimited operational dimensionality. You can blend external data with Workday financial data to get full visibility into restaurant locations and revenue. This gives you high volumes of rich details that are often dropped—or never included—when aggregating your data for posting to your general ledger, including details surrounding point-of-sale check/ticket detail, square footage, foot traffic, channel, and more.

Operational insights help you answer these questions:

- Which menu items are performing the best and worst across locations over time, and at what times of day?
- What are the most profitable channels for each of my locations by menu item, and customer type and location?
- How can I equip restaurant managers with operational dashboards to increase overall restaurant performance?

With key blended metrics for more informed operational decisions:

- Menu item details, customer satisfaction, and profit per check by region, restaurant, and manager over time
- POS forecasted versus actual sales; expense, profit, waste, demographics, and customer satisfaction by channel and restaurant
- Profit and loss (P&L), head count, labor cost, marketing spend, and employee performance against goals by restaurant



Sample restaurant locations and sales by external POS, foot traffic, square footage, channel, delivery company, and customer satisfaction details.

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 HCM transaction or 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.

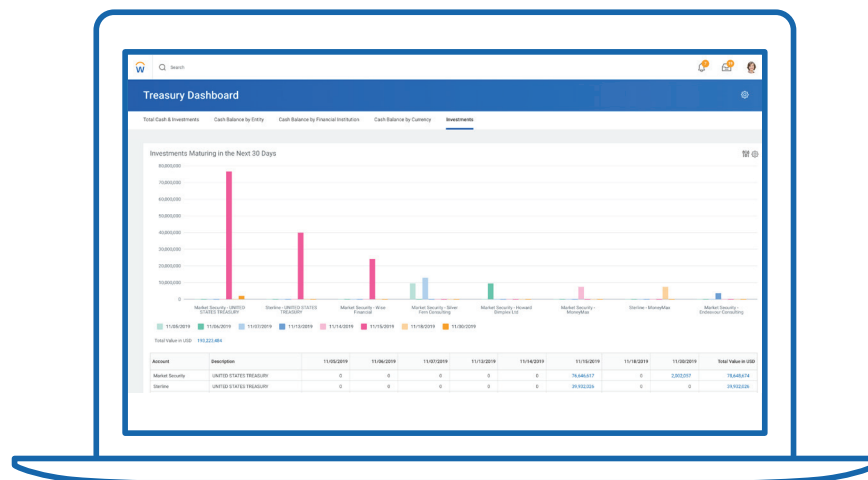
For example, you may need data from your extended ecosystem for treasury dashboards. With a single treasury dashboard, you can blend your financial data with external investment accounting details and external foreign exchange hedging details for timely visibility into all prior-day and current-day cash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

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

- How can I get visibility into all my cash positions, including investments and FX hedging, in a single view?
- What is my current turnover rate? What are onboarding and training costs per employee?
- Is our wage impacting our ability to attract talent? How are our benefits compared to the competition?

With key blended metrics from your extended ecosystem:

- Cash balance including investments and FX hedging by entity, financial institution, and currency
- Turnover rate and onboarding/training costs versus industry and competitors
- Recruiting time to fill versus industry standard
- Wage rates and salaries versus 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 (to the penny) by business unit, location, or cost center?
- How can we see revenue by business unit, location, or cost center?

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

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

	Dec-2014	Dec-2015	Dec-2016	Dec-2017	Dec-2018	Jul-2018	Jul-2019	Jul-2019	% Change Ytd	% Var (Budget to Budget)
Revenue										
Product	97,336	114,509	140,661	164,483	164,807	91,905	95,099	91,899	4.0%	4.2%
Services and other	12,818	17,803	22,784	27,373	28,862	15,793	12,947	15,293	(18.5%)	(15.9%)
Total revenue	110,154	132,312	163,445	191,857	193,669	107,698	108,046	107,192	0.7%	1.3%
Costs and expenses										
Costs of revenue	35,761	38,245	46,181	45,933	51,989	30,185	28,910	28,316	(5.9%)	(5.7%)
Research and development	3,050	3,092	3,535	3,534	4,084	3,408	1,910	1,860	(20.4%)	(15.1%)
Sales and marketing	12,121	8,544	10,896	12,815	14,784	8,395	7,382	6,397	(14.4%)	(12.2%)

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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