



## Workday Financial Management Connector for Salesforce.

Workday Financial Management Connector for Salesforce is a prepackaged connector that provides visibility and accuracy across the opportunity-to-cash process without the administrative burden of developing and maintaining a costly custom integration. Easily integrate opportunity and customer data from Salesforce.com with Workday and update customer activity in Salesforce to keep your back office aligned with your sales organization. This eliminates siloed information from CRM, finance, and HR systems as well.

With Workday Financial Management Connector, administrators can map objects in Salesforce.com to objects in Workday with total control over the conditions and timing of data synchronization. Easy scenario mapping and user-friendly dashboards provide a seamless experience and continuous sync monitoring within the familiar Salesforce.com user experience.

### Workday Financial Management Connector for Salesforce capabilities.

- Integrate Salesforce CRM and Sales Cloud with Workday Financial Management using a prepackaged connector.
- Determine integration scenarios through detailed field and value mapping, specifying your desired frequency for data synchronization.
- Configure the mapping of all sales and custom objects in Salesforce to objects in Workday.
- Update customers in Workday when accounts are updated in Salesforce.
- Automatically create opportunities, contracts, projects, invoices, and resource plans in Workday from Salesforce events.
- Keep tabs on integrations and trigger timing with the sync log activity dashboard.
- Lightning-mode capable.

### Key Benefits

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#### Sales and Finance

- Streamline and automate the opportunity-to-cash process.
- Eliminate manual or duplicate processes, reduce errors, and increase visibility across the opportunity-to-cash process.
- Improve customer satisfaction with deeper alignment among sales, finance, and operations on key business initiatives.
- Track time, costs, and revenue associated with sales opportunities for insight into opportunity costs and profitability.

#### IT

- Decrease time, costs, and effort required to implement a custom integration.
- Reduce administrative burden by allowing Salesforce administrators to easily and quickly configure the integration without costly developers.
- Reduce post-deployment maintenance by insulating administrators from back-end API changes.
- Easily view and maintain scenario mapping for a seamless experience within the Salesforce.com user interface.

#### Project and Resource Management

- Support resource management early in the project lifecycle with visibility into preclosed or preapproved projects.
- Automatically create an opportunity, a project, a contract, an invoice, and resource demand lines in Workday when an opportunity closes in Salesforce.

