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Workday Rising 2017  
Financial Analyst Day



Welcome

# Agenda

▶	<b>Welcome</b>	Robynne Sisco
▶	<b>Opening Remarks</b>	Aneel Bhusri
▶	<b>Product Update:</b> <b>HCM</b> <b>Financials</b> <b>Workday Cloud Platform</b> <b>Prism Analytics</b>	Barbry McGann Betsy Bland Dan Beck, Jon Ruggiero Pete Schlampp
▶	<b>Go to Market</b>	Chano Fernandez Emily McEvilly
▶	<b>Financial Review</b>	Robynne Sisco
▶	<b>Q&amp;A</b>	

# Safe Harbor Statement

This presentation contains forward-looking statements that involve risks, uncertainties, and assumptions. If any of these risks or uncertainties materialize or if any of these assumptions prove incorrect, the results of Workday could differ materially from the results expressed or implied by these forward-looking statements. All statements other than statements of historical fact could be deemed forward-looking statements, including any projections of revenues, gross margins, earnings, or other financial items; any statements regarding strategies or plans of management for future operations; any statements concerning new features, enhancements, or upgrades to our existing applications or services or plans for future applications or services; statements about current or future economic conditions; and any statements of belief. The risks and uncertainties referred to above include, but are not limited to, our history of losses and expectations as to future losses, limited operating history, competition, management of growth, development of the market for enterprise cloud computing, market acceptance of our applications and services, breaches of our security measures, fluctuations in our operating results, interruptions or delays in the provision of our services, risks associated with selling to larger enterprise customers, and adverse changes in general economic or market conditions. Further information on risks that could affect the financial results of Workday is included in our filings with the Securities and Exchange Commission which are available on the Workday investor relations webpage: [www.workday.com/company/investor\\_relations.php](http://www.workday.com/company/investor_relations.php).

Workday assumes no obligation for and does not intend to update any forward-looking statements. Any unreleased services, features, functionality or enhancements referenced in any Workday document, roadmap, blog, our website, press release or other public statement that are not currently available are subject to change and may not be delivered as planned or at all. Customers who purchase Workday applications and services should make their purchase decisions based upon services, features, and functions that are currently available.

## **Use of Non-GAAP Financial Measures**

This presentation includes non-GAAP financial measures we believe provide investors and others with additional information regarding Workday's results. Workday has provided a reconciliation of each non-GAAP financial measure used in this presentation to the most directly comparable GAAP financial measure in an Appendix at the end of this presentation.

Workday's management uses non-GAAP financial measures to understand and compare operating results across accounting periods, for internal budgeting and forecasting purposes, for short- and long-term operating plans, and to evaluate Workday's financial performance and the ability of operations to generate cash. Management believes the use of non-GAAP financial measures reflects Workday's ongoing business in a manner that allows for meaningful period-to-period comparisons and analysis of trends in Workday's business, as they exclude expenses that are not reflective of ongoing operating results. Management also believes that non-GAAP financial measures provide useful information to investors and others in understanding and evaluating Workday's operating results and future prospects in the same manner as management and in comparing financial results across accounting periods and to those of peer companies. The use of non-GAAP financial measures has certain limitations as they do not reflect all items of income and expense that affect Workday's operations. Non-GAAP financial measures should be considered in addition to, not as a substitute for or in isolation from, measures prepared in accordance with GAAP. Further, non-GAAP measures may differ from the non-GAAP information used by other companies, including peer companies, and therefore comparability may be limited. Management encourages investors and others to review Workday's financial information in its entirety and not rely on a single financial measure.





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Opening Remarks

# What We Hope You Take Away

- 1 We are an innovator and put customers first
- 2 Major investments in all app areas
- 3 Bringing plan, execute and analyze together for the first time
- 4 Opening up the cloud platform



workday

Built for the future.®



HCM in the Cloud

# Agenda



**HCM Market Opportunity**



**Undisputed Leader in Large Enterprise**



**Strong Global Presence**



**Momentum in the Medium Enterprise**



**Vision for the Future and Investment Strategy**

# Agenda



**HCM Market Opportunity**



Undisputed Leader in Large Enterprise



Strong Global Presence

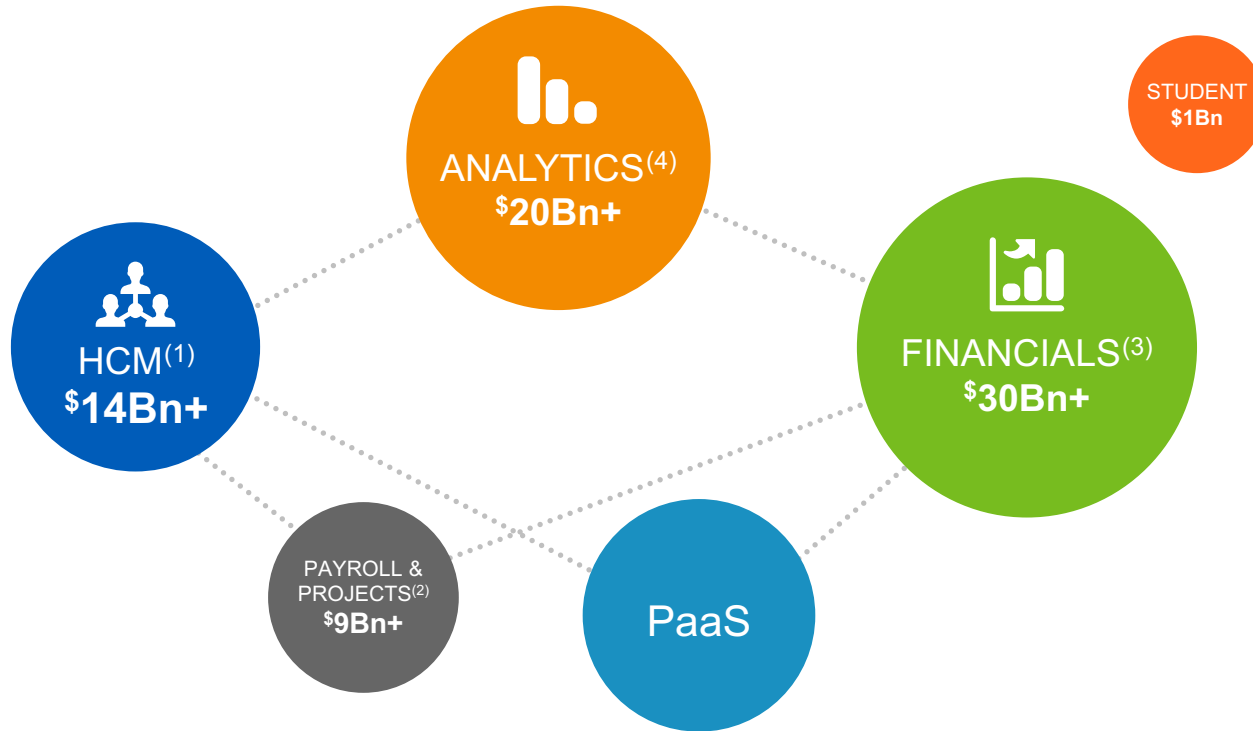


Momentum in the Medium Enterprise



Vision for the Future and Investment Strategy

# Large \$74Bn+ Opportunity

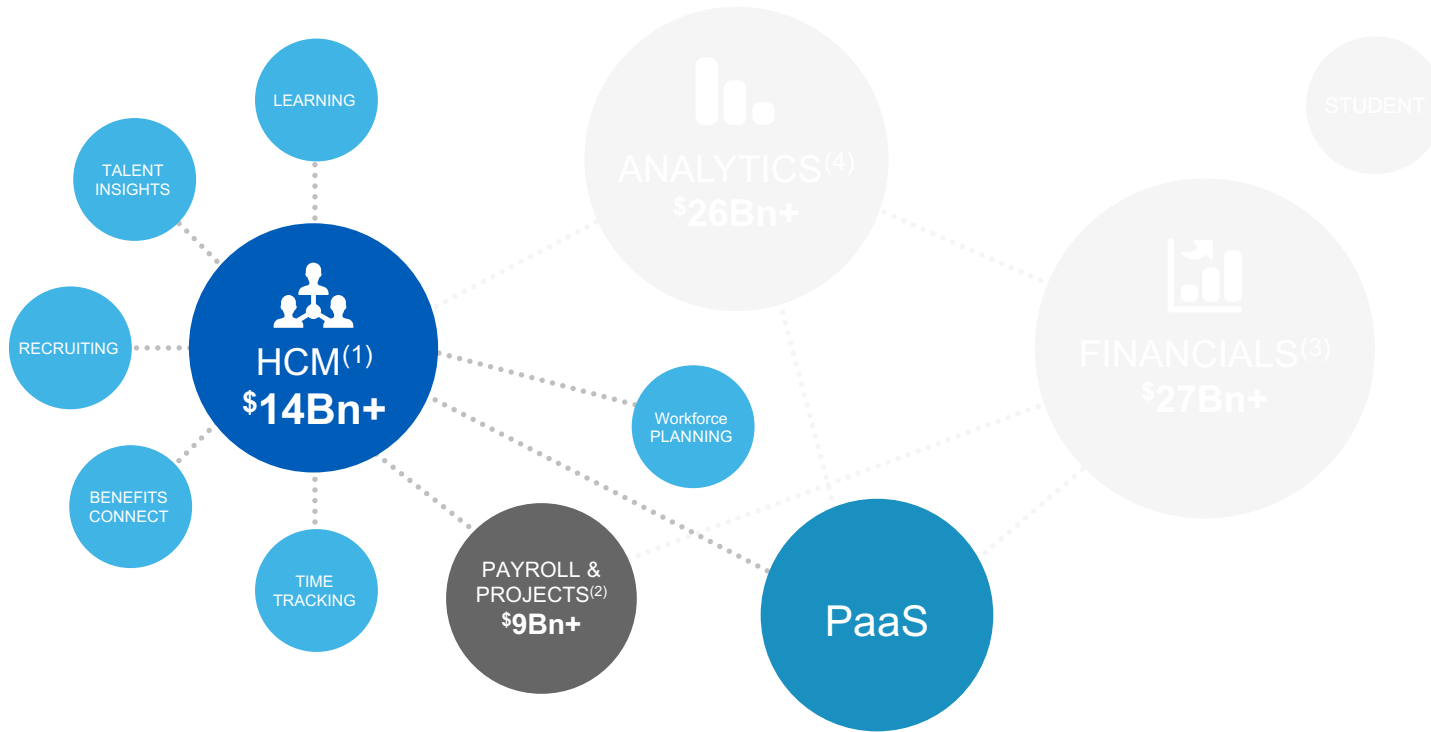


Sources:  
(2017 estimates,  
newly GA products  
highlighted in orange)

(1) Human Capital Management Applications from IDC WW HCM & Payroll Applications Forecast, 2017-2021 (June 2017) #US42766017  
(2) Payroll Applications from report above and Project & Portfolio Management from IDC WW ERM Applications Forecast, 2017-2021 (June 2017) #US42827617

(3) Financial Applications and Procurement from IDC WW ERM Apps Forecast, 2017-2021 (July 2017) #US42830016  
(4) Financial Perf & Strategy Mgmt Apps + Workforce Analytic Apps + BI & Analytics Tools from IDC WW Business Analytics Software Forecast, 2016-2020 (Aug 2016) #US41655216

# With Significant Addressable Market in HCM



Sources:  
(2017 estimates,  
newly GA products  
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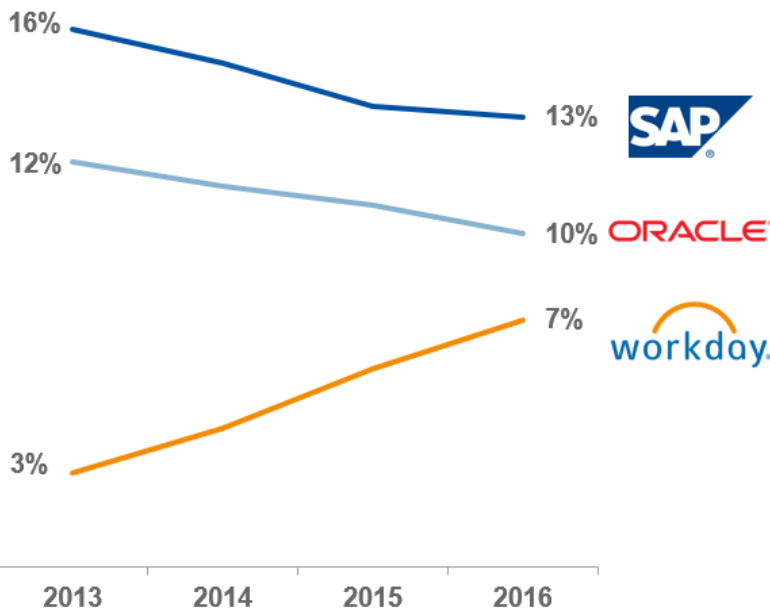
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# Continuing to Gain Market Share in HCM



New Customers



Product Suite



Attach Rates



Renewals as % of Business

1. Based on HCM-only – IDC: WW HCM and Payroll Applications Market Shares, 2015: Cloud Goes Global and WW HCM and Payroll Applications Market Shares, 2016: Growth Across the Board

# Gartner MQ for Cloud HCM Suites for Midmarket and Large Enterprises



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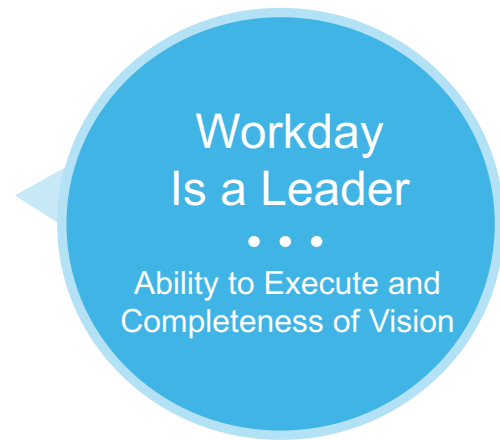
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**Source:** Gartner, "Magic Quadrant for Cloud HCM Suites for Midmarket and Large Enterprises"

**Published:** 15 August 2017 ID: G00311577

**Analyst(s):** [Ron Hanscome](#) | [Melanie Lougee](#) | [Helen Poitevin](#) | [Chris Pang](#) | [Jeff Freyermuth](#) | [Sam Grinter](#) | [John Kostoulas](#) | [Mike Burden](#)

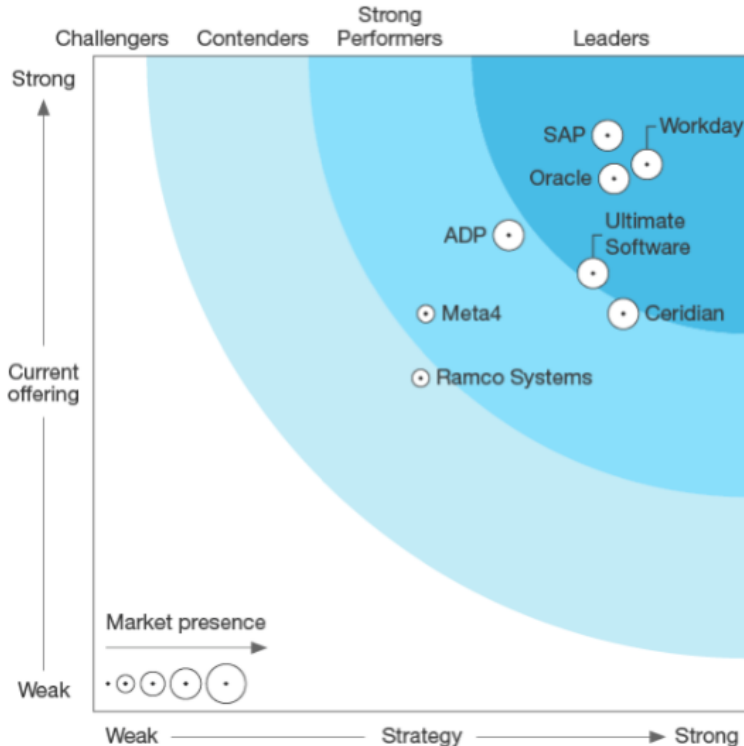
Figure 1. Magic Quadrant for Cloud HCM Suites for Midmarket and Large Enterprises



Source: Gartner (August 2017)

# Forrester Wave: SaaS Human Resource Management Systems (HRMS)

FIGURE 3 Forrester Wave™: SaaS Human Resource Management Systems, Q3 '17



## FORRESTER®

The Forrester Wave™: SaaS Human Resource Management Systems, Q3 2017

Eight Comprehensive HR Solution Providers That Matter And How They Stack Up

by Paul D. Hamerman with Christopher Andrews, Sara Sjoblom, Bill Seguin, and Andrew Reese

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# Agenda



HCM Market Opportunity



**Undisputed Leader in Large Enterprise**



Strong Global Presence



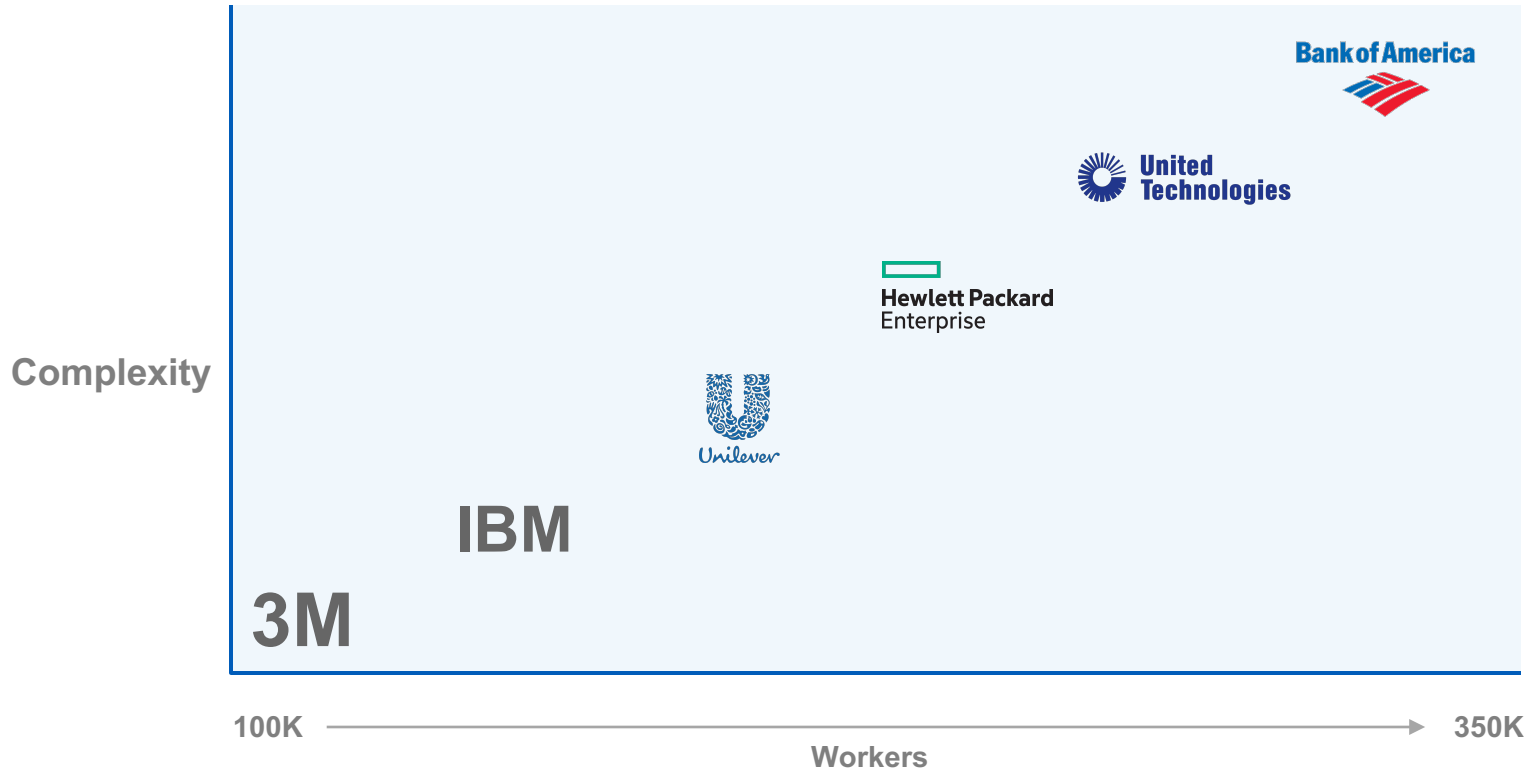
Momentum in the Medium Enterprise



Continuous Customer Driven Innovation

# FORTUNE 50

# Workday Has Set the Standard



405K

Reports

Reporting



20K

Time Off Requests Daily

Absence

90K

Employees

Payroll



# A day in the life



125K

Enter Time Users Daily

Time Tracking

18K

Reviews

Performance



January 2017:  
9M Transactions/  
Peak Volumes

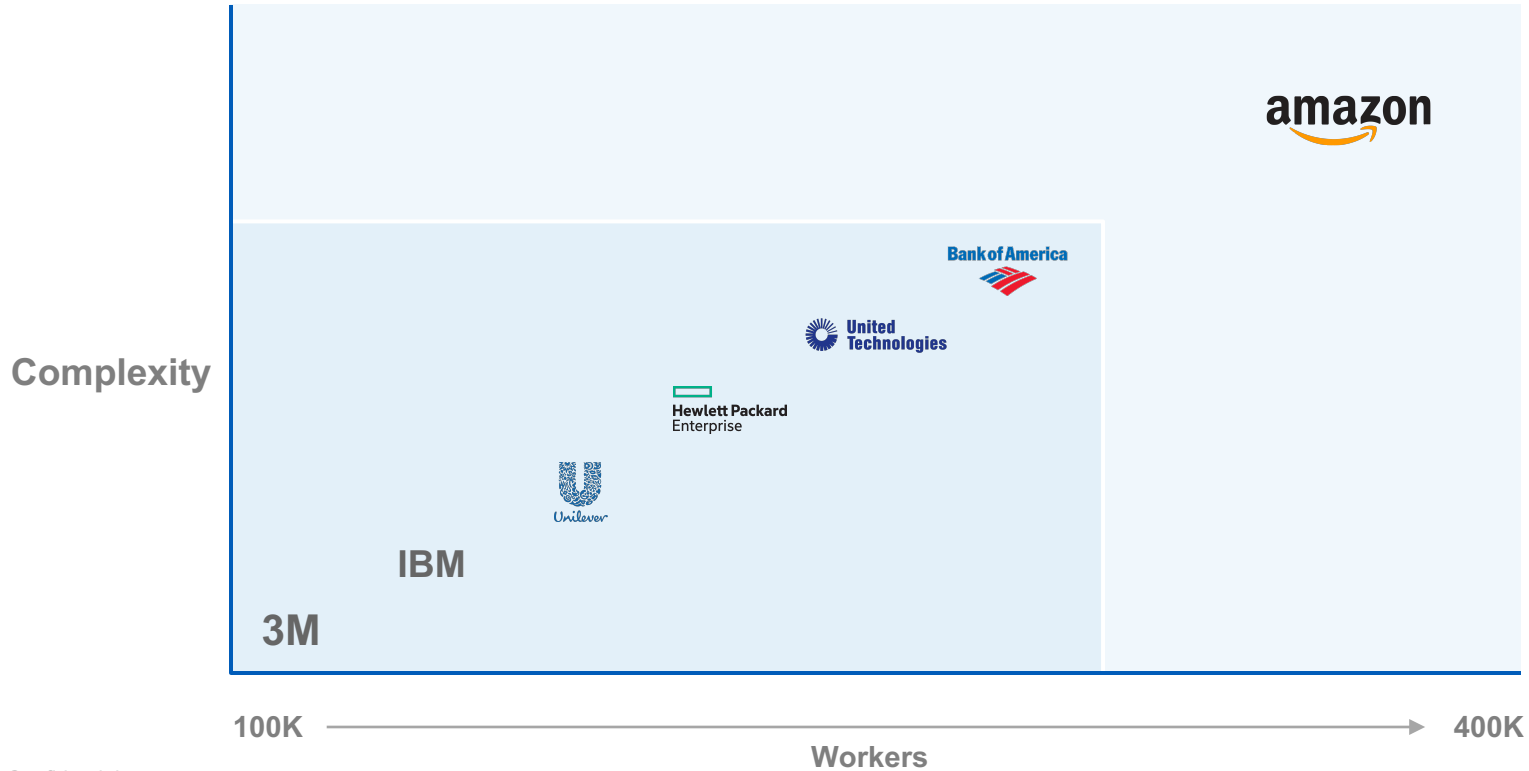


6.7K

Applicants Daily

Recruiting

# We Are Raising the Bar





# Agenda



HCM Market Opportunity



Undisputed Leader in Large Enterprise



**Strong Global Presence**



Momentum in the Medium Enterprise



Vision for the Future and Investment Strategy

# Built for Globalization and Localization



# Localizations

93

Country Localizations

3,000+

Country-Specific  
Fields

400+

Global/Local Business  
Processes

170+

Localized Features

347

Connectors and  
Integrations

35

Absence Country  
Configurations

214

Absence Plans

72

Time Tracking Rules

# Companies Managing Global Workforce with HCM



Countries  
**177**

Employees  
**350K**

Duration  
**15mo**



Countries  
**75**

Employees  
**170K**

Duration  
**12mo**



Unilever

Countries  
**60**

Employees  
**170K**

Duration  
**14mo**



SANOFI

Countries  
**100**

# Employees  
**120K**

Duration  
**14mo**



FAST RETAILING

Countries  
**22**

Employees  
**105K**

Duration  
**16mo**



Countries  
**50**

Employees  
**75K**

Duration  
**12mo**



Countries  
**100**

Employees  
**60K**

Duration  
**17mo**



Countries  
**39**

Employees  
**45K**

Duration  
**9mo**



Countries  
**60**

Employees  
**30K**

Duration  
**12mo**



Countries  
**80**

Employees  
**25K**

Duration  
**11mo**

# Agenda



HCM Market Opportunity



Undisputed Leader in Large Enterprise



Strong Global Presence



**Momentum in the Medium Enterprise**



Vision for the Future and Investment Strategy

# Rapid Growth in Medium Enterprise Segment



New Customers



Platform Sales



Add-on Sales



Renewals as % of Business

\* Company internal data. Represents number of customers with less than 3,500 Employees.

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# Doubled Down Investment in Mid-Market



Implementation tools  
to automate  
deployment process



Preconfigured  
application content  
(WD-Set-Up)- grown  
content 70%



75 Prebuilt  
integrations for  
midmarket  
(Connectors)



Prebuilt Reports  
(>3000) and 24  
dashboards

# Agenda



HCM Market Opportunity



Undisputed Leader in Large Enterprise



Strong Global Presence



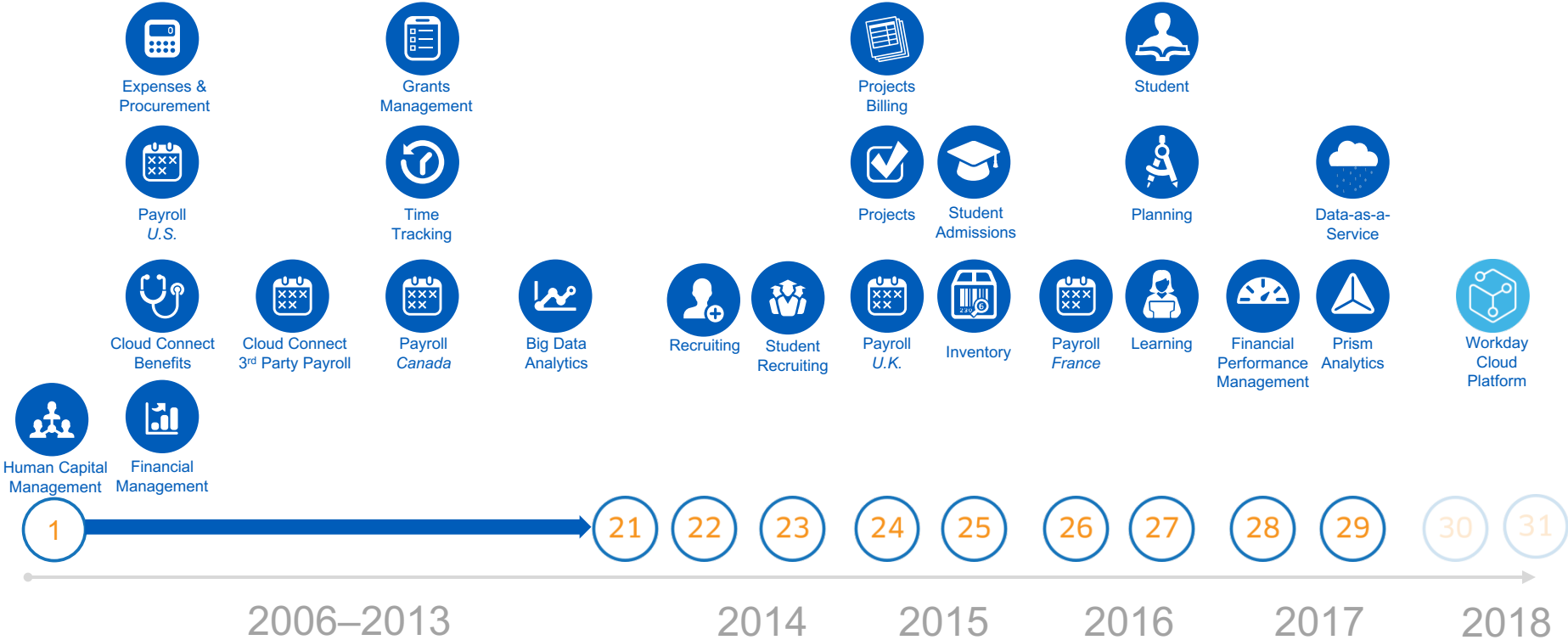
Momentum in the Medium Enterprise



**Vision for the Future and Investment Strategy**



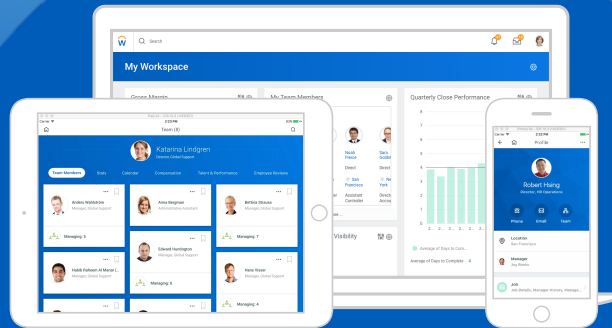
# Customer Driven Innovation



## ONE Architecture

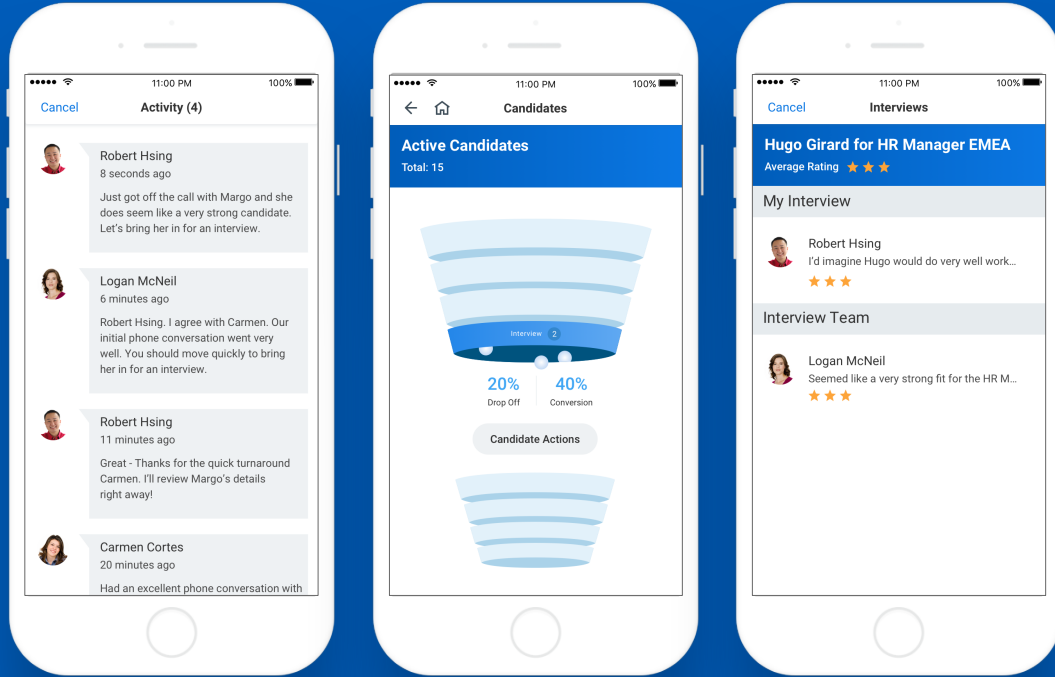
Engaging and Differentiated Experiences

Intelligent Experiences



Core Business Applications

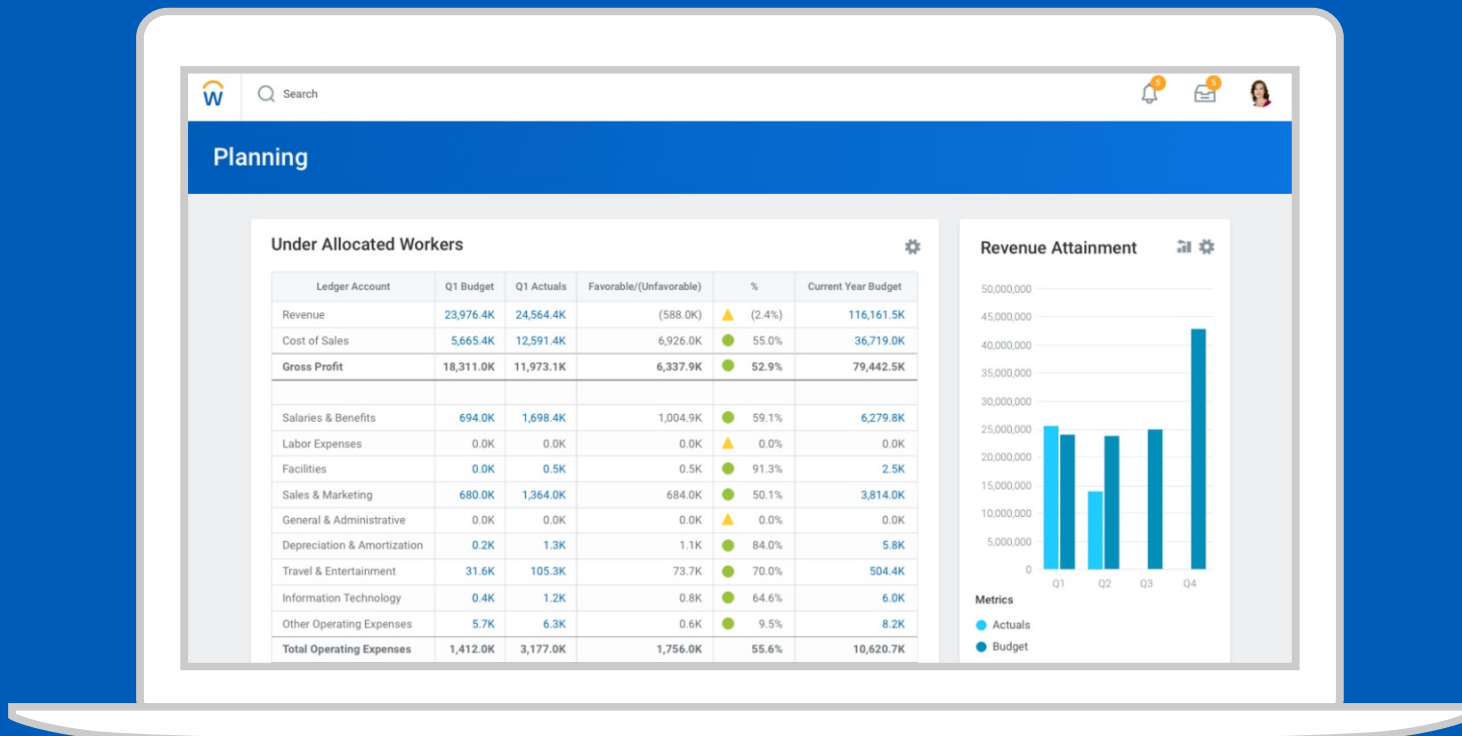
# Recruiting



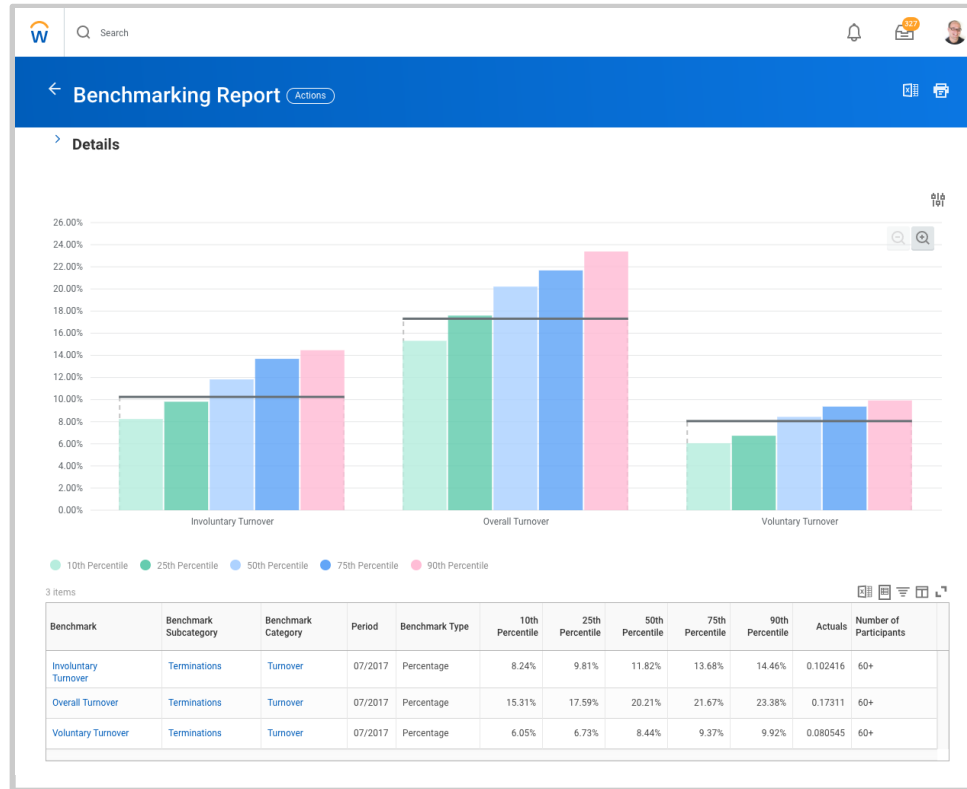
# Learning: Interactive Video

The screenshot shows a laptop screen displaying an interactive video player. At the top left, there is a 'W' logo and a search bar. The main header of the player is blue and contains the text 'View Learning Lesson' and two icons. The video content shows three people (two men and one woman) looking at a computer monitor. Below the video is a progress bar showing '0:02 / 0:09'. To the right of the video, there is a quiz question: 'How many steps are there in media editing?' with three radio button options: 4, 6, and 8. The option '6' is selected. Below the options is a 'Submit' button. Underneath the video, the title 'Best Practices for Video Editing' is displayed, followed by a star rating of 3 stars, '4 Views', and '0 Comments'. At the bottom left, a small text says 'This lesson is required for you.'

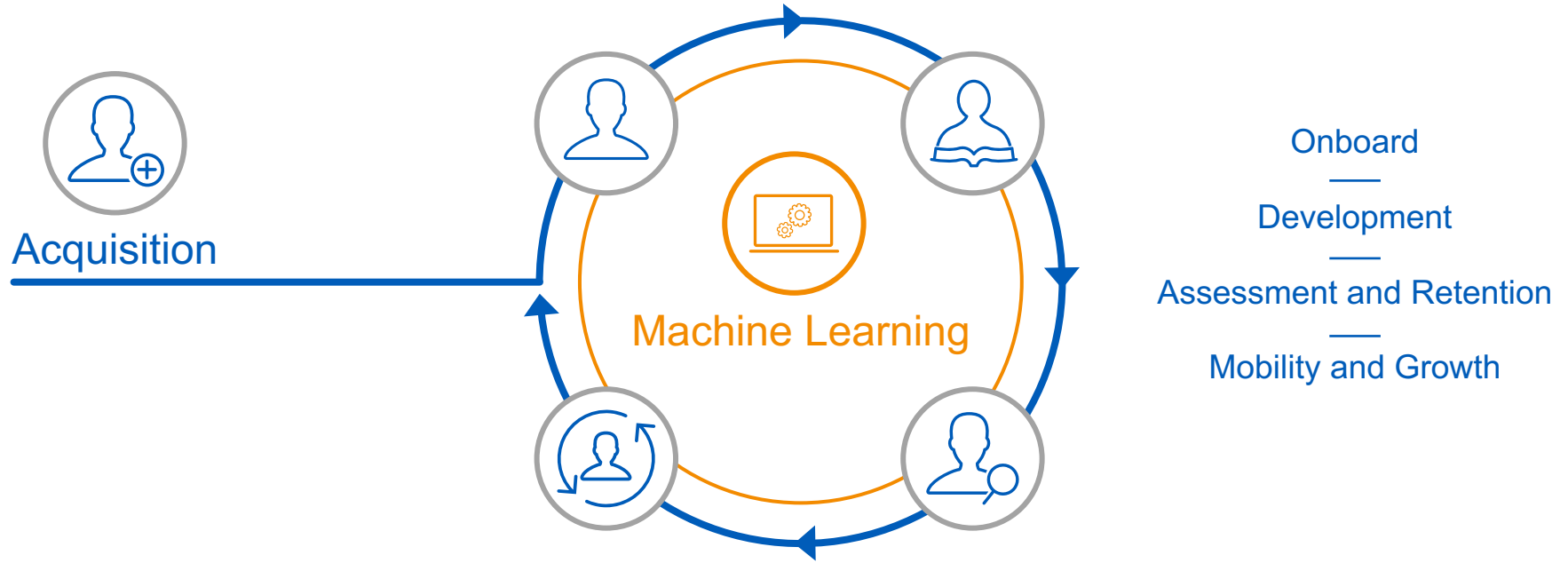
# Workforce Planning



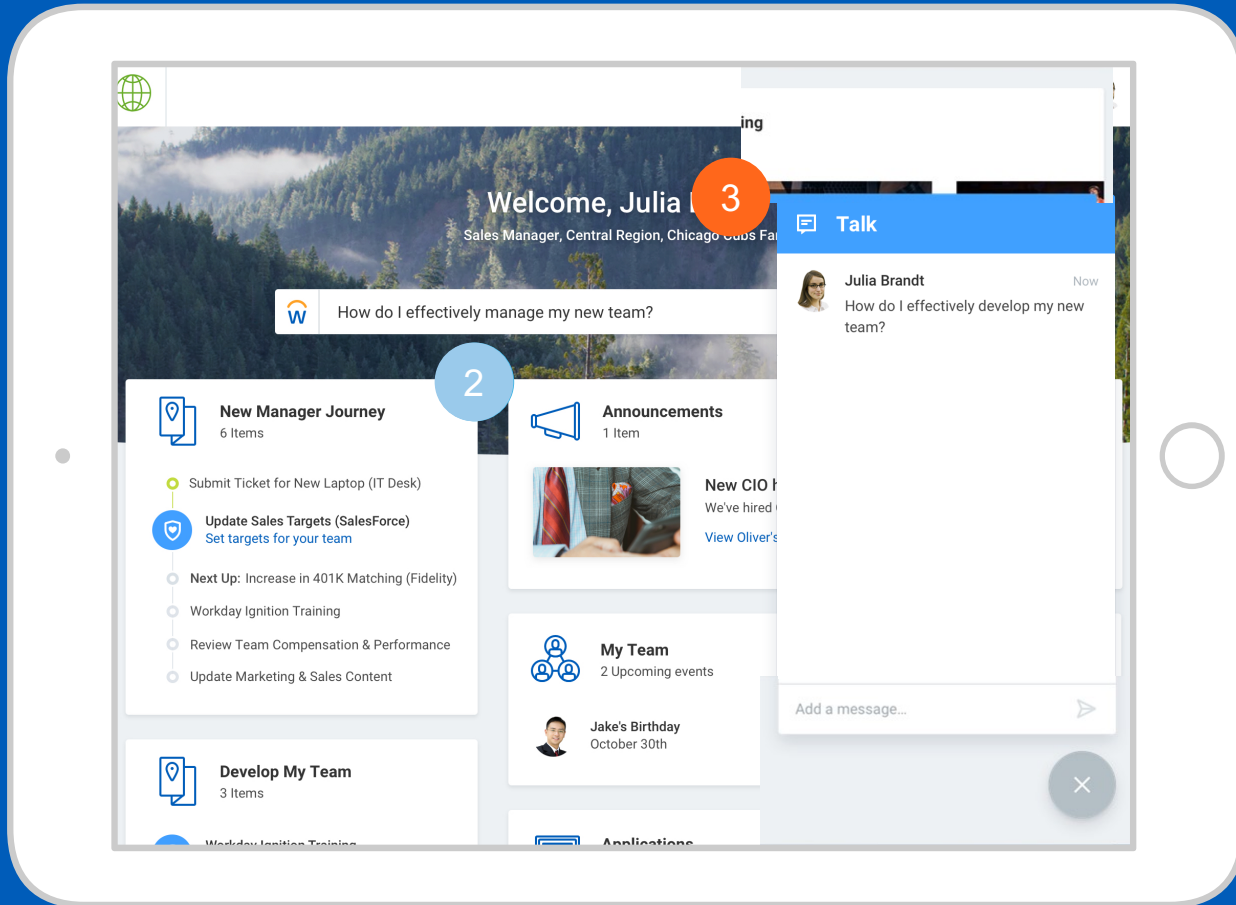
# Data-as-a-Service: Benchmarking



# Connected and Continuous Talent Growth Through ML



# People Experience





# Key Takeaways

- 1 Undisputed leader in Cloud HCM Suites
- 2 Proven global solution
- 3 Strong momentum and growth in the medium enterprise
- 4 Relentless focus on customer-driven innovation
- 5 More runway for Workday in HCM



Q&A



workday

Built for the future.®



Financials in the Cloud

# Agenda



Addressable Market Opportunity

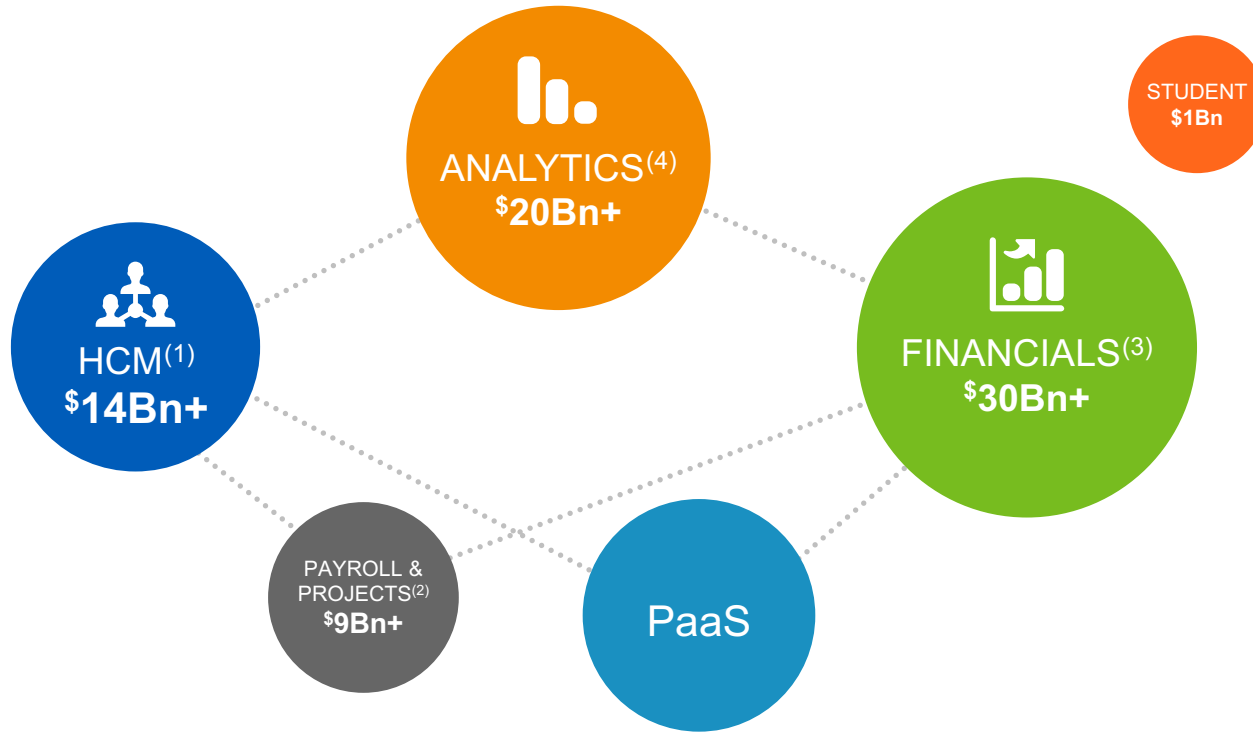


What Moves the Cloud Financials Market



Workday Financial Management Momentum

# Large \$74Bn+ Opportunity

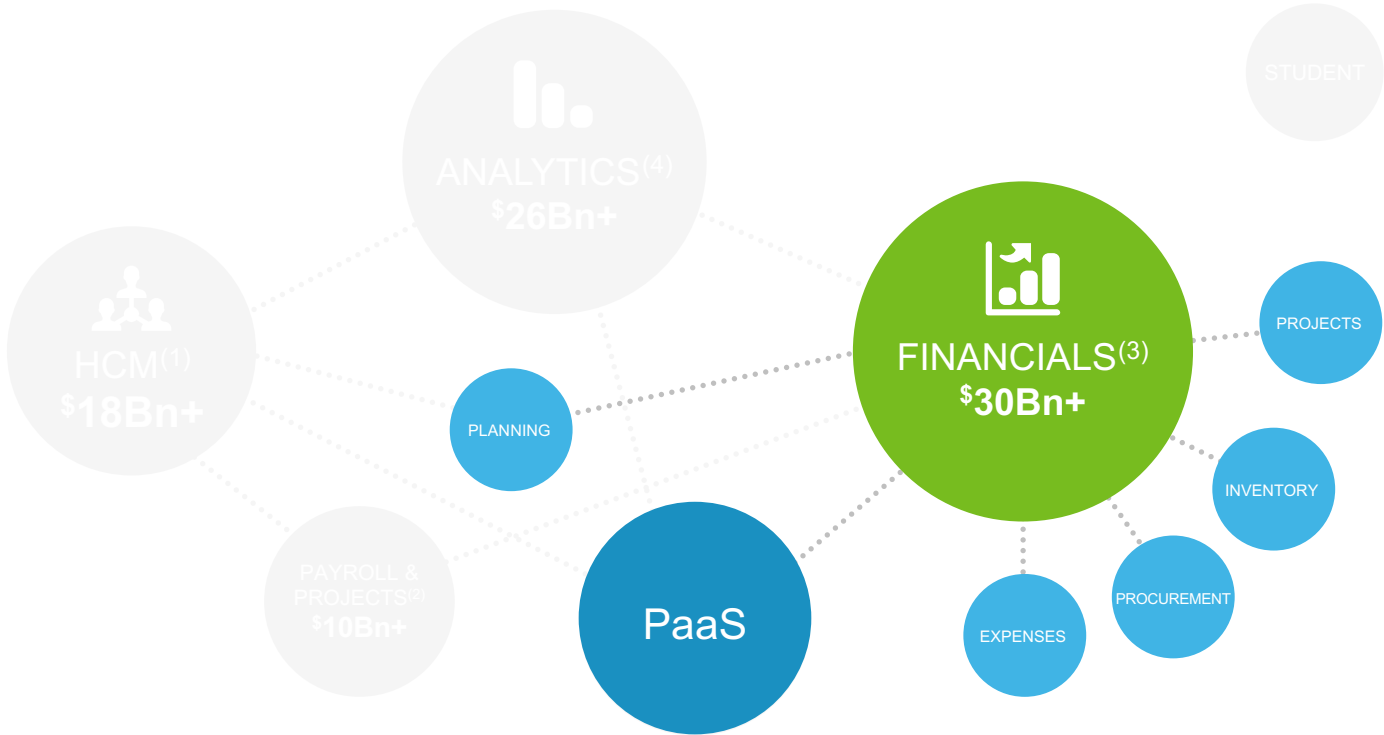


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# Financials Opportunity Still in Early Stages



Sources:  
 (2017 estimates,  
 newly GA products  
 highlighted in orange)

(1) Human Capital Management Applications from IDC WW HCM & Payroll Applications Forecast, 2017-2021 (June 2017) #US42766017  
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# Financial Cloud Adoption Cycle Just Beginning

“SaaS will drive faster FMS replacement cycles as it matures. Twice as many North America based companies will be replacing their FMS solutions in 2020 compared with in 2015. The midmarket will lead this transition.”

“There will be a greater shift toward SaaS FMS as historical on-premises deployments reach end of life within organizations.”

**Gartner**

Source: Gartner, Magic Quadrant for Cloud Core Financial Management Suites for Midsize, Large and Global Enterprises,” by Nigel Rayner, Robert Anderson, John E. Van Decker, 19 June 2017.

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# Agenda



Addressable Market Opportunity



What Moves the Cloud Financials Market



Workday Financial Management Momentum

# A Finance Technology Evolution Is Underway



# Pace of Adoption Driven by Confluence of Three Key Things



# Increasing Maturity of Cloud Financials Offerings

## Gartner Magic Quadrant for Cloud Core Financial Management Suites for Midsize, Large and Global Enterprises

**Gartner**

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Source: Gartner, Magic Quadrant for Cloud Core Financial Management Suites for Midsize, Large and Global Enterprises," by Nigel Rayner, Robert Anderson, John E. Van Decker, 19 June 2017.



Workday  
Is a Leader  
...  
Ability to Execute and  
Completeness of Vision

# Catalysts for Cloud Financials Adoption

## Finance Transformation

- Modernize Processes & Systems
- Make Data-Driven Decisions
- Act as Strategic Business Partners

## Operational Efficiency

- Getting Limited Value from Current Legacy ERP
- Avoid Costly Upgrade
- Consolidate Multiple Systems/ERPs

## Rapid Growth/Change

- M&A Strategy
- Expansion into New Lines of Business or Geographies
- Increased Agility

# UNUM: Finance Transformation and Operational Efficiency

NYSE:UNM



9K+  
Employees



US, UK,  
Ireland



\$11B  
in revenue

FORTUNE  
500

#258  
*Fortune 500*



Catalyst for  
Change

- Risk of maintaining the growing number of disparate corporate applications became too great (200+ corporate applications; more than 20 years old GL)
- Heavy customization, leading to manual and time-intensive processes; difficult to upgrade



Life with  
Workday

- Single source of truth across HR, finance, payroll, and spend
- US, UK and, Ireland now on the same global system
- Real-time insight
- Flexibility to adapt to change
- Innovative technology

# Panera: Operational Efficiency & Rapid Growth

NASDAQ:PNRA



50K  
Employees



2,000  
Bakeries



U.S. and  
Canada



\$4.5B  
in revenue



Catalyst for  
Change

- Expansion into new business areas like delivery, self-service ordering and table-side service
- Expiring systems that couldn't support continued growth (current finance system was no longer supported by vendor)
- Inefficiency due to system workarounds and manual processes



Life with  
Workday

- Single source of truth across HR, finance, and payroll, providing a better understanding of financials related to people
- Reports and processes more efficient (decreases in report times)
- Each GM will be held accountable for their line of business

# AON: Operational Efficiency and Rapid Change

NYSE:AON



50K+  
Employees



\$12B  
in revenue\*



60  
Countries

Forbes  
Global2000

#444  
Forbes Global  
2000

## AON



Catalyst for  
Change

- Company has come together through a series of 500+ acquisitions and needed a system that could support continued change
- No global view of the business, especially after merged entities continue to join
- Facing costly upgrade



Life with  
Workday

- Simplified M&A and divestitures, as demonstrated by the recent divestiture of Alight and continued acquisitions
- Single source of truth across HR, finance, and payroll
- Painless upgrades



# Agenda



Addressable Market Opportunity



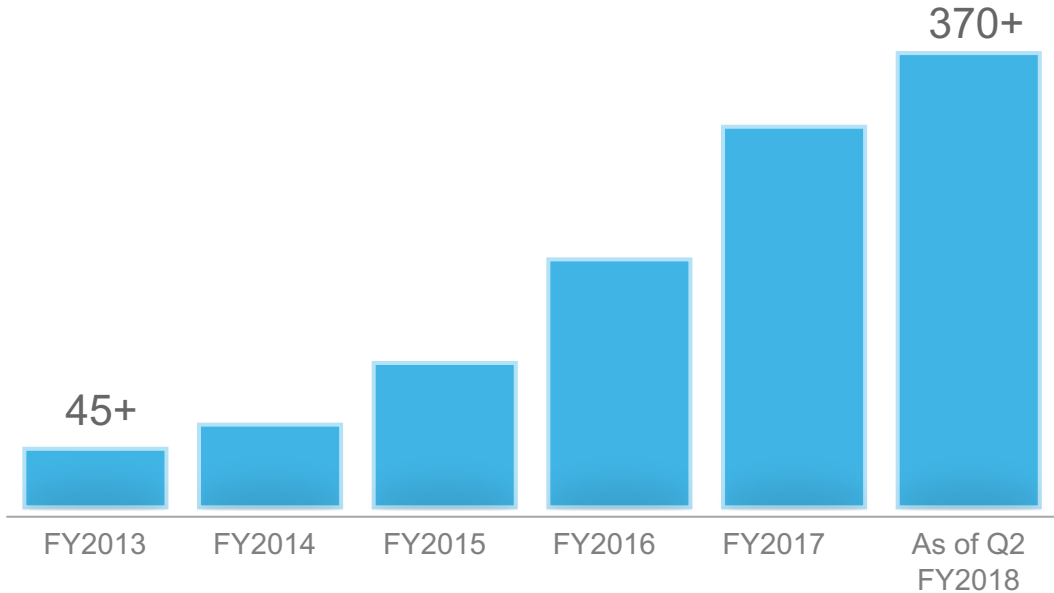
What Moves the Cloud Financials Market



Workday Financial Management Momentum

# Strong Adoption of Workday Financial Management

Number of Core Workday Financial Management Customers



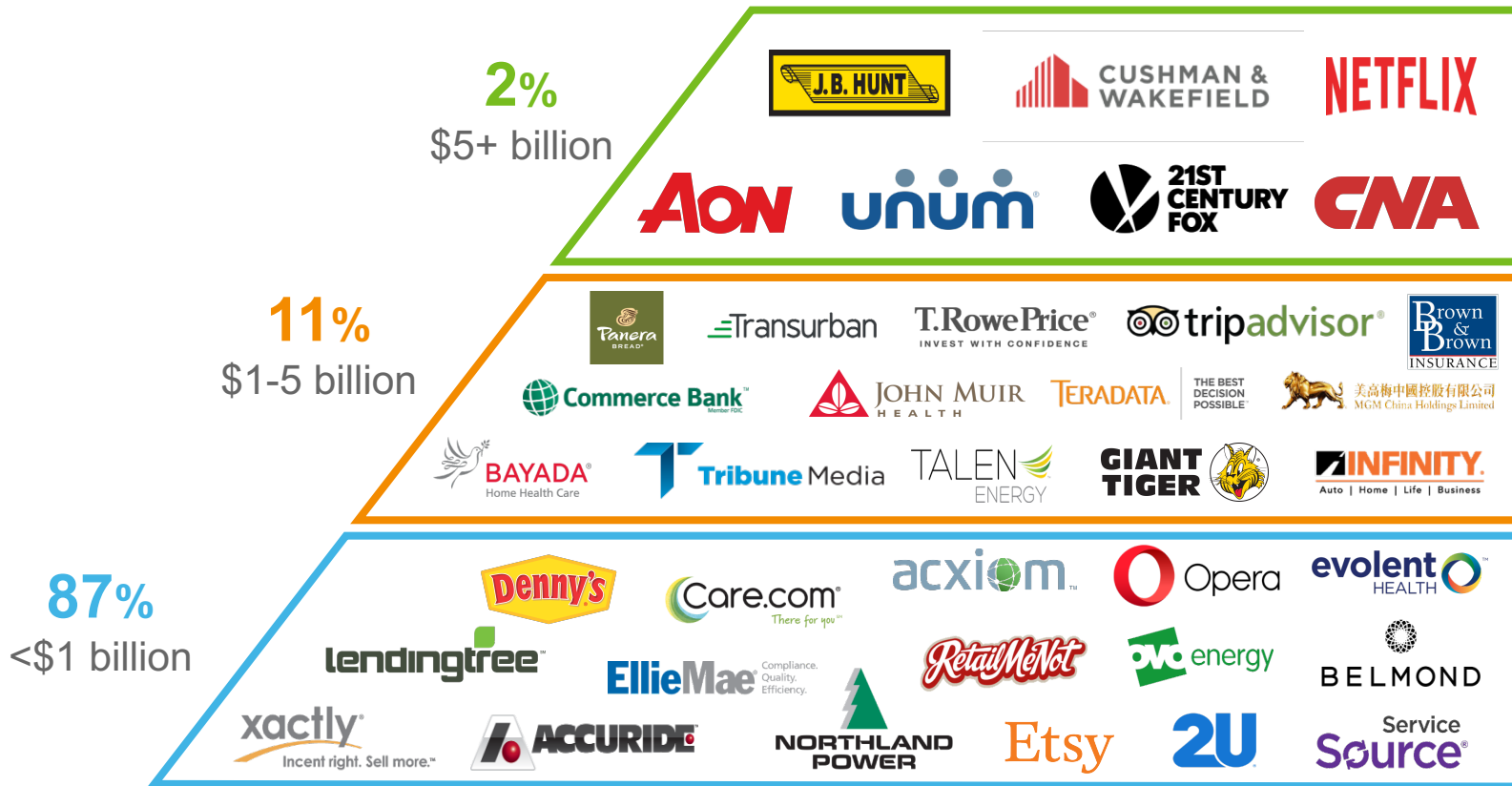
## Drivers for Growth

1. Early, consistent customer adoption in the medium enterprise
2. Focus on customer success and referenceability as we go up-market
3. Continuous Innovation

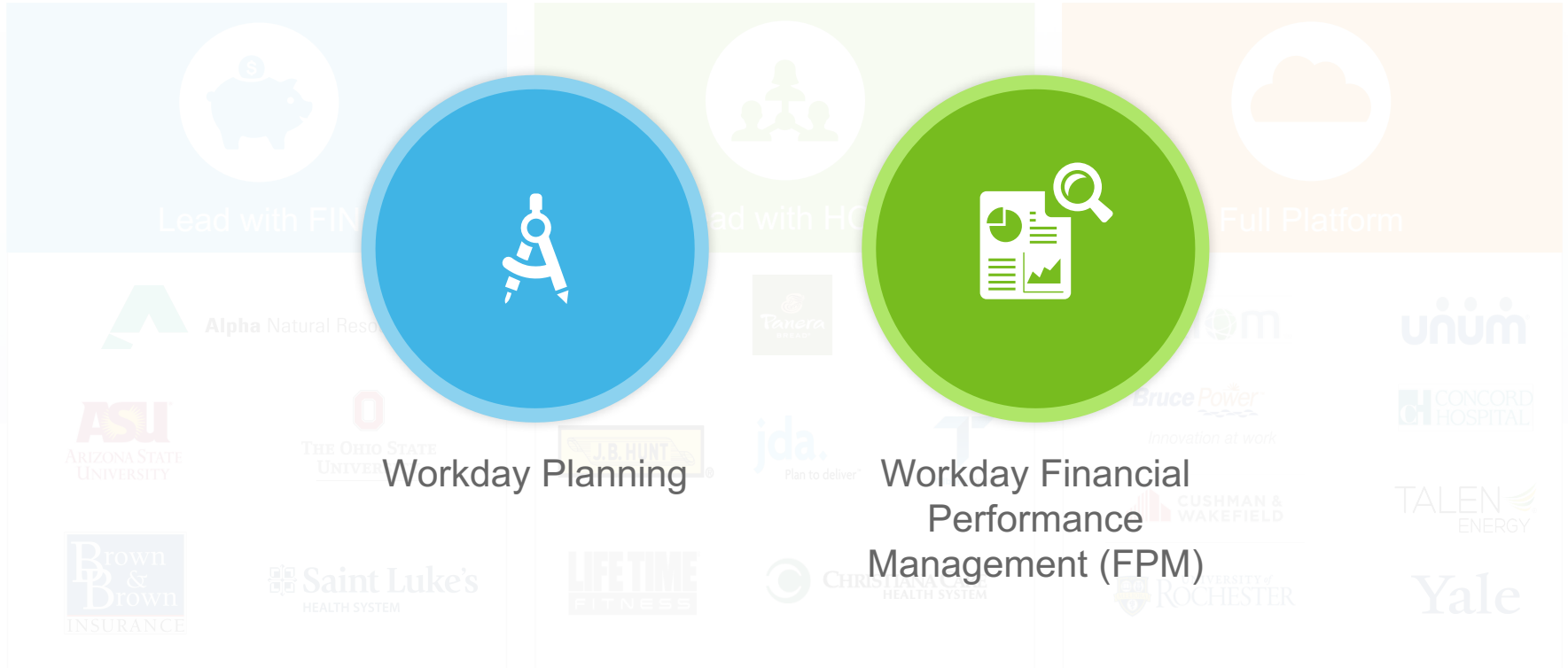
# Strong Referenceable Brands



# Midmarket Driving Initial Adoption But Enterprise Awareness Growing



# Entry Points into Finance Organization



# The Only Single Cloud-Based System for Planning, Transactions, and Analytics

W Search

View Workbook

71200 Field Sales - North America FYNA Sales & Marketing Forecast 10:34 AM Share

File Edit View Format Insert Data Collaborate Help All changes are saved automatically

100% 1000 123

Ledger/Summary Account

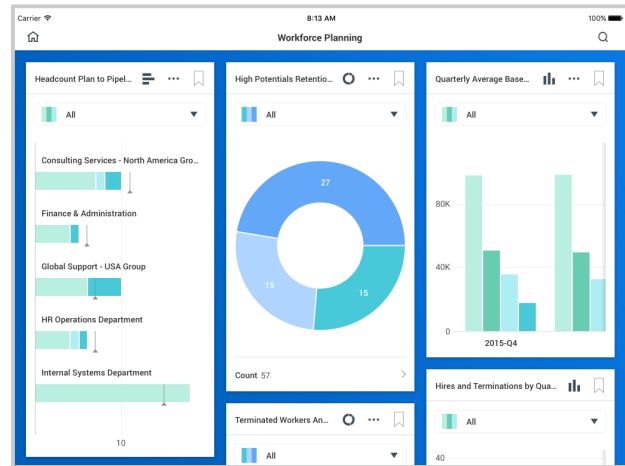
						Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Jun 2017	Jul 2017	Aug 2017	Sep 2017
1	Ledger/Summary Account	Division	Revenue Category	Currency										
2	4000 Revenue	US - Southeast	CPG	Fixed Fee Services	USD	-343,750.00	0.00	0.00	-287,500.00	0.00	-562,187.50	0.00	-287,500.00	0.00
3	4000 Revenue	US - Central	Technology	Product	USD	-2,250,000.00	0.00	-87,768.00	-715,077.00	0.00	-715,077.00	-715,077.00	-715,077.00	-715,077.00
4	4000 Revenue	US - Northeast	Financial Services	Product	USD	-152,479.63	-1,500,000.00	-1,145,080.00	-1,414,778.00	-1,414,778.00	-1,414,778.00	-1,396,560.00	-1,396,560.00	-1,396,560.00
5	4000 Revenue	US - Southeast	CPG	Product	USD	-1,875,000.00	0.00	-1,062,600.00	-894,720.00	-894,720.00	-894,720.00	-883,200.00	-883,200.00	-883,200.00
6	4000 Revenue	US - West	Technology	Product	USD	-116,487.59	-105,214.60	-89,798.00	-89,798.00	-89,798.00	-89,798.00	-89,798.00	-89,798.00	-89,798.00
7	4000 Revenue	US - West	Technology	Fixed Fee Services	USD	-265,625.00	0.00	0.00	0.00	-257,187.50	0.00	0.00	0.00	0.00
8	4000 Revenue	US - Northeast	Technology	Fixed Fee Services	USD	0.00	0.00	0.00	-517,500.00	0.00	-258,750.00	-517,500.00	0.00	0.00
9	4000 Revenue	US - Northeast	Technology	Product	USD	-203,835.61	-184,109.99	-5,553,900.00	-1,691,580.00	-1,691,580.00	-1,691,580.00	-1,699,800.00	-1,699,800.00	-1,699,800.00
10	4000 Revenue	US - Northeast	Financial Services	Warranties & Support	USD	-1,958.59	0.00	-1,958.60	-1,958.60	-1,958.60	-1,958.60	-1,958.60	-1,958.60	-1,958.60
11	4000 Revenue	US - Northeast	Financial Services	Fixed Fee Services	USD	0.00	-270,000.00	0.00	0.00	-163,875.00	0.00	-362,250.00	-461,437.50	0.00
12	4000 Revenue	US - West	Other Services	Fixed Fee Services	USD	-281,250.00	0.00	0.00	-287,500.00	0.00	0.00	-287,500.00	0.00	0.00
13	4000 Revenue	US - West	Other Services	Product	USD	-1,887,500.00	0.00	-143,500.00	-559,200.00	-559,200.00	-559,200.00	-552,000.00	-552,000.00	
14	4000 Revenue	US - Central	Technology	Fixed Fee Services	USD	-183,750.00	0.00	0.00	0.00	-301,875.00	0.00	0.00	0.00	-258,750.00
15	4000 Revenue	US - Central	CPG	Fixed Fee Services	USD	0.00	-746,250.00	0.00	0.00	-294,687.50	0.00	0.00	-474,375.00	-301,875.00
16	4000 Revenue	US - Central	CPG	Warranties & Support	USD	-7,547.17	-7,547.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00
17	4000 Revenue	US - Central	CPG	Product	USD	-60,445.59	-4,117,096.02	-554,022.00	-1,406,077.00	-1,406,077.00	-1,406,077.00	-1,387,973.00	-1,387,973.00	-1,387,973.00
18	4000 Revenue	US - Southeast	Other Services	Fixed Fee Services	USD	0.00	-1,513,750.00	-1,293,750.00	0.00	0.00	-639,687.50	0.00	0.00	-1,362,750.00
19	4000 Revenue	US - Southeast	Other Services	Product	USD	-152,733.07	-8,190,452.45	-985,950.00	-2,923,451.00	-2,923,451.00	-2,923,451.00	-2,885,610.00	-2,885,610.00	-2,885,610.00
20	5000 Cost of Sales	US - West	Other Services	Fixed Fee Services	USD	0.00	0.00	66,068.00	0.00	0.00	65,065.00	0.00	0.00	0.00
21	5000 Cost of Sales	US - Southeast	Other Services	Product	USD	169,000.00	2,395,250.00	152,348.00	760,097.00	760,097.00	760,097.00	750,311.00	750,311.00	750,311.00
22	5000 Cost of Sales	US - Northeast	Financial Services	Fixed Fee Services	USD	0.00	0.00	0.00	37,687.00	0.00	81,981.00	184,429.33	0.00	0.00
23	5000 Cost of Sales	US - West	Other Services	Product	USD	438,750.00	0.00	38,610.00	145,392.00	145,392.00	145,392.00	143,520.00	143,520.00	
24	5000 Cost of Sales	US - Central	Technology	Fixed Fee Services	USD	0.00	0.00	0.00	68,318.25	0.00	0.00	0.00	0.00	58,558.61
25	5000 Cost of Sales	US - Central	CPG	Product	USD	62,000.00	1,096,250.00	144,046.00	369,580.00	365,580.00	365,580.00	360,873.00	360,873.00	
26	5000 Cost of Sales	US - Central	CPG	Fixed Fee Services	USD	130,000.00	0.00	0.00	0.00	66,691.63	0.00	0.00	107,357.25	68,318.25
27	5000 Cost of Sales	US - Southeast	Other Services	Fixed Fee Services	USD	0.00	0.00	292,792.50	0.00	0.00	144,769.63	0.00	0.00	308,406.11
28	5000 Cost of Sales	US - Southeast	CPG	Fixed Fee Services	USD	0.00	0.00	0.00	65,065.00	0.00	153,756.63	0.00	0.00	0.00
29	5000 Cost of Sales	US - West	Technology	Fixed Fee Services	USD	0.00	0.00	0.00	53,678.63	0.00	0.00	0.00	0.00	0.00
30	5000 Cost of Sales	US - Northeast	Financial Services	Product	USD	0.00	390,000.00	817,721.00	387,842.00	387,842.00	387,842.00	363,106.00	363,106.00	363,106.00
31	5000 Cost of Sales	US - Central	Technology	Product	USD	603,720.00	603,720.00	28,420.00	185,920.00	185,920.00	185,920.00	183,520.00	183,520.00	
32	5000 Cost of Sales	US - Southeast	CPG	Product	USD	487,500.00	0.00	278,276.00	232,627.00	232,627.00	232,627.00	229,632.00	229,632.00	229,632.00
33	5000 Cost of Sales	US - West	Technology	Product	USD	356,628.00	16,640.00	23,337.00	23,337.00	23,337.00	23,337.00	23,337.00	23,337.00	23,337.00
34	5000 Cost of Sales	US - Northeast	Technology	Product	USD	0.00	0.00	1,444,014.00	439,811.00	439,811.00	439,811.00	434,148.00	434,148.00	434,148.00

This table is up to date.

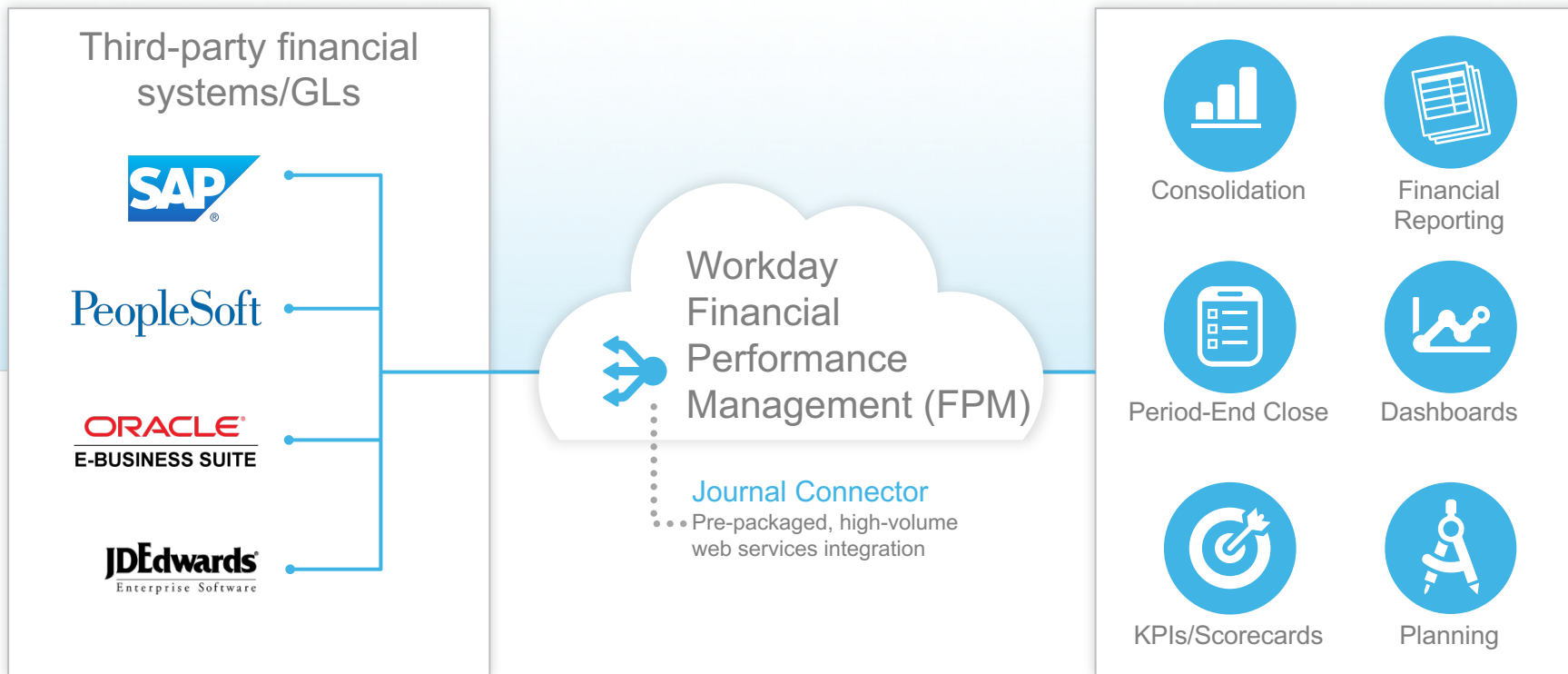
FCST | Consol US PBL | N A PBL | Revenue | Consol Canada PBL | Assumptions | Salary Detail | Headcount

Comments

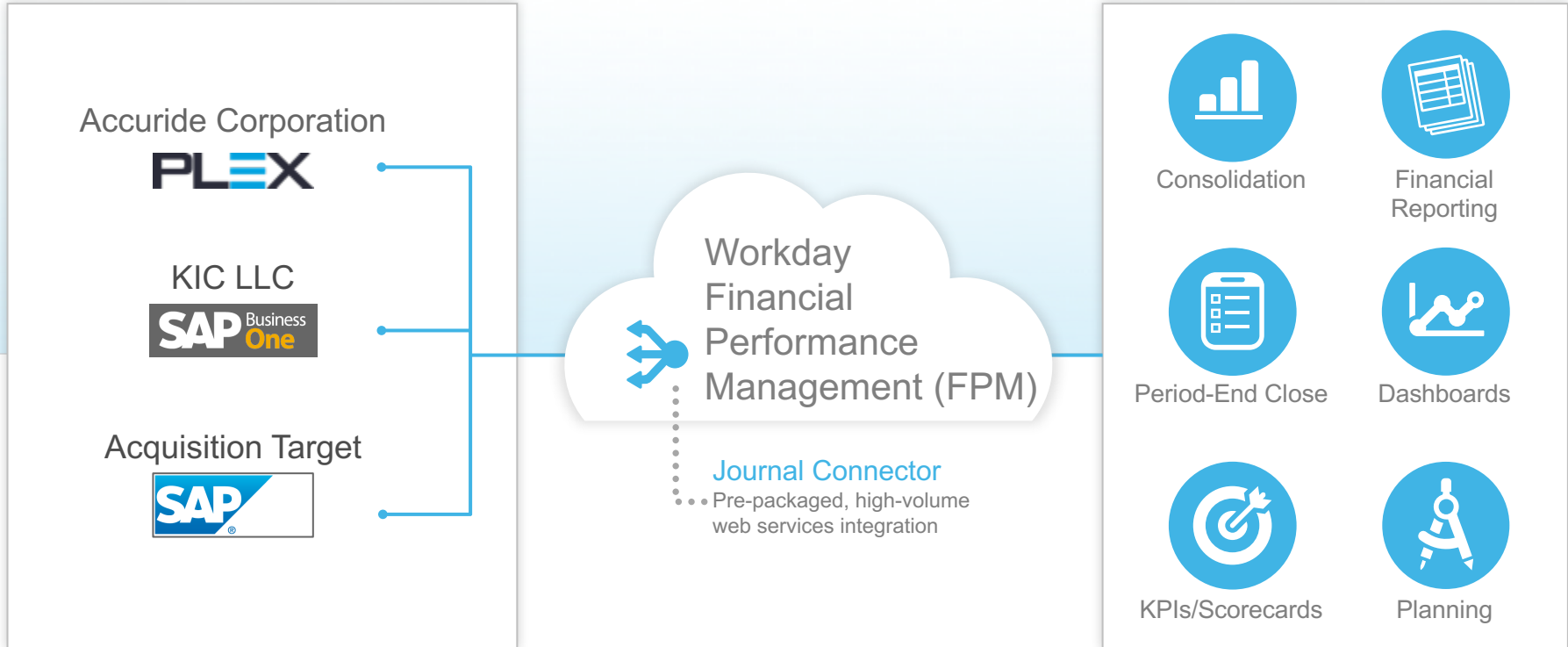
Share



# Workday Financial Performance Management



# Accuride's Workday FPM Deployment

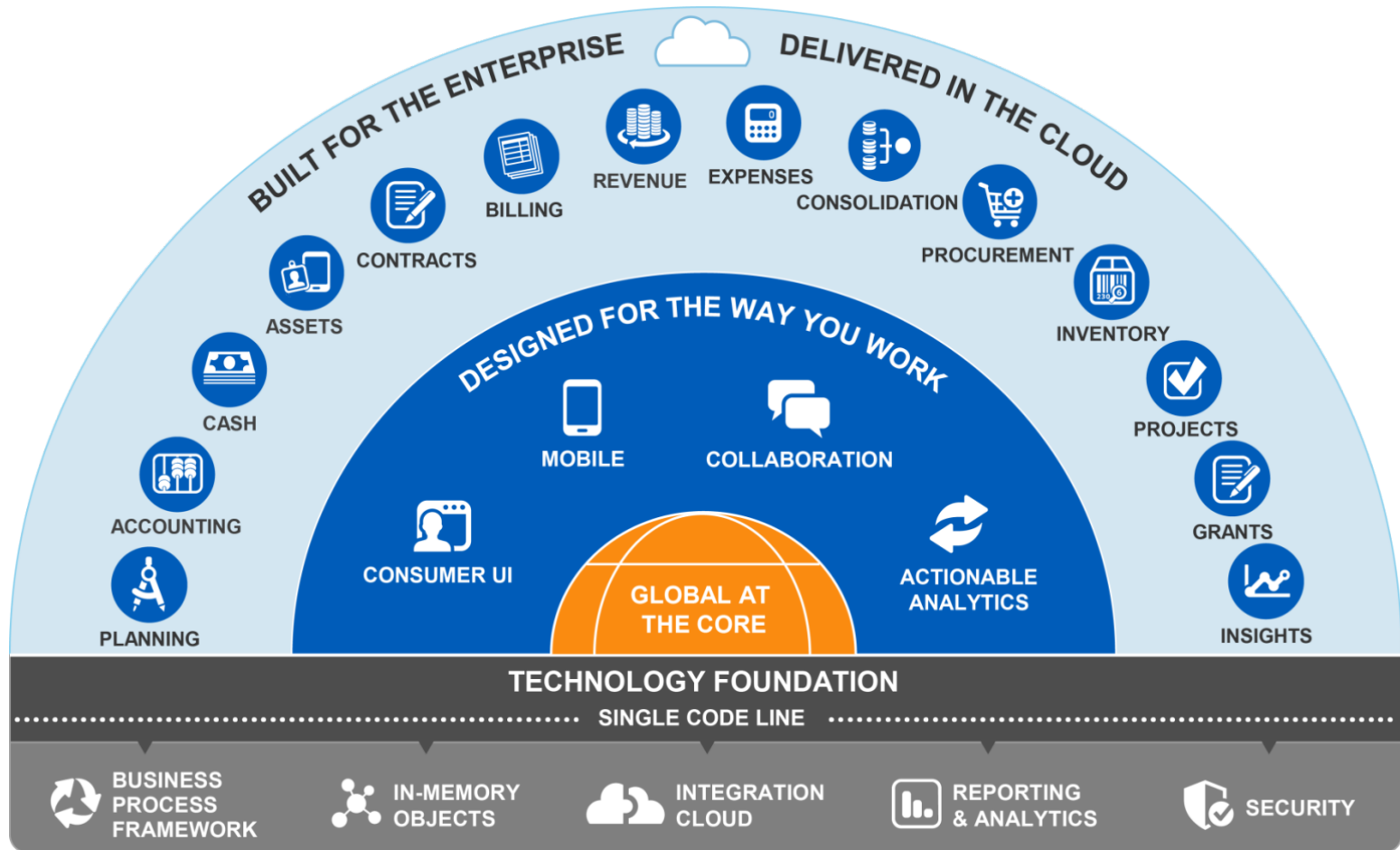






## Product Strategy

# Workday Financial Management



# Key Investment Themes



Industry



Global



Planning &  
Analytics

# Industry Influenced

## Professional and Business Services



### Key Focus Areas:

- Project Management
- Resource Management
- Time and Expense Tracking
- Project Billing
- Project Accounting

## Software and Technology



### Key Focus Areas:

- Integration to Salesforce
- Advanced Revenue Recognition
- Renewals
- Order Capture and Fulfillment Tracking

## Financial Services & Insurance



### Key Focus Areas:

- Advanced Allocations
- Average Daily Balance

## Healthcare



### Key Focus Areas:

- Materials Management

## Hospitality



### Key Focus Areas:

- Supplier Portal
- Asset Management

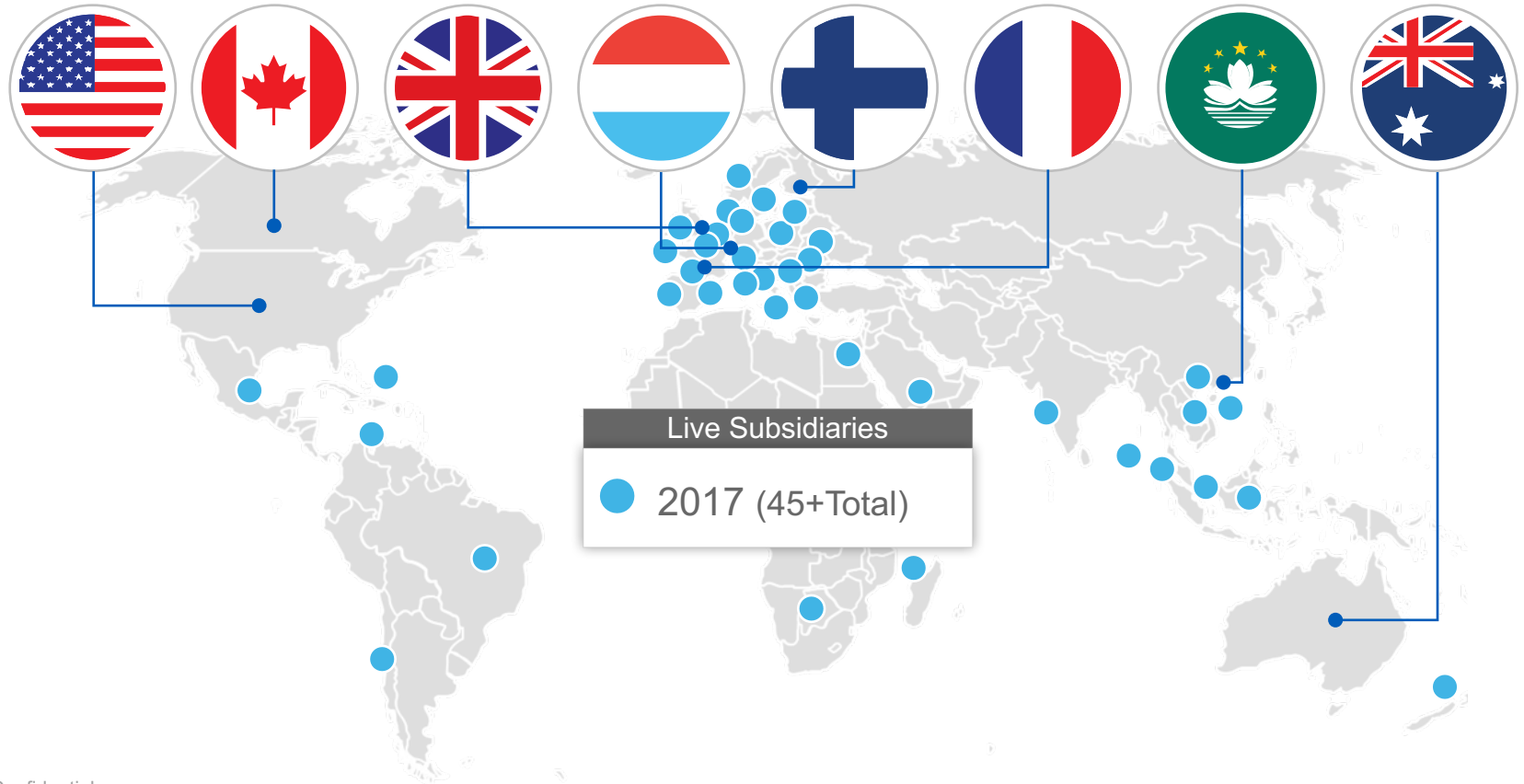
## Education, Government, and Not for Profit



### Key Focus Areas:

- Grants
- Endowment Accounting
- Commitment Accounting

# Financials Customers Live Globally



# Key Takeaways

- 1 Early market leader in large and rapidly expanding cloud financials market
- 2 Key adoption catalysts supported by multiple product entry points
- 3 Moving up market with growing list of referenceable customers
- 4 Investment in product innovation to drive global and industry specific opportunities
- 5 Well-positioned to gain share as market accelerates adoption curve over next 5 years



Built for the future.®

Q&A



workday

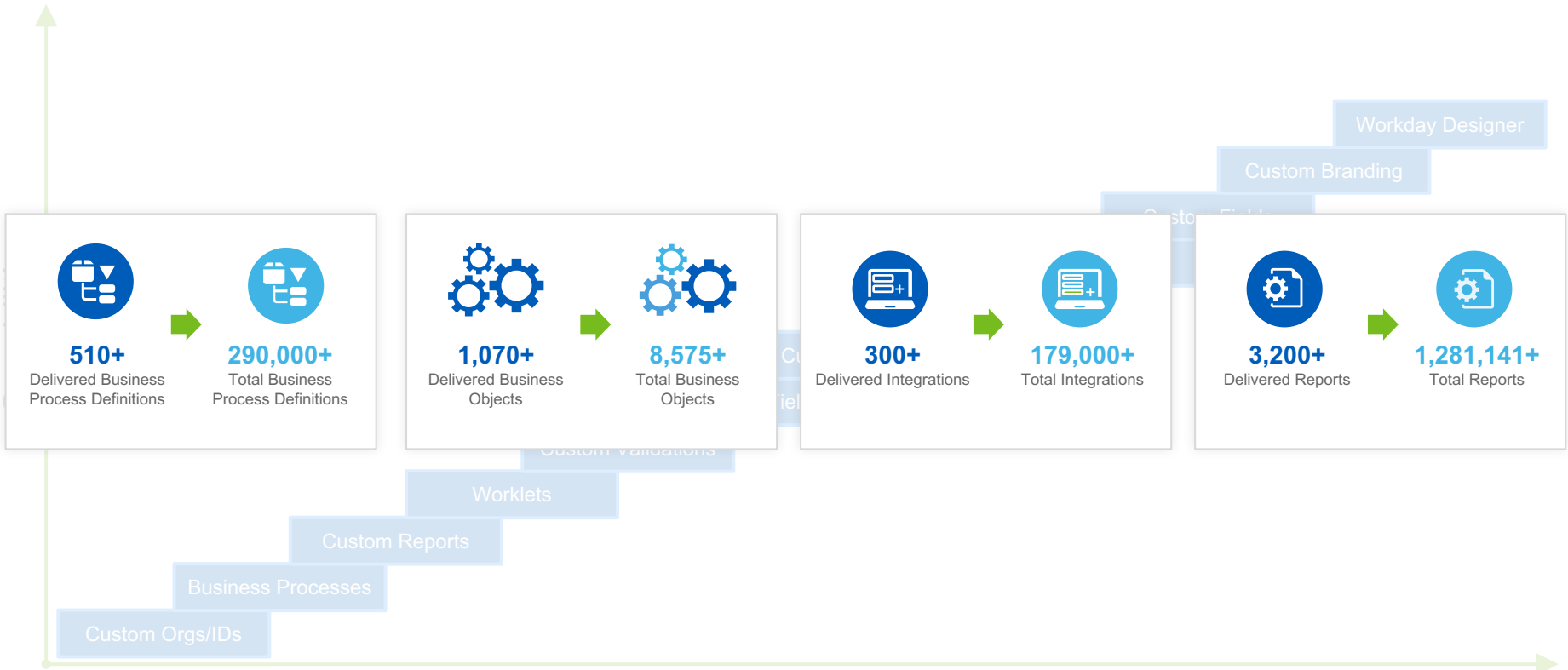
Built for the future.®





The Workday Cloud Platform

# Extensibility Journey



# The Workday Cloud Platform



Open Platform



Open APIs



Open Dev Site



Open Data



Open Community

# Workday Cloud Platform Services

## Application Services



Workday  
Human Capital  
Management



Workday  
Financial  
Management

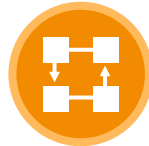


Workday  
Student

## Technology Services



Presentation  
Services



Workflow



Conversation  
Services



Data and  
Analytics

## Core Services



Application  
Lifecycle



Data  
Modeling

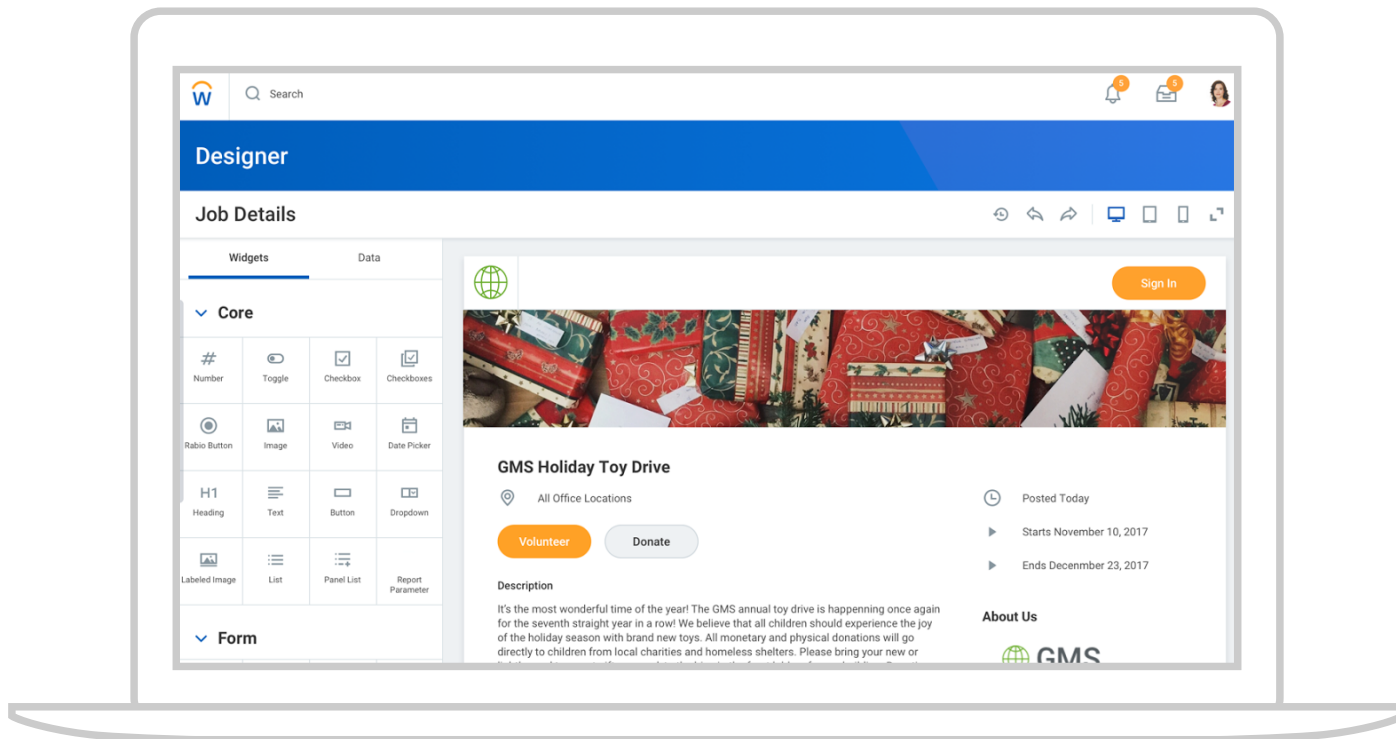


Integration

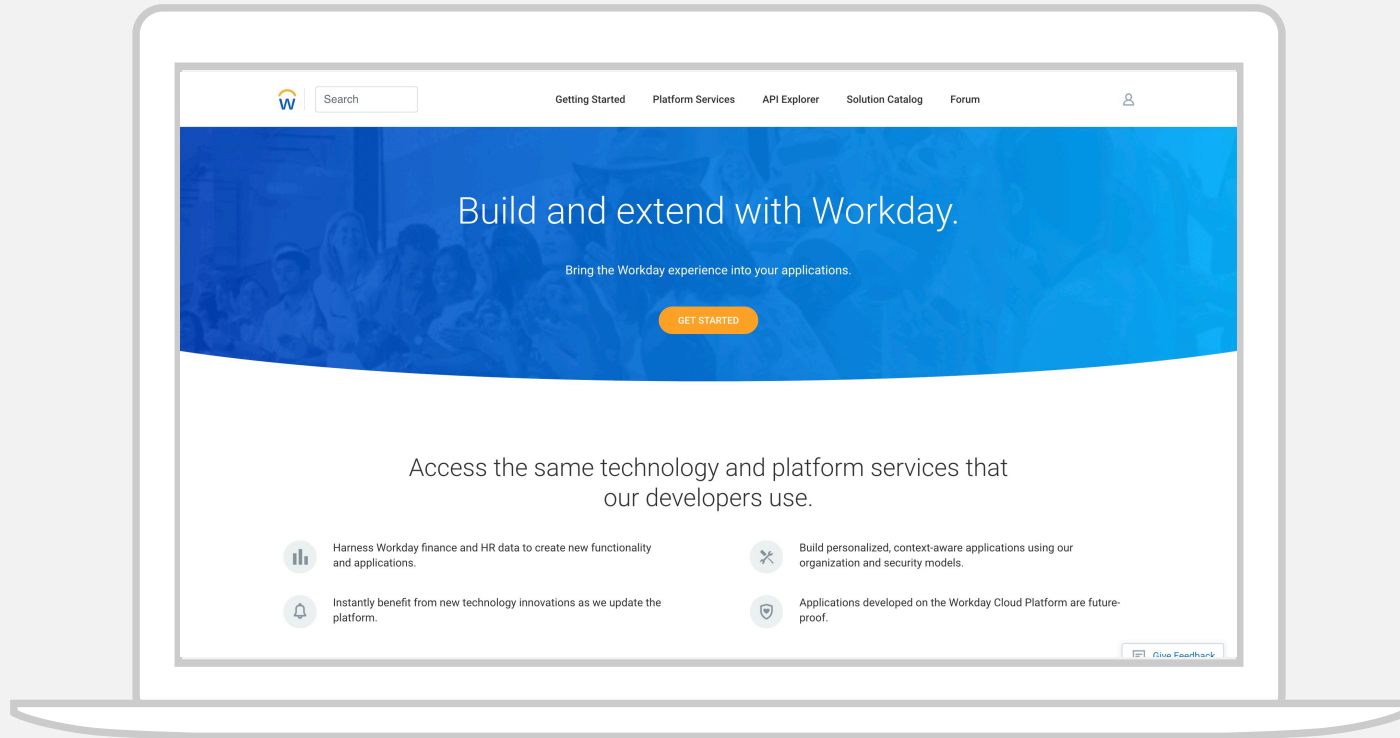


Security

# Workday Designer



# Developer Site

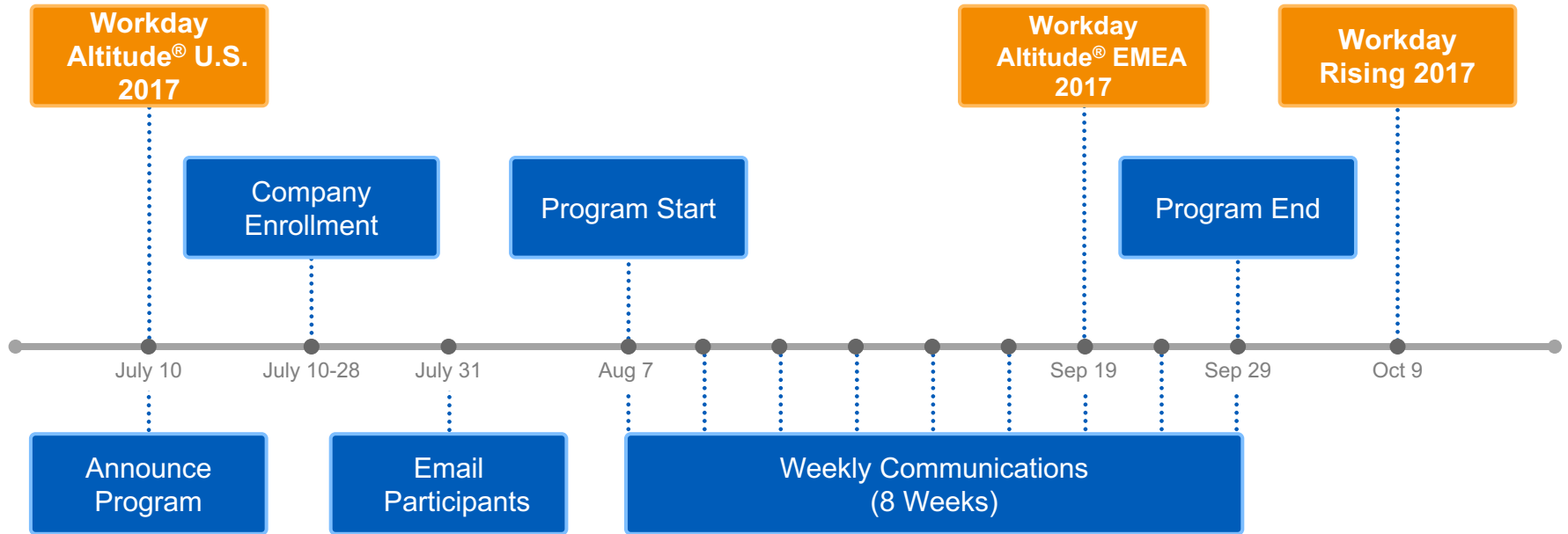




# HACKATHON

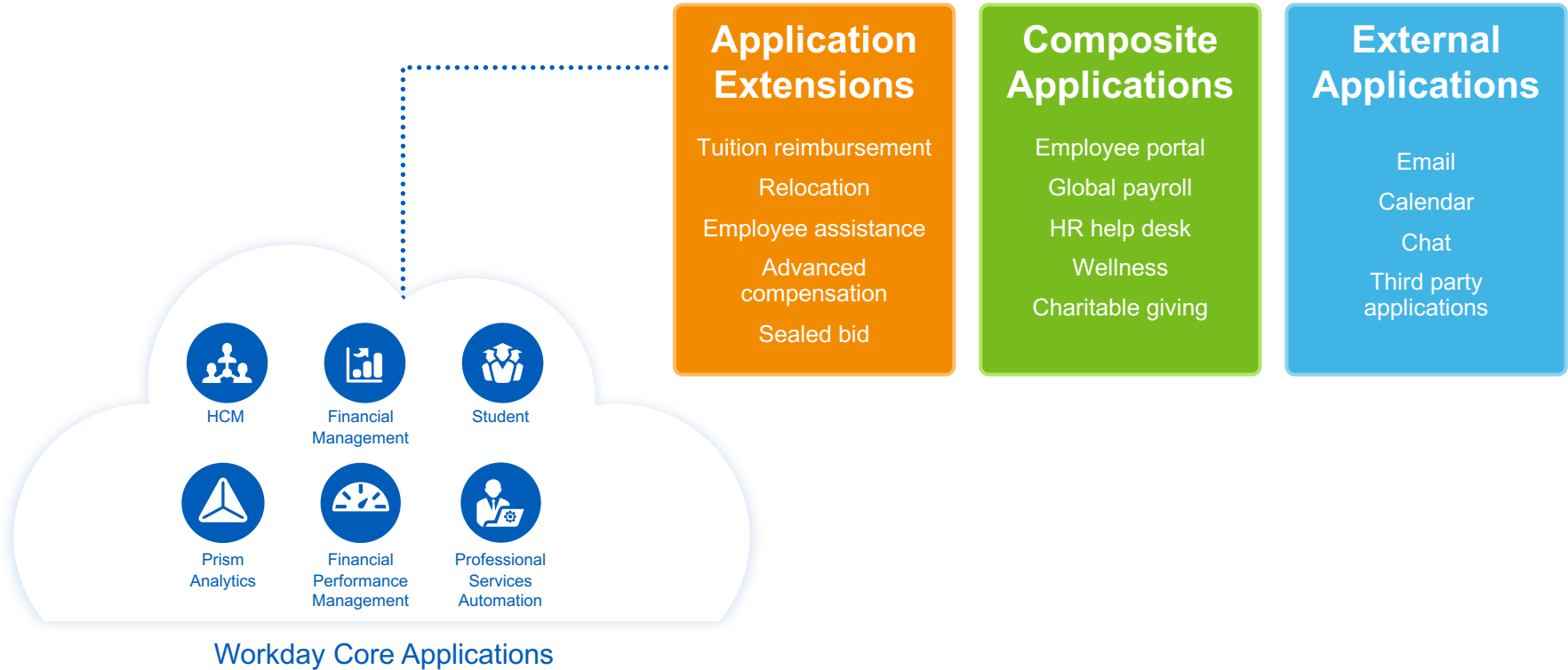


# Developer Program Timeline



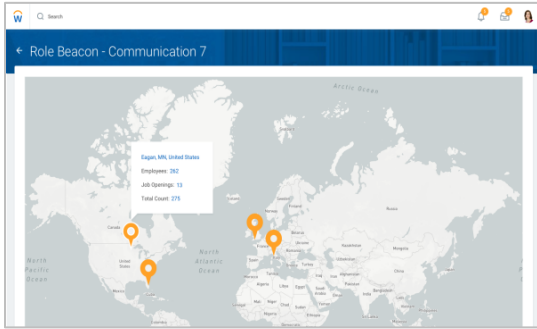


# Application Use Cases



# Early Adopter Program Examples

## Talent Mobility



## Supplier Requisitions

Create PO Request

Supplier Information

Name: \_\_\_\_\_ Supplier: \_\_\_\_\_  
 Company: \_\_\_\_\_ Address: \_\_\_\_\_  
 PO#: \_\_\_\_\_  
 Location: \_\_\_\_\_  
 Business Unit: \_\_\_\_\_

Line Items

Line	Item	Qty	Unit	Project	Region
1					

Powered by Workday Cloud Platform

## ID Services

Manage Badge Application Statuses

Active ID Card Requests

Name	Status	Single	Action
Billy Liu	100 Point Check		Approve
Melva Corbin	Background Check		Reject
Chad Anderson	Payment Processing		Approve
Alan Reynolds	Background Check		Approve
Wendy Kasper	Payment Processing		Approve

## Peer-to-Peer Feedback

Feedback Received

Logan McNeil

Get Feedback

Feedback Received	Date	From	Question	Feedback	Badge
Q	06/17/2015	Marcus Hansen	Your strategic presentation on new opportunities for our corporate learning and development was critical and timely to enhance our skill future skill gaps and improve our leadership pipeline and employee engagement.		
Q	10/20/2012	Other Reynolds	You and your team continue to impress. Keep up the good work!		Original
Q	10/20/2010	Marcus Hansen	How was the level of service I provided during the first half of 2010 to your organization?	Thank you for giving me the top quality candidates for my consulting organization. Great job in 2010 to your organization!	
Q	10/20/2010	Marcus Hansen	How was the level of service I provided during the first half of 2010 to your organization?	Your meticulous attention to detail has been consistent year over year. I appreciate the work that you do for my organization.	

## Employee Portal

Welcome to our knowledge base.

Visit the frequently asked questions below or enter your search below:

Frequently Asked Questions Categories

- Data Privacy FAQs
- Gifts and Business Entertainment FAQs
- Travel and Expenses FAQs
- Anti-Harassment FAQs
- Vacation and Time-off FAQs

## Safety Services

Workday Safety Connect

Welcome to the Workday Safety Connect

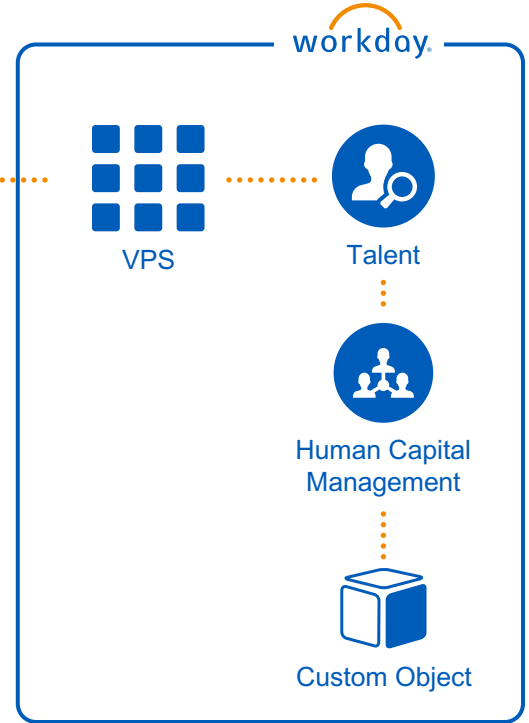
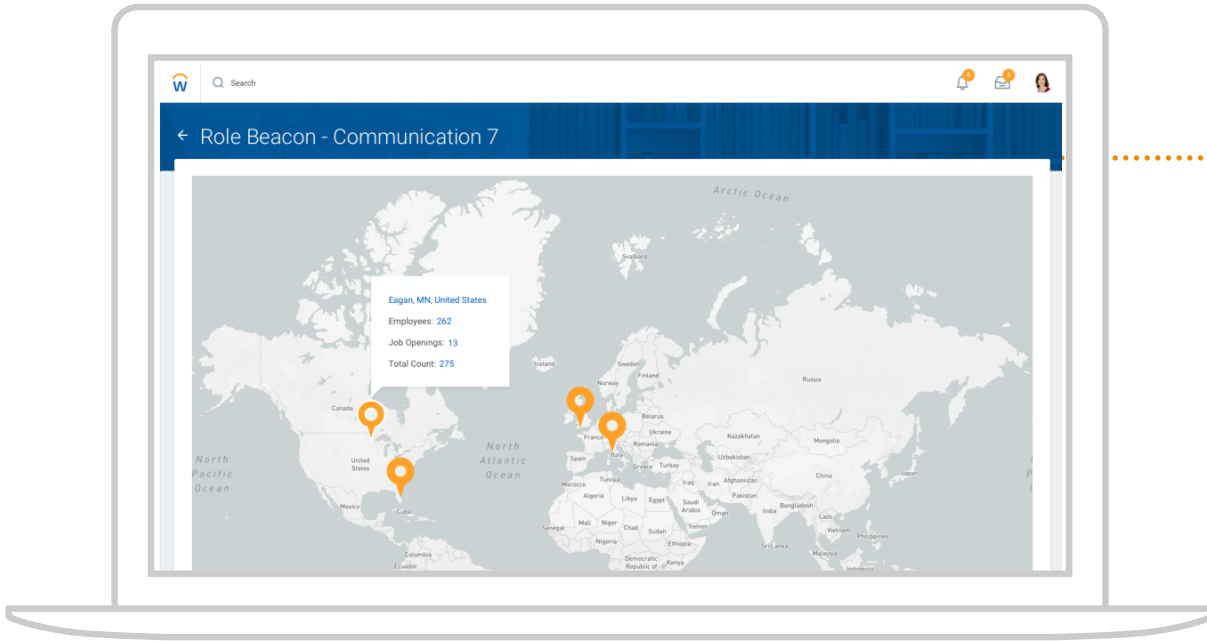
Use this tool in the event of an emergency to make sure your personnel are safe.

- Target Specific Locations
- Account for multiple incidents by filtering incident type
- Send Check-in notifications to end user's mobile applications.

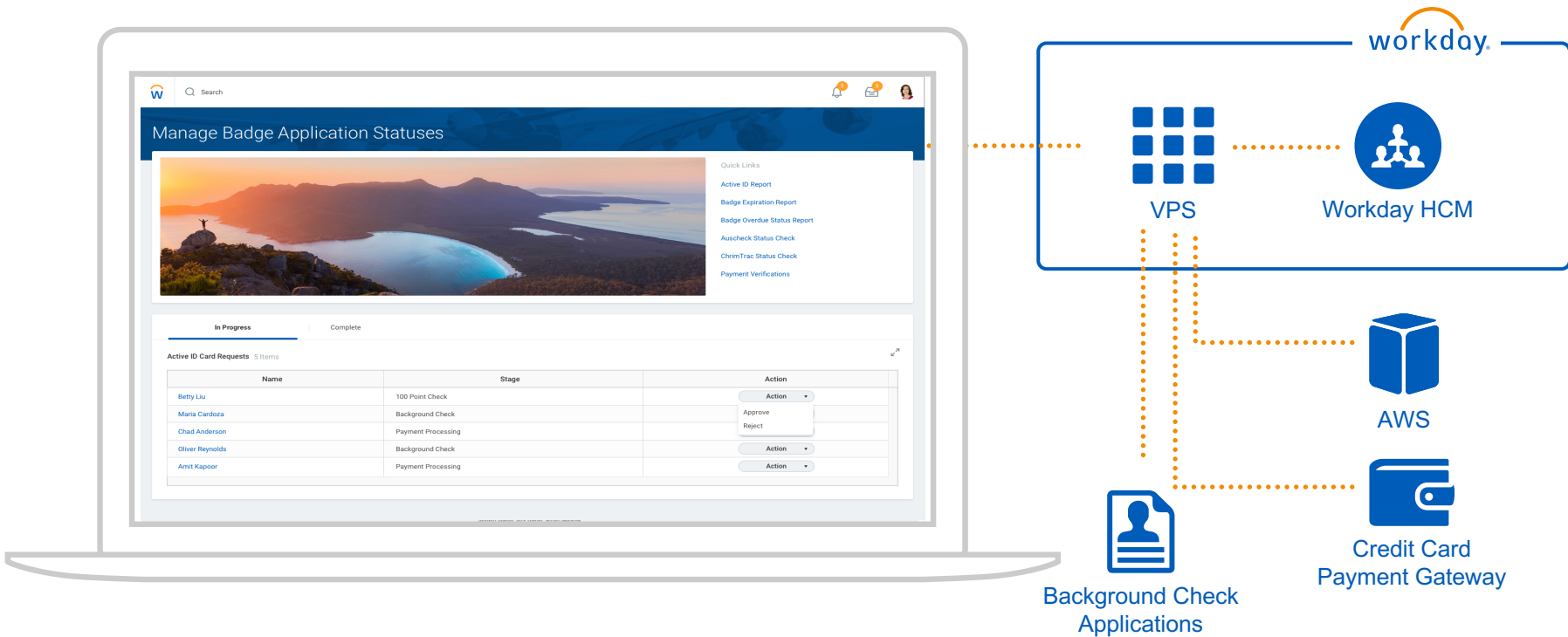
Safety Incident

Powered by Workday Cloud Platform

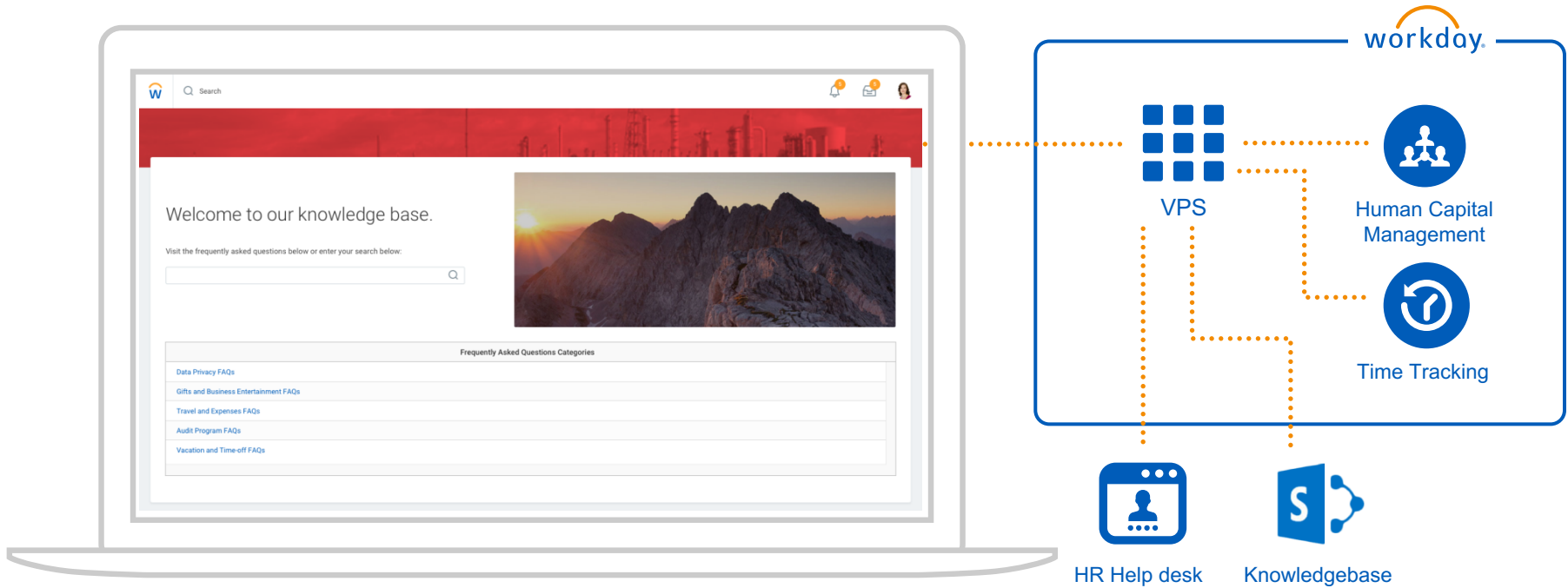
# Talent Mobility



# ID Services



# Employee Portal



# Product Roadmap

30

31

Early Adopter Program

Limited GA

Partner Developer Program

## Application

- **Workday Financial Management (8):** Expenses, Procurement, Revenue, Projects
- **Workday Human Capital Management (16):** Core HR, Recruiting, Talent, Payroll, Time
- **Workday Student (4):** Curriculum, Financials, Records

## Technology

- **Presentation Services:** VPS
- **Workflow:** Phase I
- **Conversation Services:** Talk
- **Data & Analytics:** Time Series Forecasting Model

## Core

- **Application Lifecycle:** Phase I
- **Data Modeling:** Extension Objects
- **Integration:** Outbound Webhooks, api.workday.com
- **Security:** Authentication, User Management

## Application

- **Workday Financial Management (24+):** Expenses, Procurement, Revenue, Projects
- **Workday Human Capital Management (50+):** Core HR, Recruiting, Talent, Payroll, Time
- **Workday Student (6+):** Curriculum, Financials, Records, Housing

## Technology

- **Presentation Services:** Designer
- **Workflow:** Phase II
- **Conversation Services:** Workday Bot
- **Data & Analytics:** Workday Query Language Phase I

## Core

- **Application Lifecycle:** Phase II
- **Data Modeling:** Stand Alone Objects
- **Integration:** Inbound Webhooks
- **Security:** Custom Domains Phase I



Q&A



workday

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## Workday Analytics Update

# Agenda



Workday Analytics Update and Overview

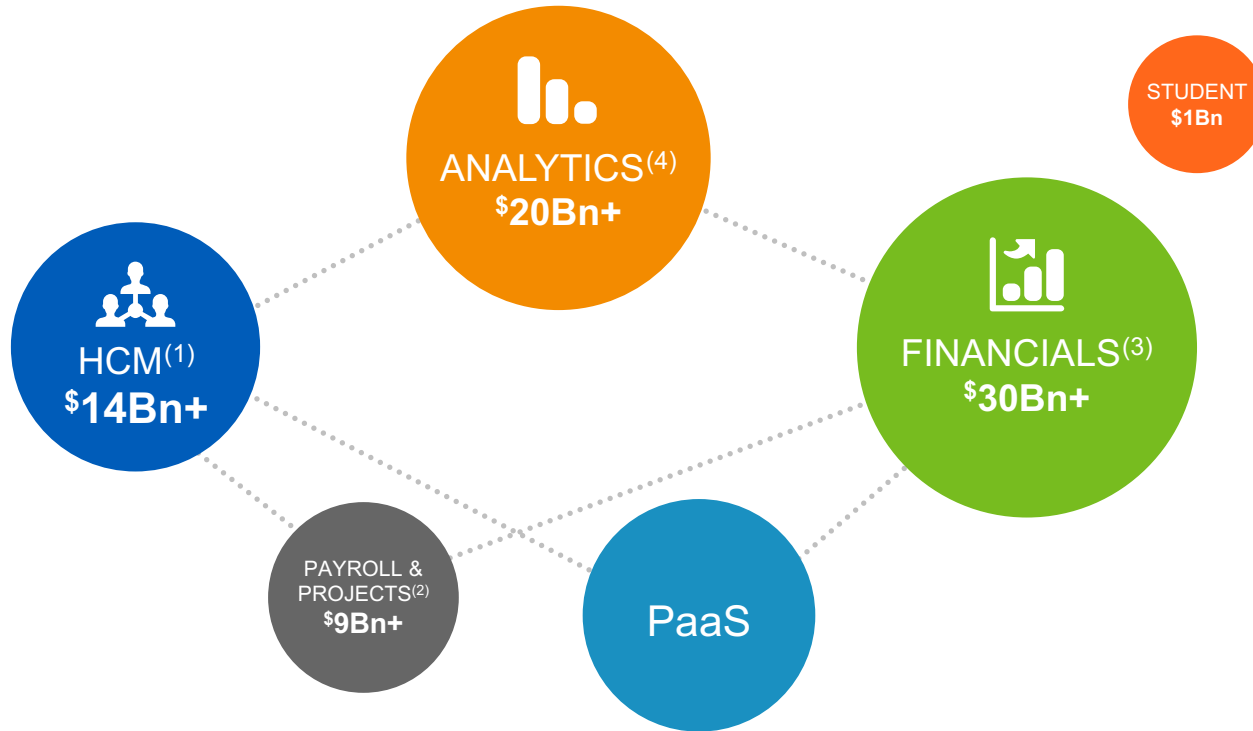


Workday Prism Analytics



Analytics Strategic Focus

# Large \$74Bn+ Opportunity



Sources:  
(2017 estimates,  
newly GA products  
highlighted in orange)

(1) Human Capital Management Applications from IDC WW HCM & Payroll Applications Forecast, 2017-2021 (June 2017) #US42766017  
(2) Payroll Applications from report above and Project & Portfolio Management from IDC WW ERM Applications Forecast, 2017-2021 (June 2017) #US42827617

(3) Financial Applications and Procurement from IDC WW ERM Apps Forecast, 2017-2021 (July 2017) #US42830016  
(4) Financial Perf & Strategy Mgmt Apps + Workforce Analytic Apps + BI & Analytics Tools from IDC WW Business Analytics Software Forecast, 2016-2020 (Aug 2016) #US41655216

# Workday Strategic Focus

Back-Office  
Administrators

Employees  
and Managers

Business  
Users

## Core Administrative Systems

HR and Financials  
Records, Compliance,  
and Core Processing

## Strategic Enterprise Administration Systems

Strategic HR and  
Financials Processes

## Business Management Solutions

Planning and Analytics

Predict | Alert | Recommend |  
Trend Compare and  
Benchmark | Model

# Insights Built Into Applications

W Search 🔔 1 📧 3 👤

**← Consolidated Income Statement** 📄 🖨️

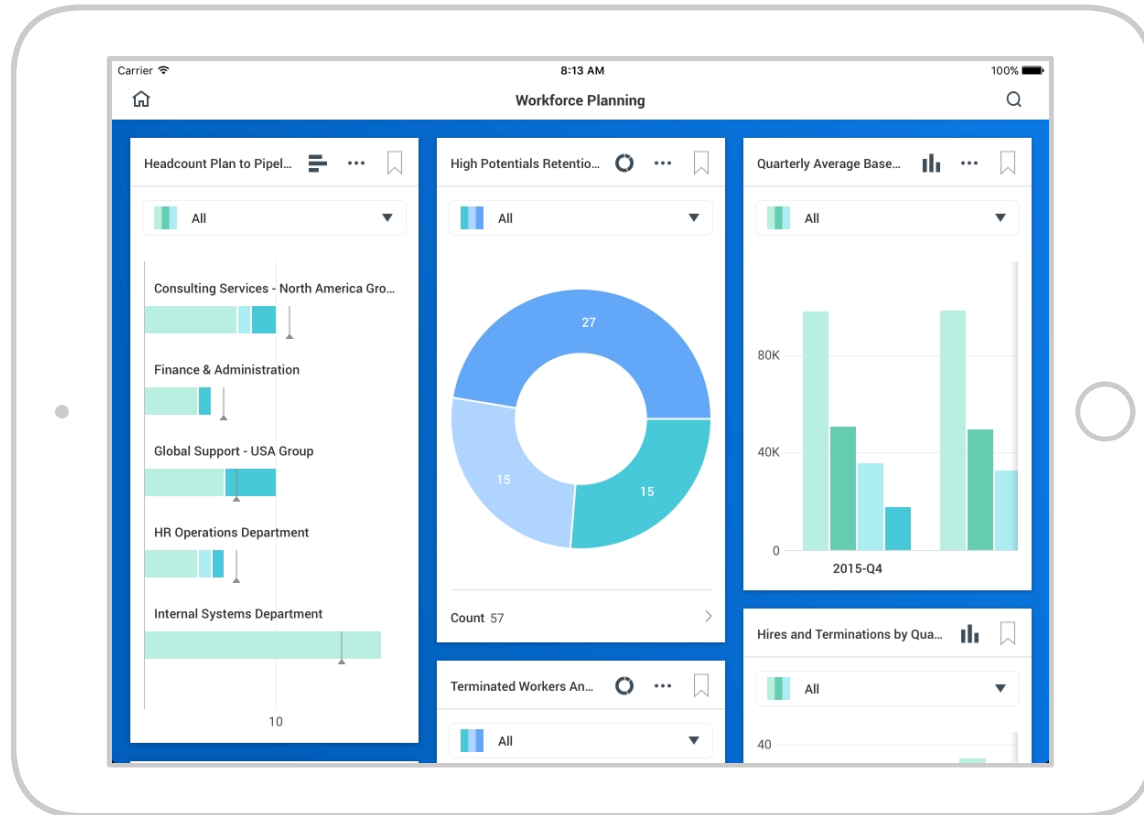
Company **ICON Consolidation - Corporate** Translation Currency **USD**

Period **2012 - Dec** Account Translation Rule Set **Consolidations**

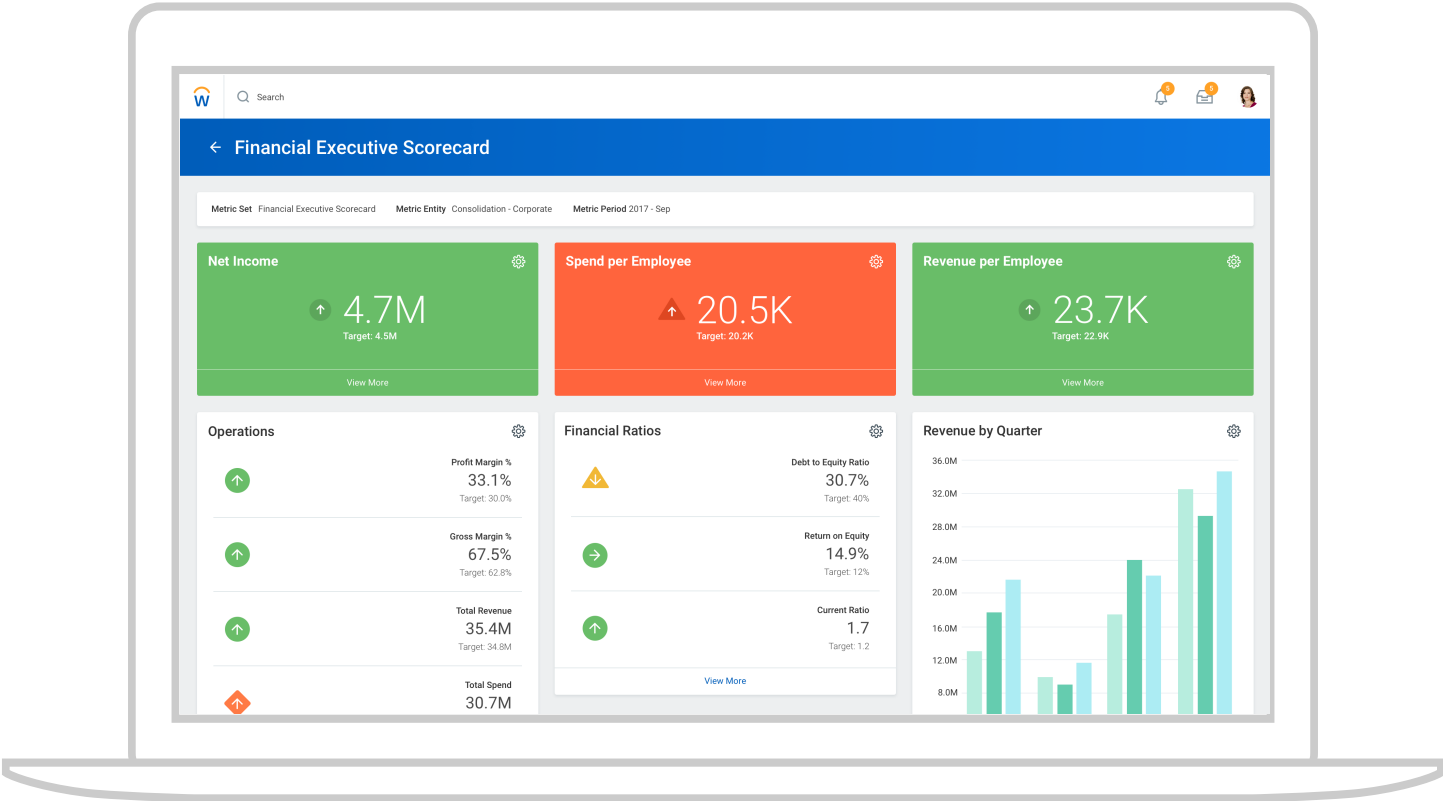
19 Items 📄 📄 📄 📄

	200.2 Global Modern Services Ltd. (India)	200.3 Global Modern Services LTD (Hong Kong)	200.7 Global Modern Services Ltd. Co. (Philippines)	200.9 Global Modern Services Pty. Ltd. (Australia)	301.1 Global Modern Services, PLC (U.K.)	301.10 Global Modern Services GmbH (Germany)	301.3 Global Modern Services BV (Netherlands)	400.1 Global Modern Services S.A. de C.V. (Mexico)	500.1 Global Modern Services, Inc. (USA)	500.2 Global Modern Services, Ltd (Canada)	500.3 Green Planet Solutions, Inc. (USA)
Total Revenue	22,331,250.00	6,220,000.00	0.00	704,500.00	562,500.00	645,000.00	503,750.00	6,903,000.00	9,624,515.61	938,150.00	1,608,750.00
Cost of Sales	6,699,375.00	1,866,000.00	0.00	211,350.00	196,875.00	193,500.00	176,310.00	2,416,050.00	2,623,600.00	328,350.00	514,800.00
<b>Gross Profit</b>	<b>15,631,875.00</b>	<b>4,354,000.00</b>	<b>0.00</b>	<b>493,150.00</b>	<b>365,625.00</b>	<b>451,500.00</b>	<b>327,440.00</b>	<b>4,486,950.00</b>	<b>7,000,915.61</b>	<b>609,800.00</b>	<b>1,093,950.00</b>
Salary & Benefits	540,104.51	126,855.20	15,199.04	43,623.65	81,109.77	32,820.38	23,548.24	893,437.38	0.00	0.00	0.00
Contingent Labor Expense	543,480.00	0.00	58,800.00	0.00	6,840.00	3,572.00	0.00	19,000.00	39,040.00	0.00	0.00
Facilities & Rent	68,331.13	16,392.14	20,000.00	3,996.20	5,822.84	2,195.92	2,090.60	59,481.01	132,026.83	20,034.72	8,460.98
Sales & Marketing	0.00	0.00	0.00	0.00	50,000.00	0.00	30,000.00	0.00	0.00	50,000.00	50,000.00
General & Administrative	2,500.00	0.00	0.00	55.00	0.00	0.00	0.00	2,500.00	10,903.00	0.00	86.00

# Insights Built Into Applications



# Insights Built Into Applications



# Top questions for every business leader.



What is the financial health  
of my business?

How do we identify our best  
teams and future leaders?

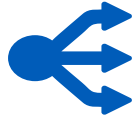
How can we plan for, and nimbly  
respond to, the future?



# Workday Analytics



System  
of Record



System  
of Action



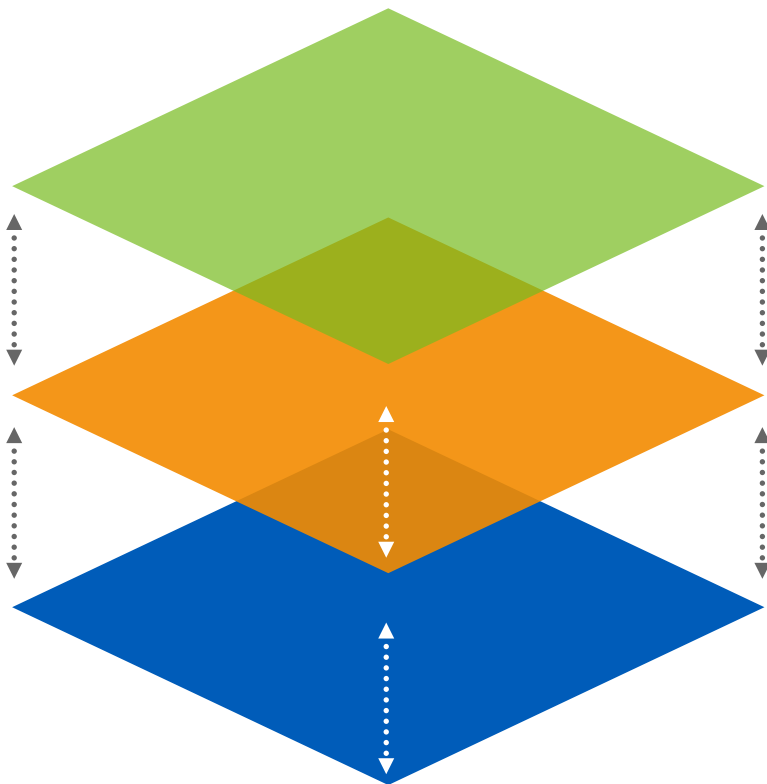
System of  
Engagement



System  
of Insight

Better business decisions with the Power of One.

# Workday Analytics Stack



## Our Applications

---

Workday Human Capital Management, Workday Financial Management, Workday Student, Workday Planning, Workday Prism Analytics

## Our Services

---

Reports, Dashboards, Scorecards, Data Discovery, Worksheets, Benchmarks

## The Foundation

---

Data Integration, Data Preparation, Data Governance, Data-as-a-Service, Machine Learning

# Agenda



Workday Analytics Update and Overview



Workday Prism Analytics



Analytics Strategic Focus

# State of Workforce and Financial Analytics

## Workforce and Financial Data in Workday



## Other Important Data in Silos



EDW ETL Spreadsheets Data Prep Business Intelligence

Cumbersome | Insecure | Unreliable

# Introducing Workday Prism Analytics



Data Integration



Data Preparation



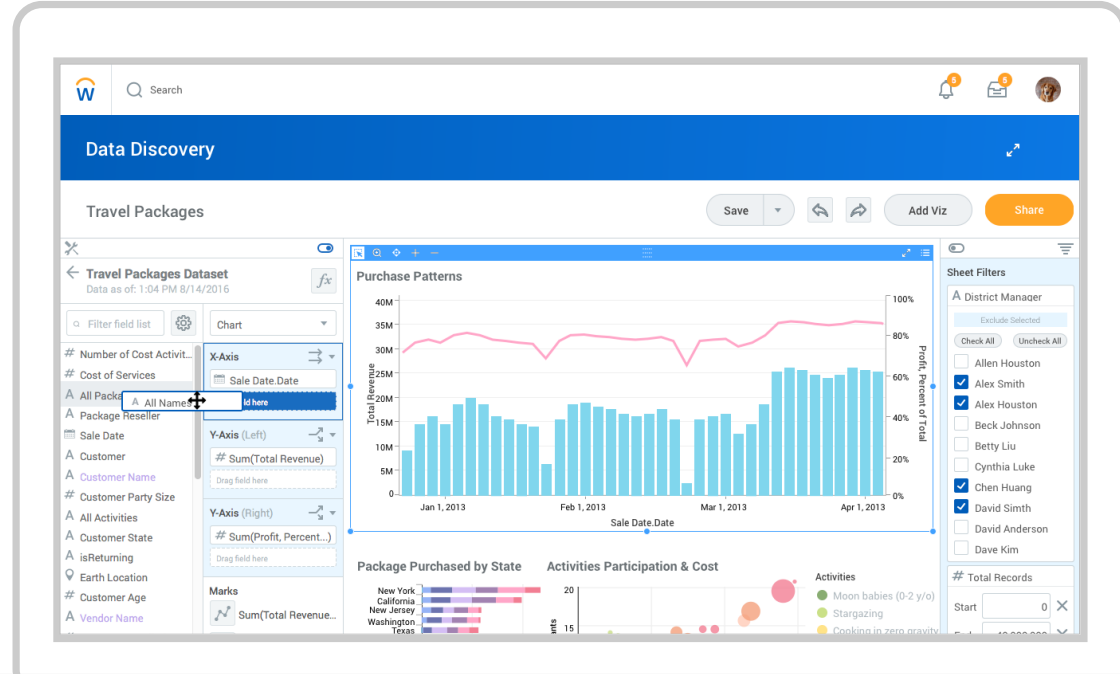
Data Governance



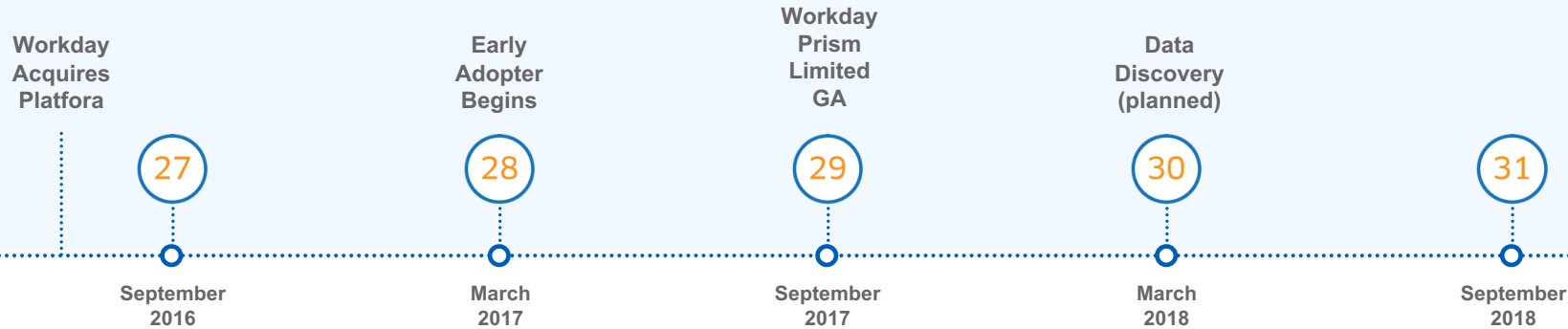
Reports & Dashboards



Data Discovery 30



# Workday Prism Analytics Evolution

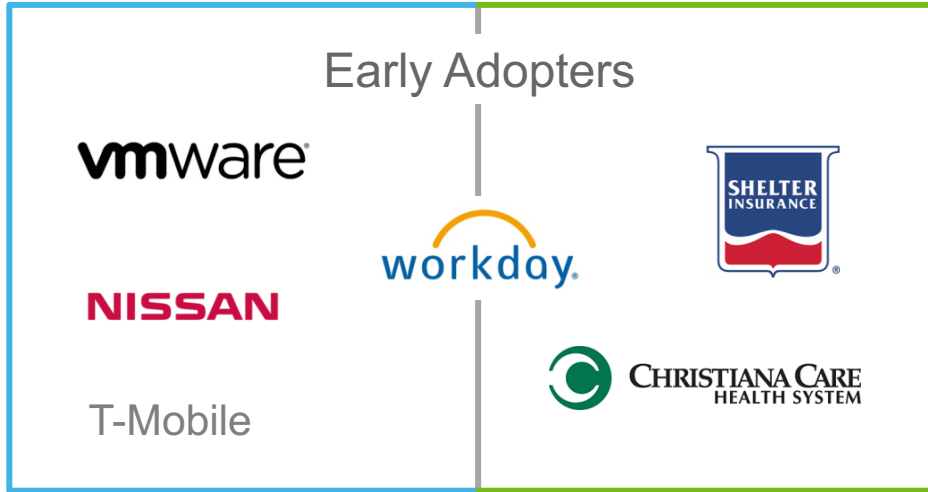


- Code branched in August 2016
- Platfora customers gracefully sunsetting use, assisted by Platfora/Workday
- Workday Prism Analytics LGA September 2017
- >95% of Platfora development team retained; Growing to 120 in CY2018

# Workday Prism Analytics Design Partners

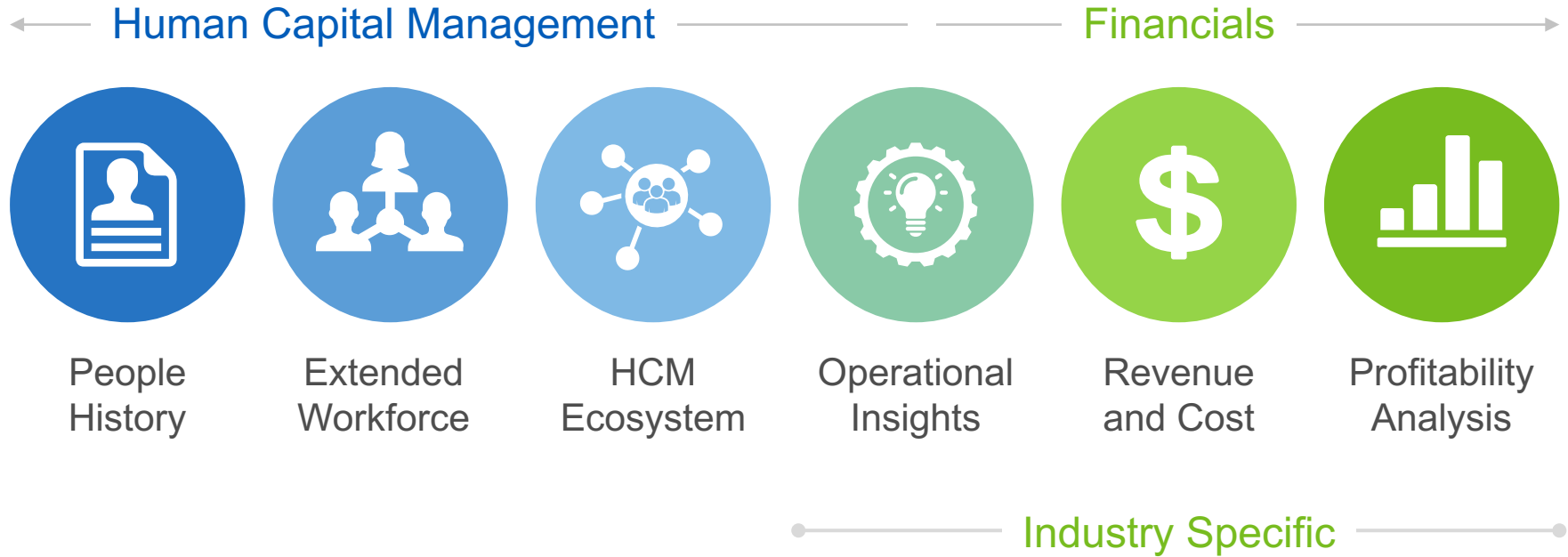
Workday Human Capital Management

Workday Financial Management



23 Design Partners, 6 Early Adopters, 13 Industries

# Answers Across the Workforce and Financial Spectrum





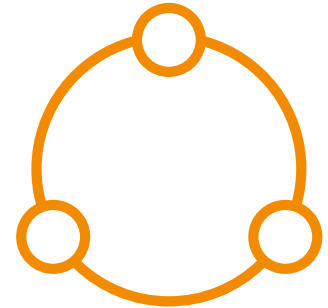
# Workday Prism Analytics Differentiation



**Security**



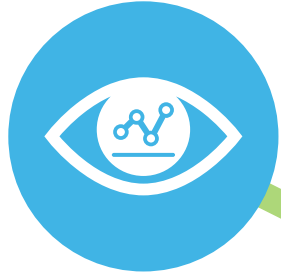
**Distribution**



**Experience**

# Strategic Analytics Investments

Augmented  
Analysis  
AI and Machine Learning



Power of One  
Unified Applications  
and Services



Analytics  
Applications  
Platform





Built for the future.®

Q&A



workday

Built for the future.®



World-Class Field Organization  
Focused on Growth

# Agenda



Driving Global Growth

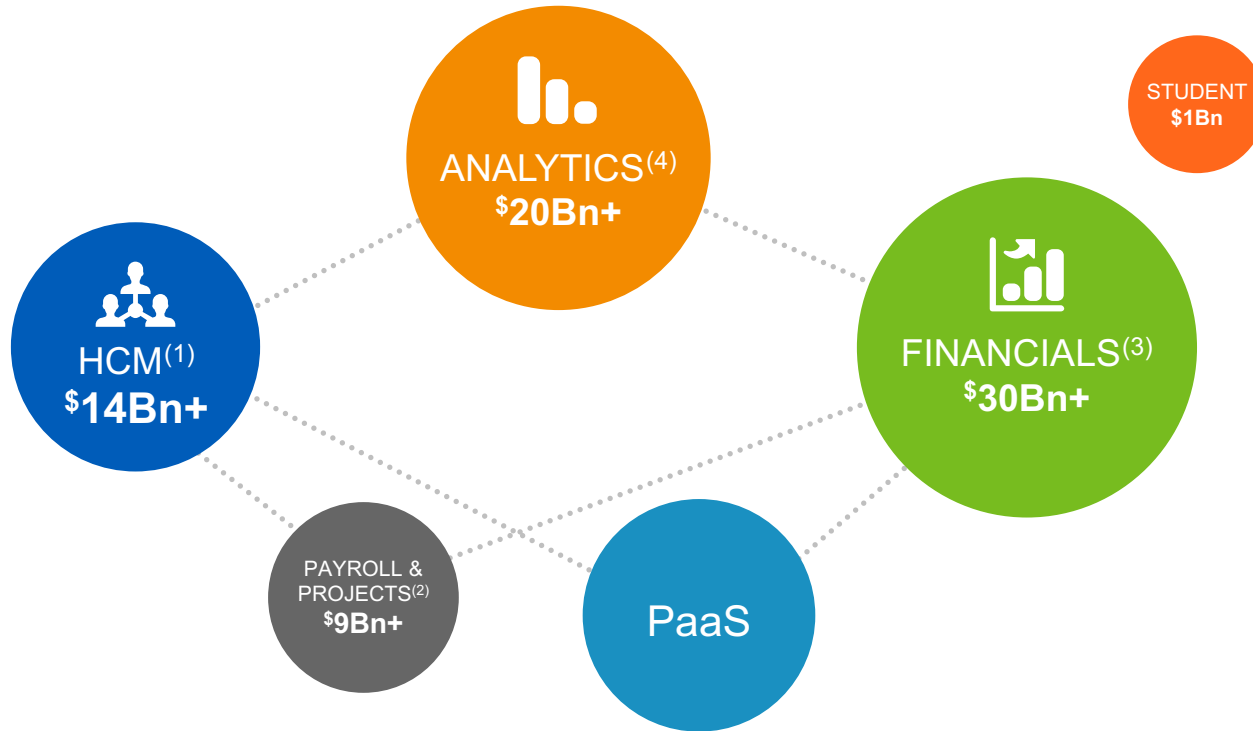


Effective Go to Market Across Geos and Segments



Strong Competitive Position

# Large \$74Bn+ Opportunity

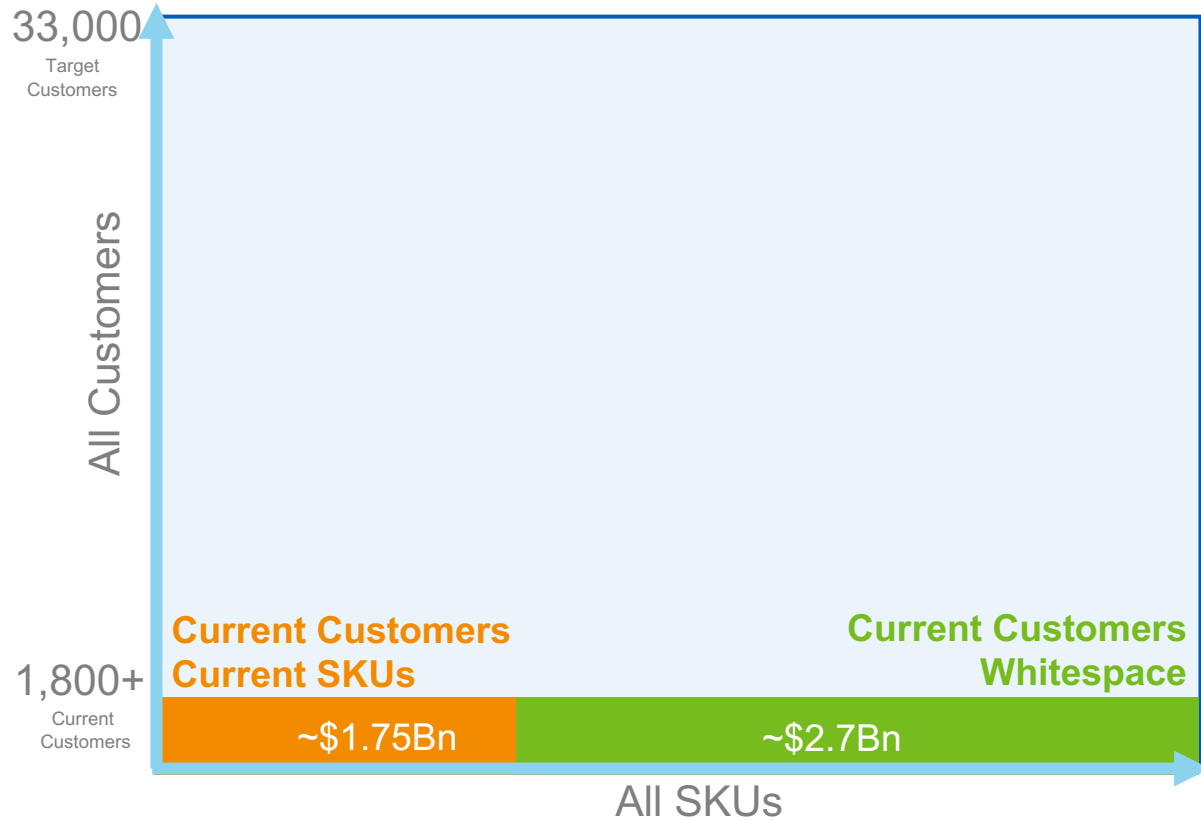


Sources:  
(2017 estimates,  
newly GA products  
highlighted in orange)

(1) Human Capital Management Applications from IDC WW HCM & Payroll Applications Forecast, 2017-2021 (June 2017) #US42766017  
(2) Payroll Applications from report above and Project & Portfolio Management from IDC WW ERM Applications Forecast, 2017-2021 (June 2017) #US42827617

(3) Financial Applications and Procurement from IDC WW ERM Apps Forecast, 2017-2021 (July 2017) #US42830016  
(4) Financial Perf & Strategy Mgmt Apps + Workforce Analytic Apps + BI & Analytics Tools from IDC WW Business Analytics Software Forecast, 2016-2020 (Aug 2016) #US41655216

# A Different View of Our Opportunity





# Sales Deployment Model



Regions



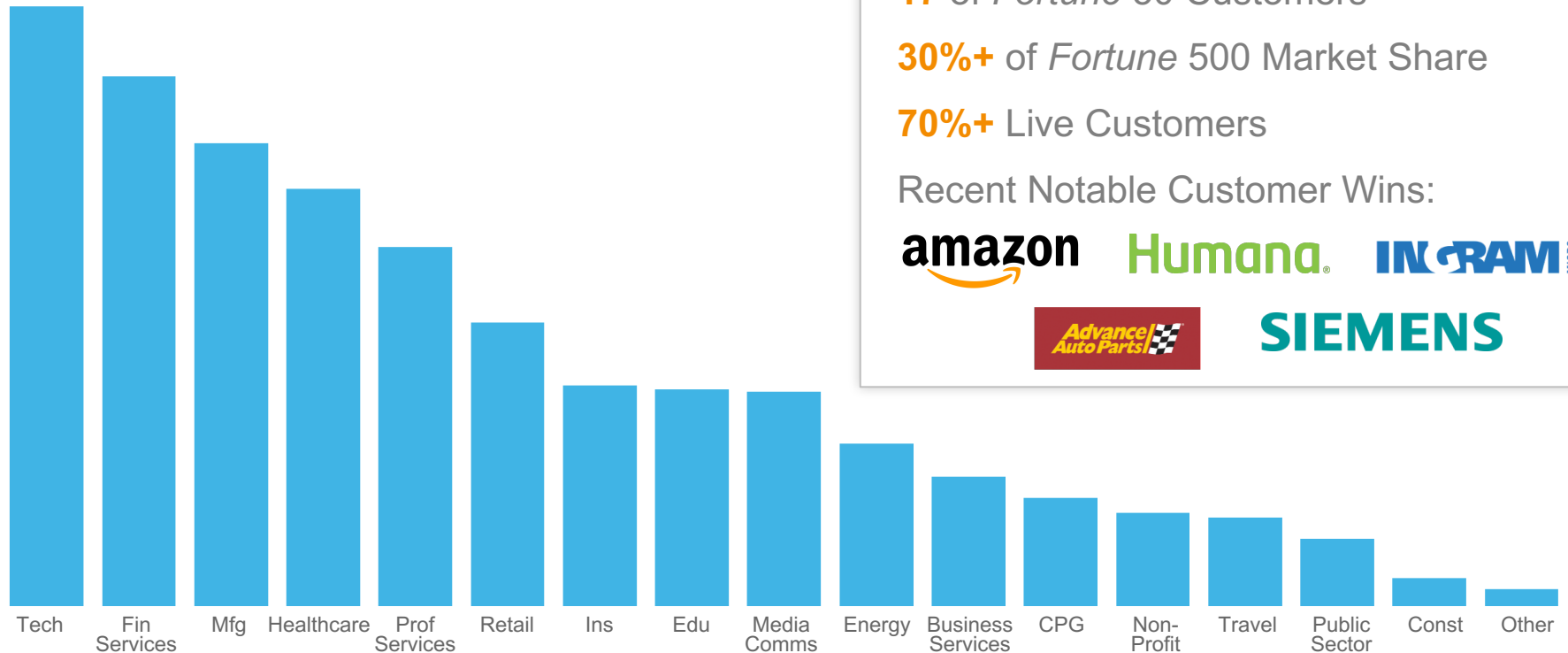
Specialized Sales Motion  
by Segment: LE & ME



Industry  
Focus

# Large Blue-Chip Customer Base Across Industries

Based on # of customers.\*



17 of Fortune 50 Customers

30%+ of Fortune 500 Market Share

70%+ Live Customers

Recent Notable Customer Wins:

amazon

Humana

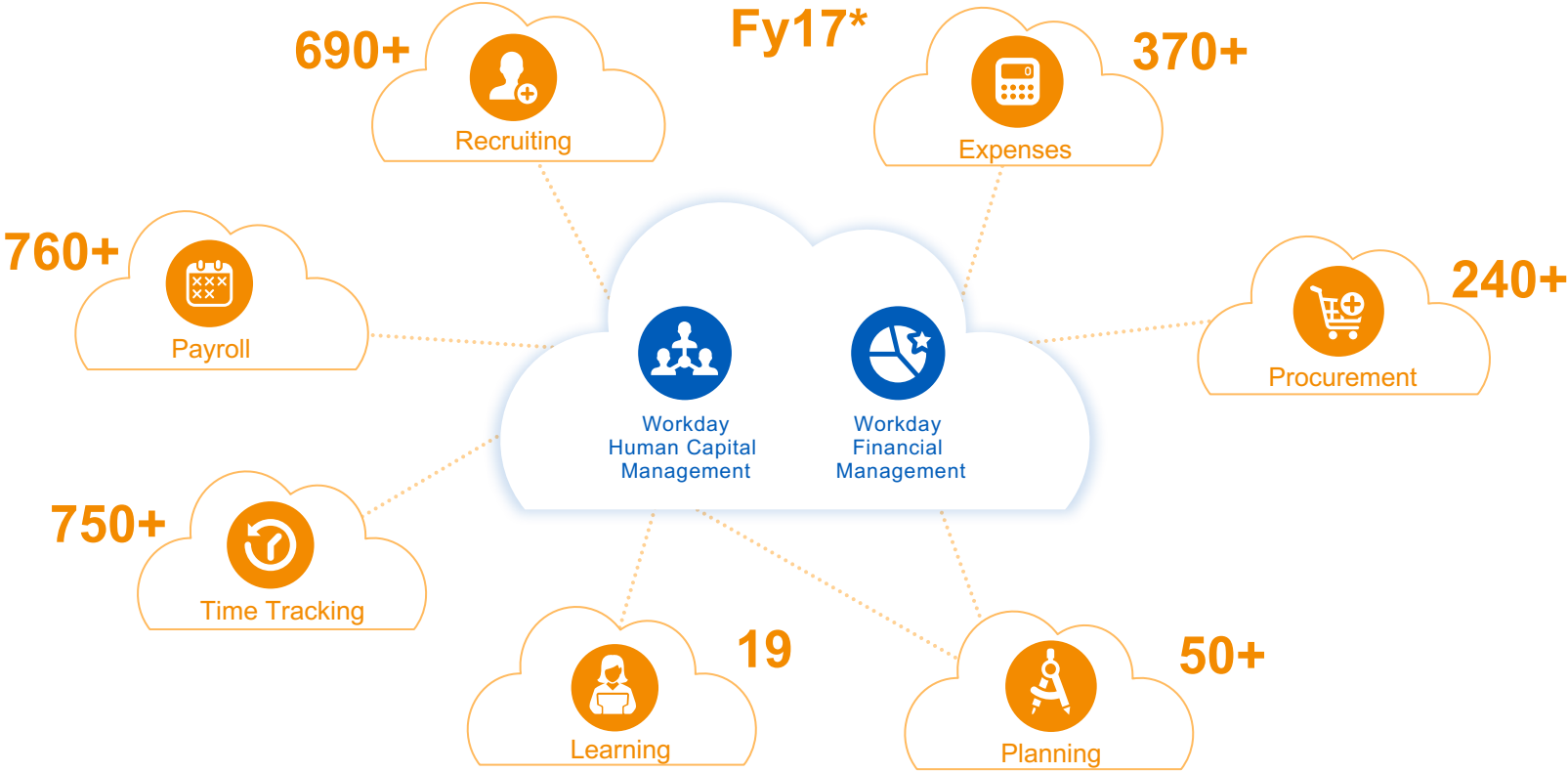
INCRAM MICRO

Advance Auto Parts

SIEMENS

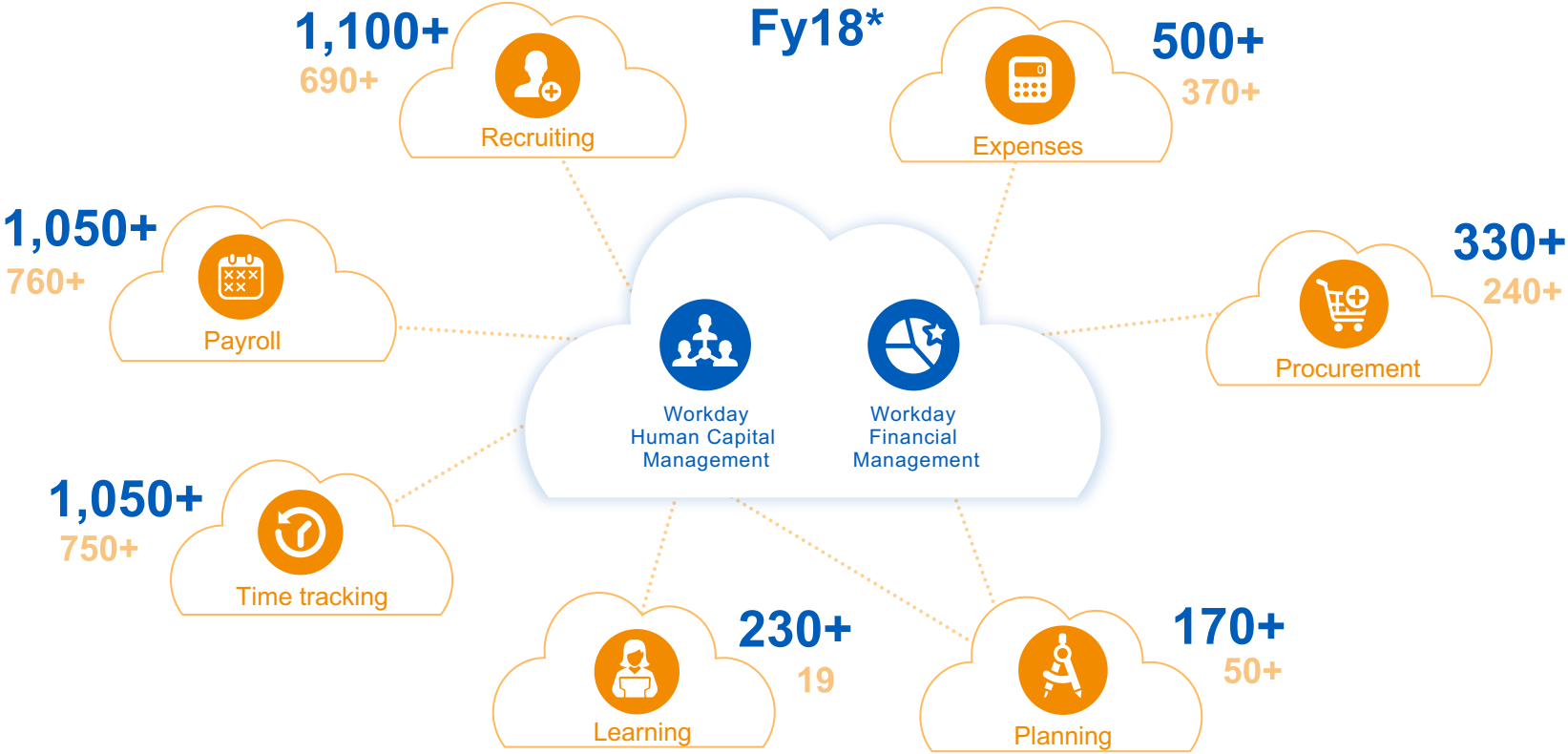
(1) All data as of July 31, 2017

# Product-Attach Opportunity Driver of Growth



\* Represents total products sold by module through Q2 FY17

# Product-Attach Opportunity Driver of Growth



\* Represents total products sold by module through Q2 FY18  
Workday confidential

# Leader with *Fortune* 500 Customers

amazon

SUNTRUST

World Fuel Services

Bank of America

BorgWarner

citi

ARROW ELECTRONICS, INC.

GUARDIAN



Freddie Mac  
We make home possible®

NETFLIX



salesforce

GOODYEAR  
MORE DRIVEN



Hewlett Packard  
Enterprise

KOHL'S



Kimberly-Clark

GameStop  
POWER TO THE PLAYERS



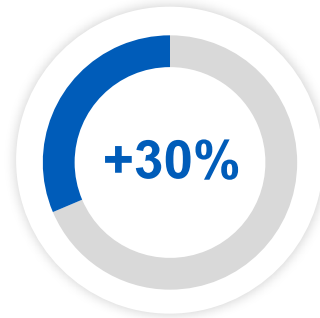
Johnson & Johnson



LIVE NATION

Morgan Stanley

Veritiv



AMGEN

unum

News Corp

MGM RESORTS  
INTERNATIONAL



United Technologies

Abbott  
A Promise for Life

charles  
SCHWAB

Time Inc.

Bristol-Myers Squibb  
Together we can prevail.™

CardinalHealth

MASCO

ITW

imshealth  
INTELLIGENCE APPLIED.

LAND O' LAKES, INC.

Western Digital

J.B. HUNT



iHeart  
MEDIA INC

Energy Partners LP

HENRY SCHEIN®

MOTOROLA SOLUTIONS



AVON

S&P Global

Burlington

Symantec

fiserv

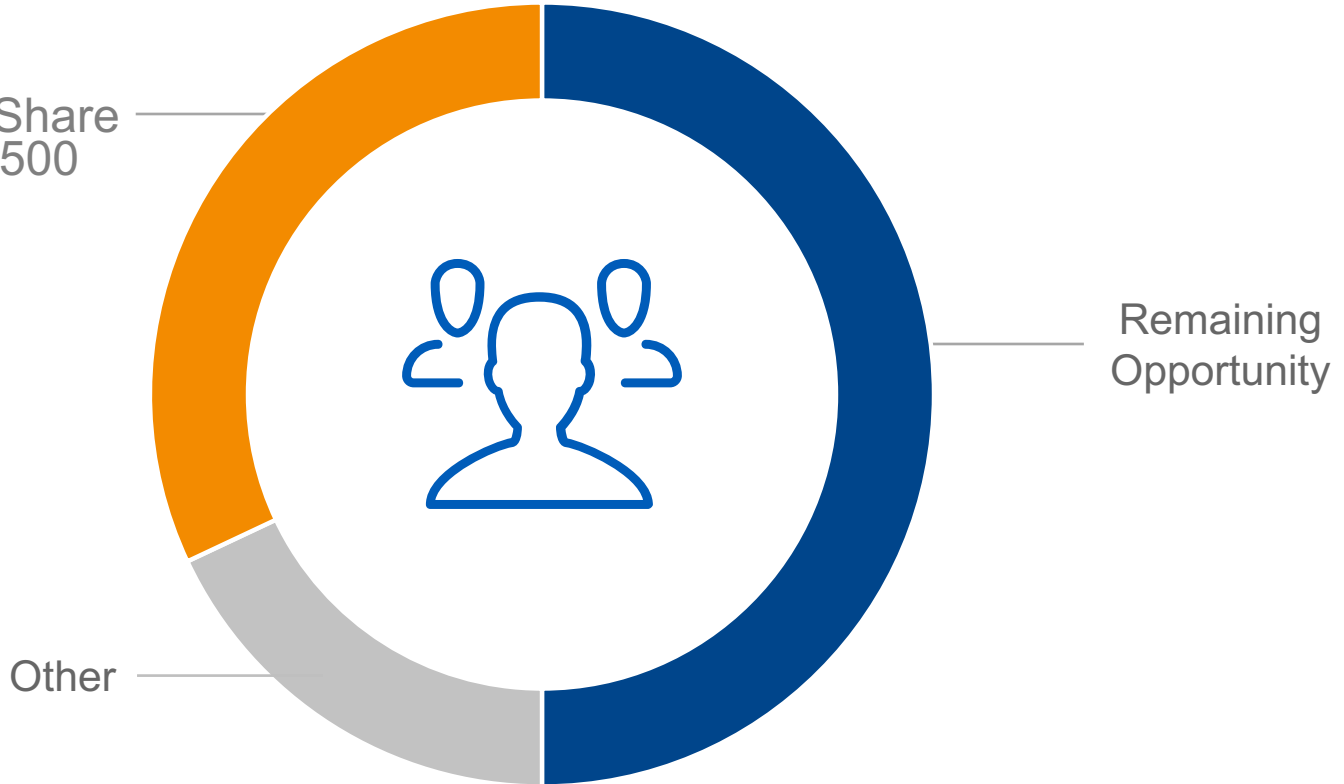
Booz | Allen | Hamilton

YAHOO!

Energy Future Holdings

# Core HCM Significant Runway for Growth

Workday Market Share  
**30%+** of *Fortune* 500



# Largest Companies Choose Workday

17 of 50



Bank of America 

amazon 

Johnson & Johnson

citi 



 United Technologies

 Cardinal Health

 Freddie Mac  
We make home possible®

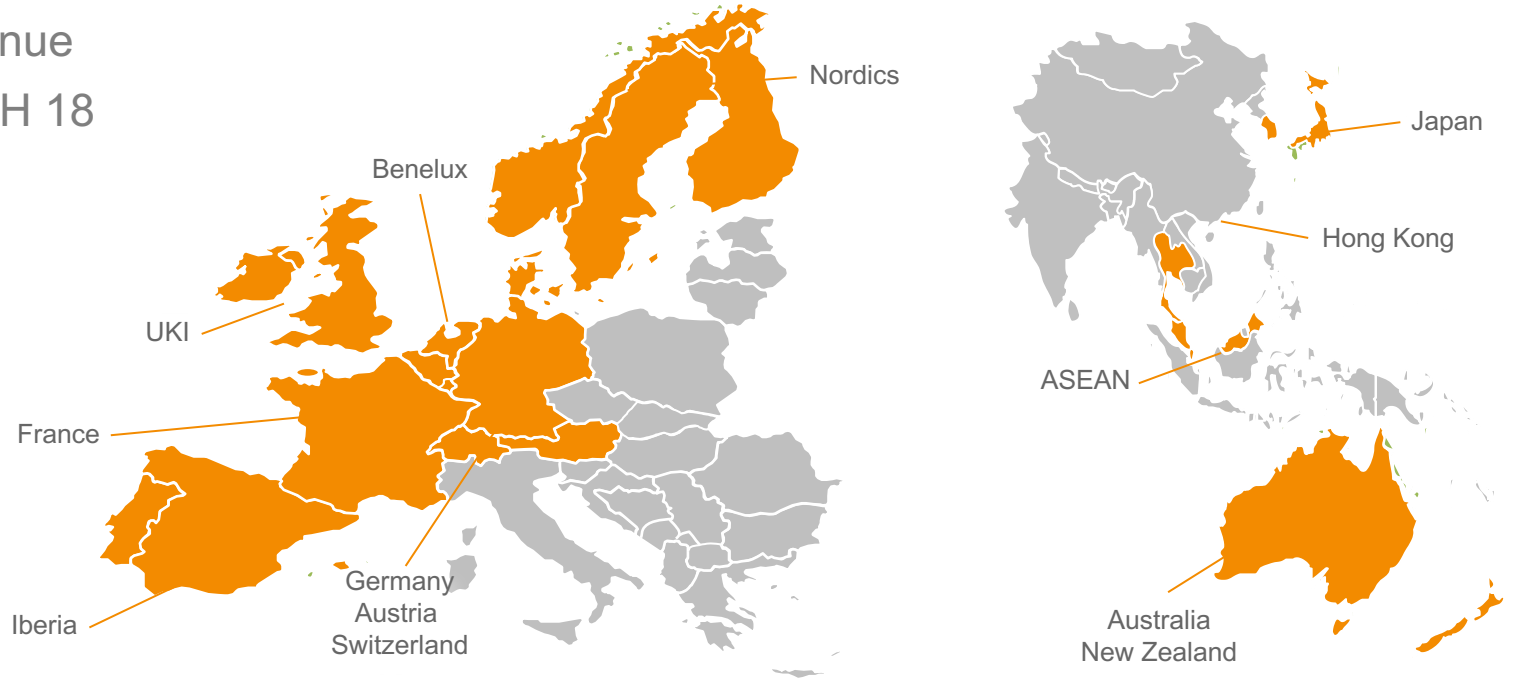
# Expanding International Coverage

**20+** Sales Offices

**30%+ New** Sales Representatives

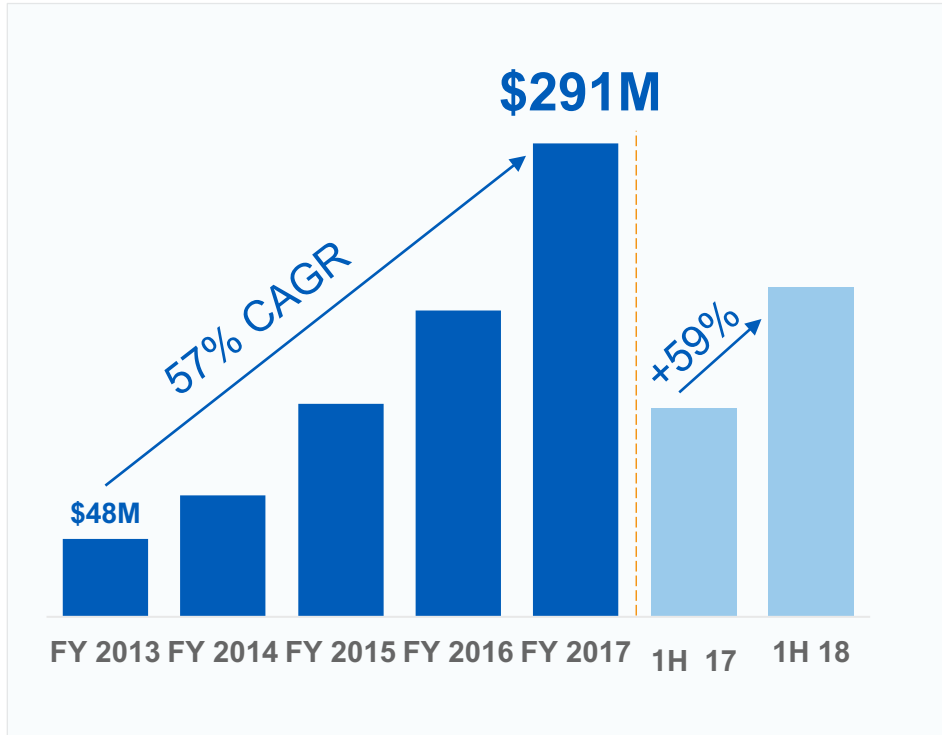
**20%+** of Revenue

**59%** Growth 1H 18





# International Business Is a Growth Driver



- ### DRIVERS FOR GROWTH
1. Adoption of SaaS across EMEA and APAC gaining momentum
  2. Sales Leadership
  3. International customer referenceability

# Top International Brands



SIEMENS

lenovo



Scandic



FINNAIR



Bla Bla Car



tieto



Haier

NISSAN

PRIMARK®

DIAGEO

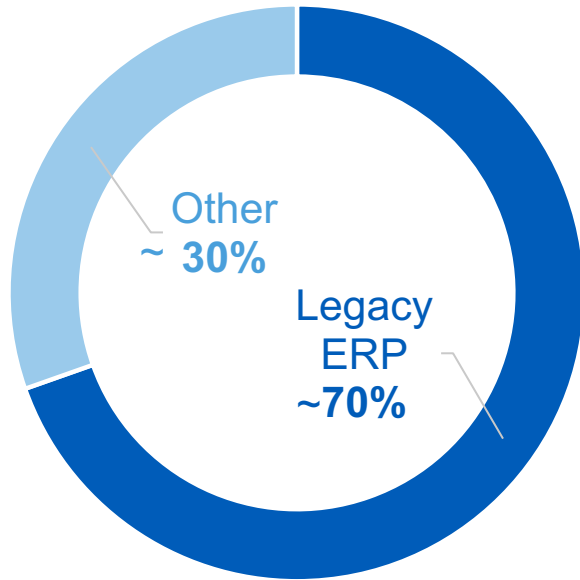


Brambles



# Strong Competitive Position

## Wins Against Competition



## Why Workday Wins

- 1** Proven system with 95%+ customer satisfaction
- 2** Lowest deployment risk with 70%+ customers live
- 3** Referenceable customer base with quantifiable impact
- 4** Great ownership experience driven by unique culture
- 5** Lower Total Cost of Ownership



Committed to Customer Success

# Agenda



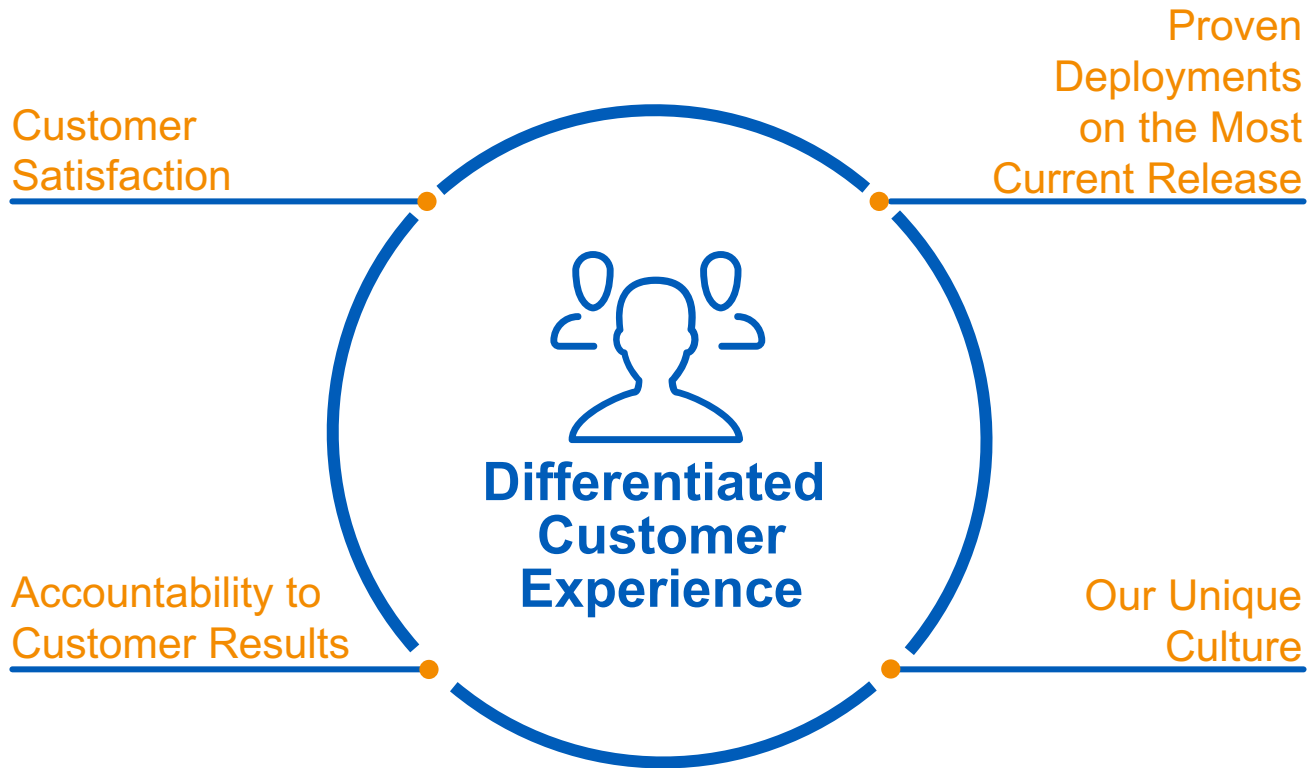
Differentiated Customer Experience



Fostering the Ecosystem on Workday



Unique Culture Driving Success



Customer  
Satisfaction

98%

Proven  
Deployments  
on the Most  
Current Release



**Differentiated  
Customer  
Experience**

Accountability to  
Customer Results

Our Unique  
Culture

Customer  
Satisfaction

Proven  
Deployments  
on the Most  
Current Release

**+70%**  
Live



**Differentiated  
Customer  
Experience**

Accountability to  
Customer Results

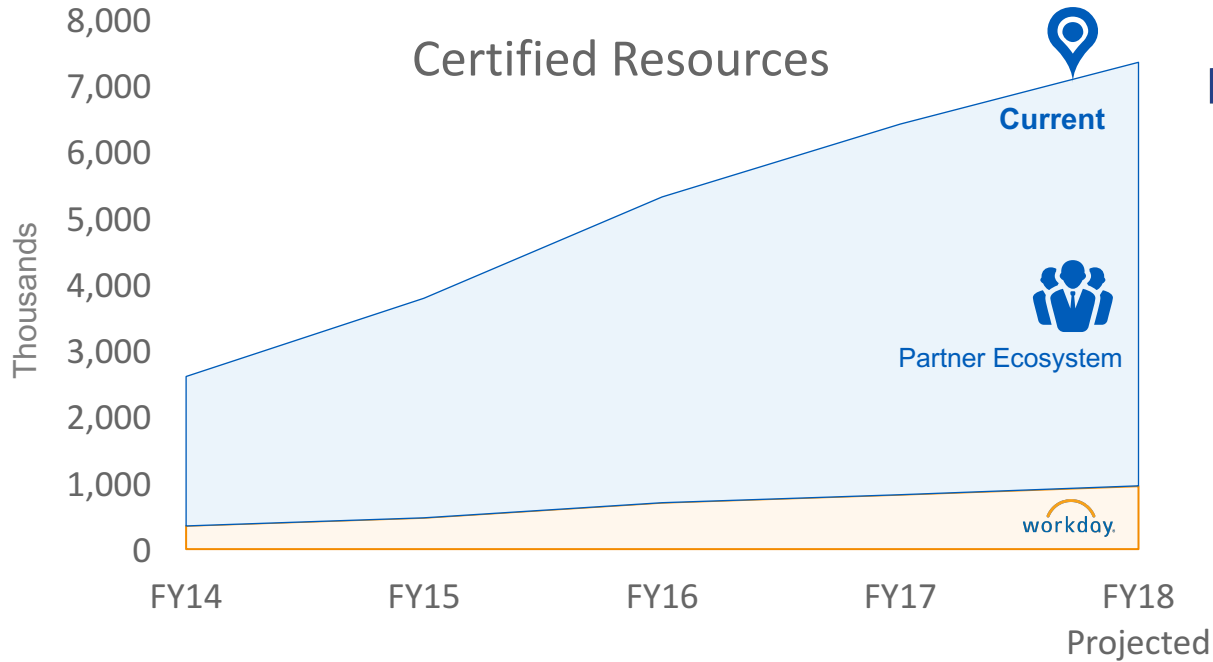
Our Unique  
Culture



# Key Components of Deployment Philosophy



# Ecosystem Growth



# Immediate and Continuous Value

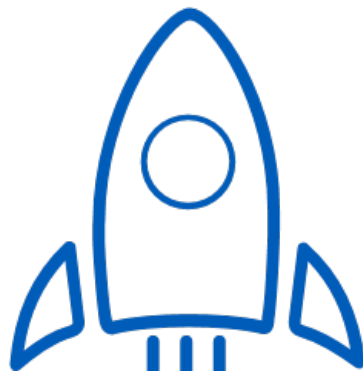
Pre-Configured



Packaged Scope



Fixed Fee



## Workday Launch

Proven best-practice deployment package

Predictable Timelines



Embedded Analytics  
and Dashboards



Training and Adoption



Customer  
Satisfaction

Proven  
Deployments  
on the Most  
Current Release

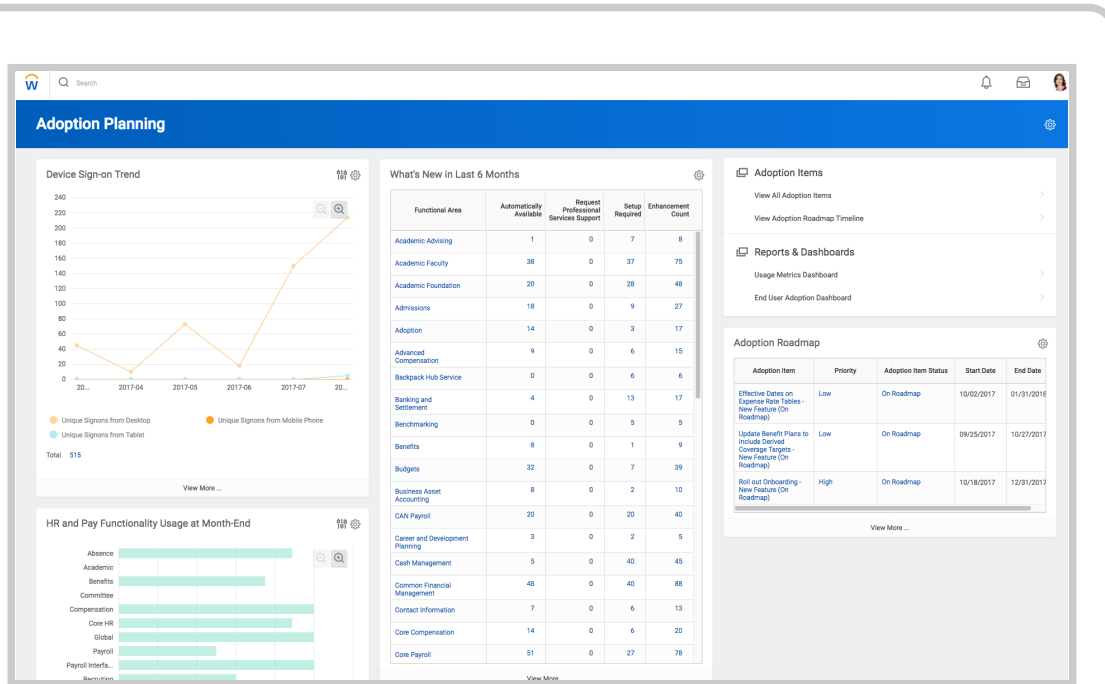


**Differentiated  
Customer  
Experience**

Accountability to  
Customer Results

Our Unique  
Culture

# Helping You Plan Your Adoption



Customer  
Satisfaction

Proven  
Deployments  
on the Most  
Current Release



**Differentiated  
Customer  
Experience**

Accountability to  
Customer Results

Our Unique  
Culture

# Key Takeaways

- 1 Strong sales leadership focused on capturing long-term growth
- 2 New product innovation enables up-sell and attach opportunities to drive growth
- 3 Proven success with large enterprise
- 4 Investment in international expansion supporting long-term growth
- 5 Proven, low risk deployments and a long-standing, measured track record of 95% + Customer Satisfaction



Q&A





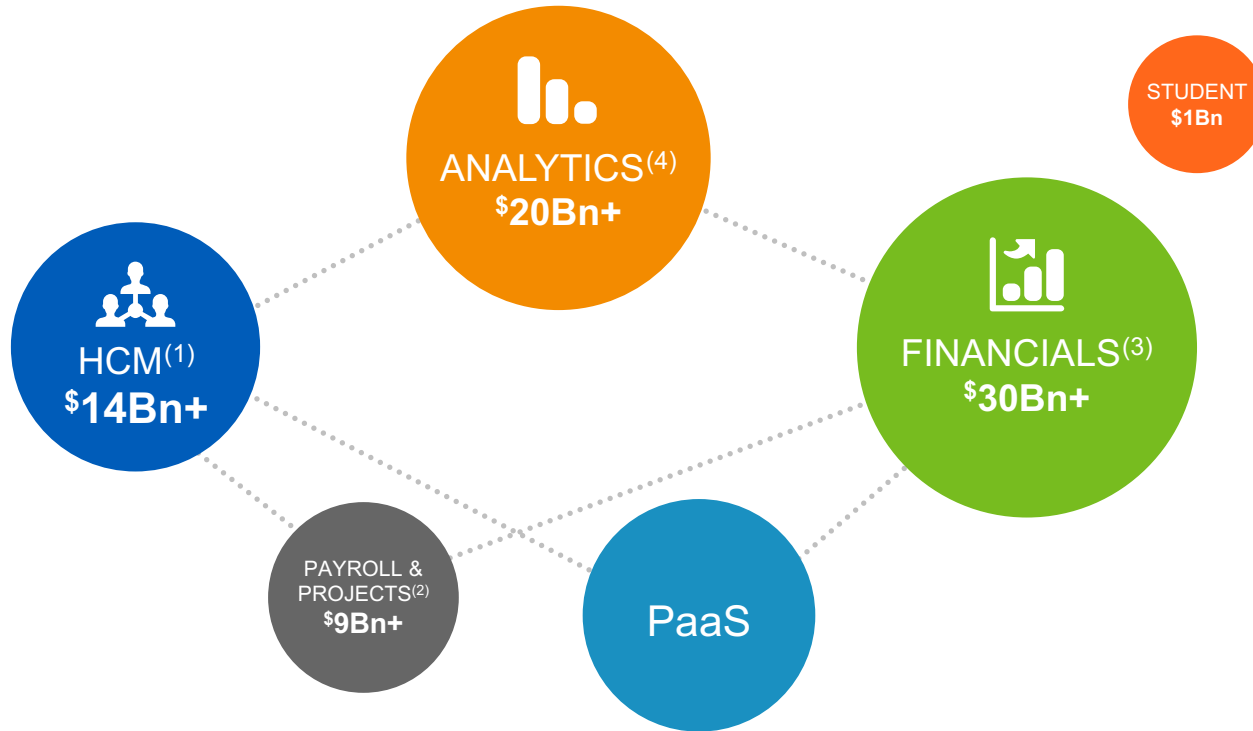
workday

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## Financial Update

# Large \$74Bn+ Opportunity



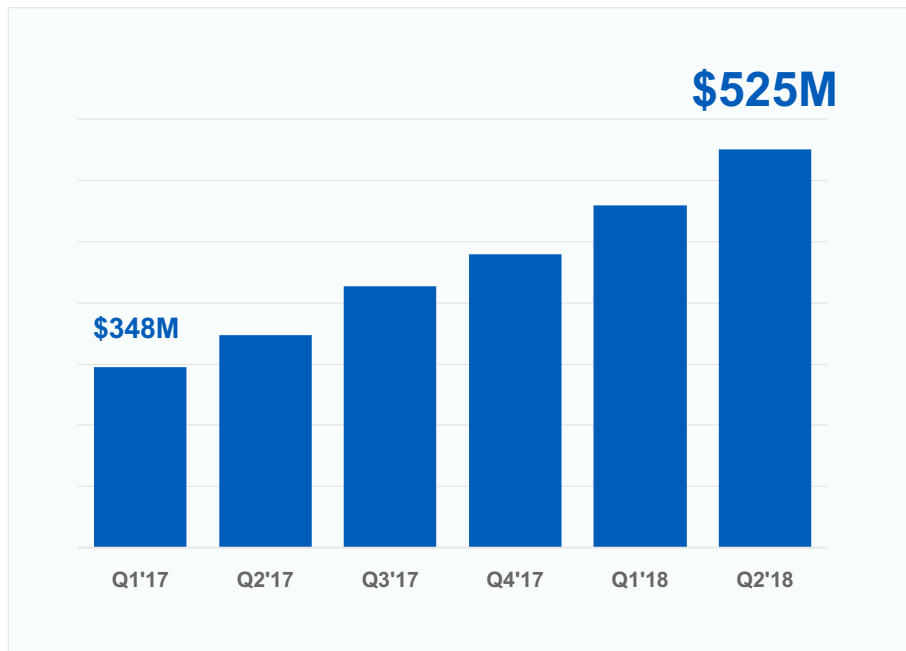
Sources:  
(2017 estimates,  
newly GA products  
highlighted in orange)

(1) Human Capital Management Applications from IDC WW HCM & Payroll Applications Forecast, 2017-2021 (June 2017) #US42766017  
(2) Payroll Applications from report above and Project & Portfolio Management from IDC WW ERM Applications Forecast, 2017-2021 (June 2017) #US42827617

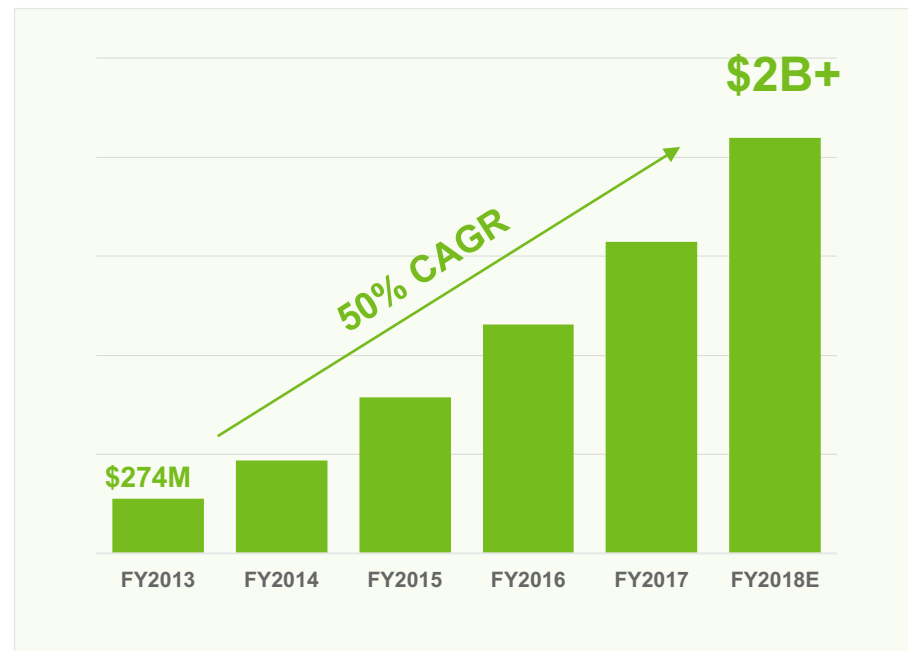
(3) Financial Applications and Procurement from IDC WW ERM Apps Forecast, 2017-2021 (July 2017) #US42830016  
(4) Financial Perf & Strategy Mgmt Apps + Workforce Analytic Apps + BI & Analytics Tools from IDC WW Business Analytics Software Forecast, 2016-2020 (Aug 2016) #US41655216

# Exhibiting Strong Growth As We Scale

## Quarterly Revenue



## Full Year Revenue



*"Annual revenue numbers prior to FY2016 do not reflect adoption of ASC 606"*

Workday Confidential

# And We Are Expanding Our Global Footprint

Q2 FY18: Robust Growth Across the World

**\$419M**

Americas

---

+37% y/y



**\$106M**

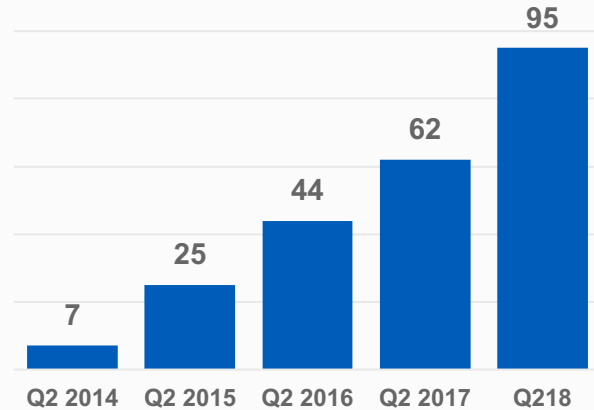
EMEA & APAC

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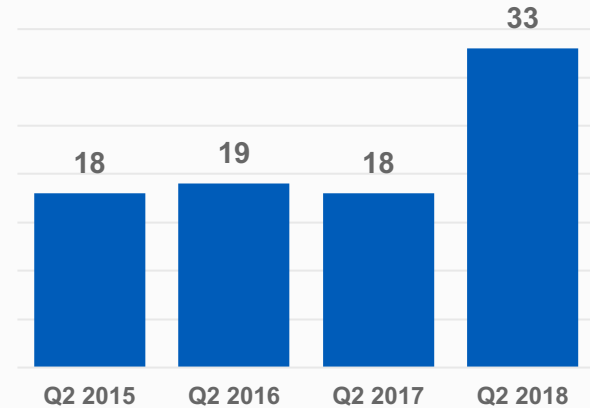
+59% y/y

# Success in the Enterprise Segment

Customers over \$3M in ACV\*



Net Incremental Adds Y/Y



\* Company internal data. Represents number of customers with subscription contracts over annual dollar threshold

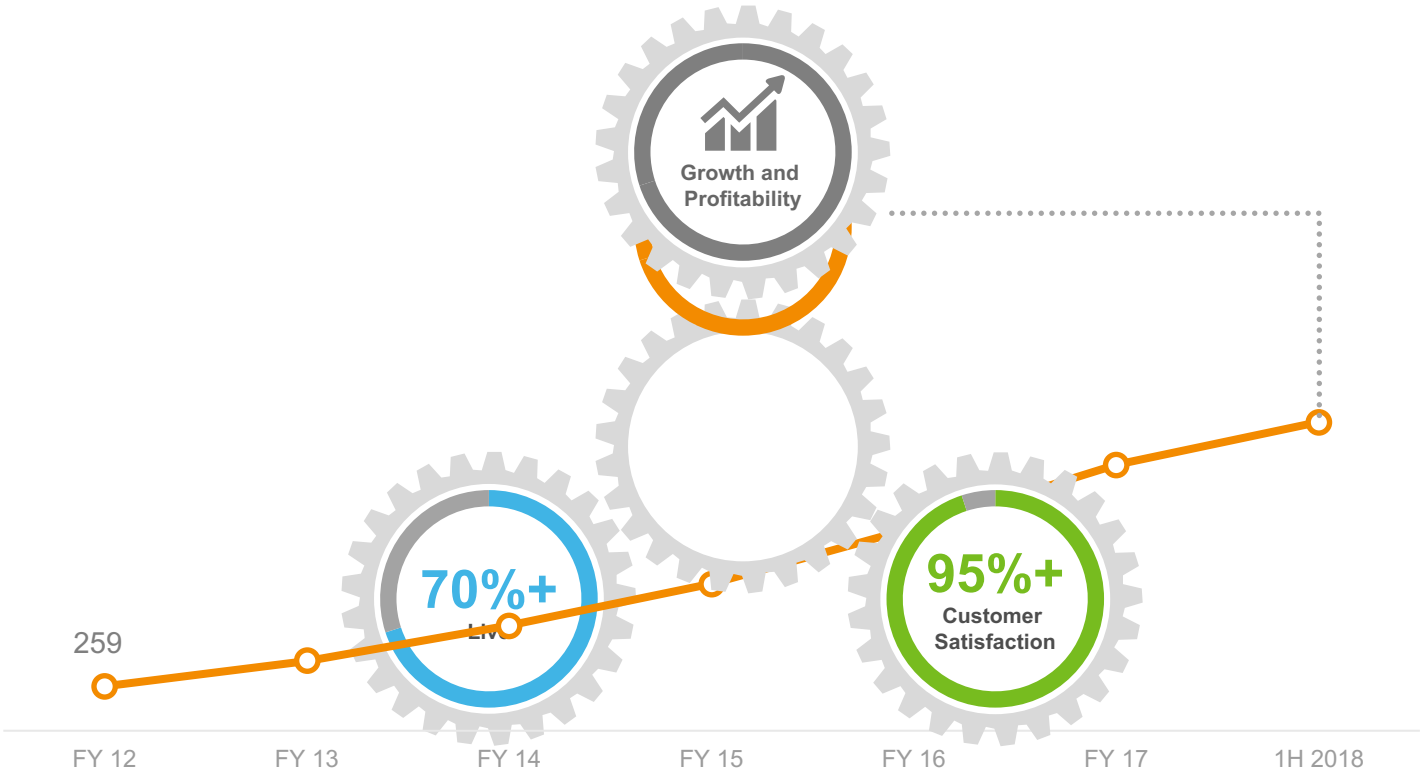
# Subscription Revenue Backlog Drives Visibility and Supports Future Growth



## Drivers

1. Net new customers
2. Renewals
3. Contract duration

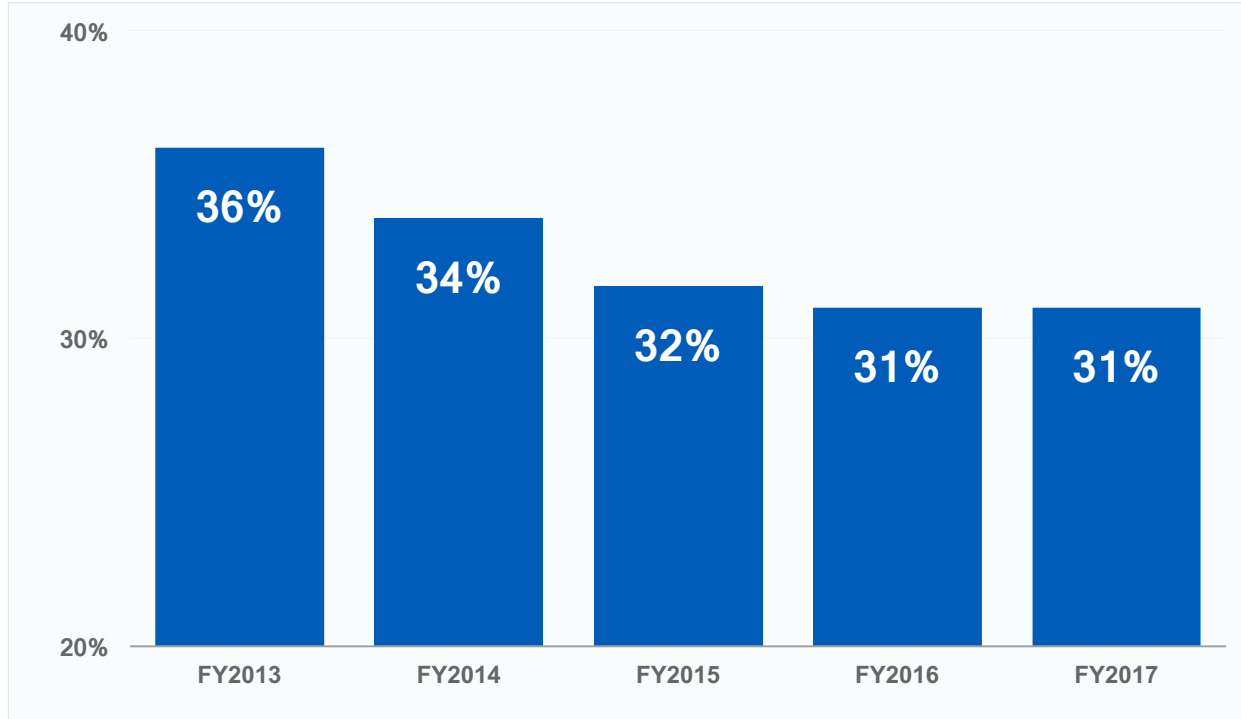
# With Customer Success Driving Future Leverage ...





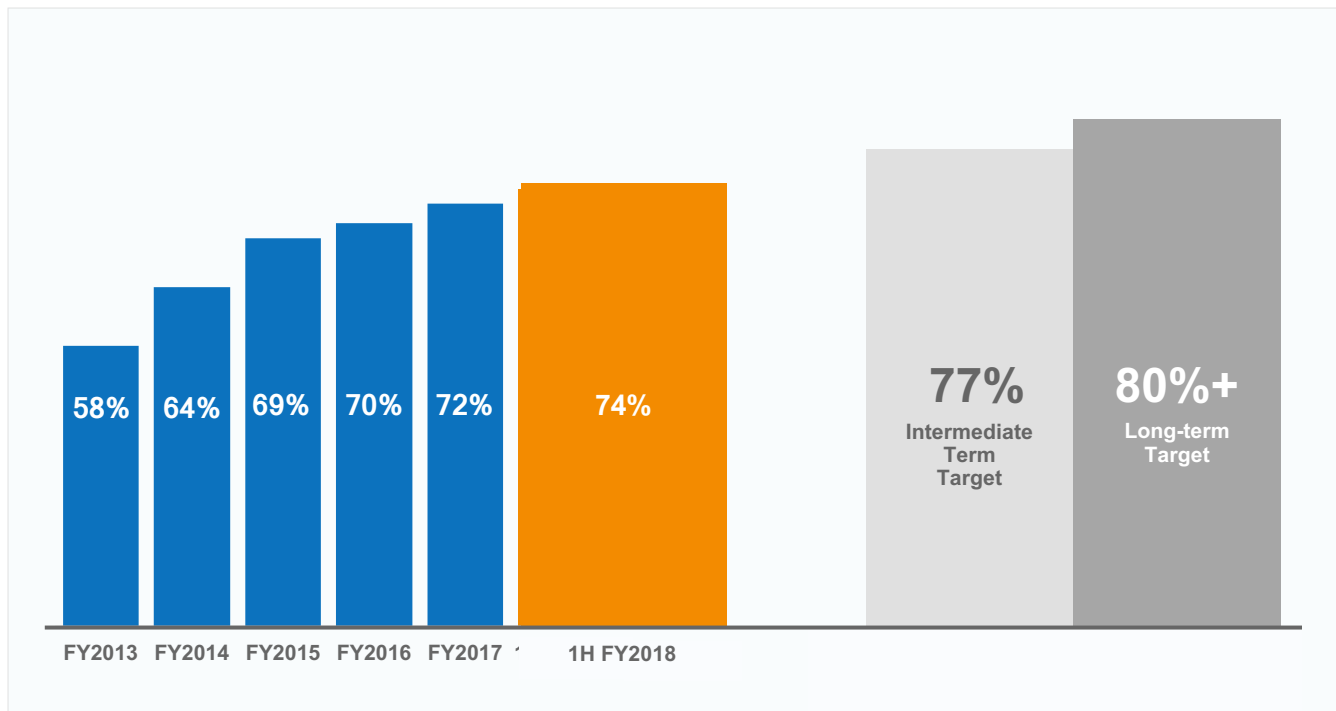
# Investing for Growth Continues to be Priority #1

Product Development Investment As a % of Revenue



*Annual figures prior to FY2016 do not reflect adoption of ASC 606*

# We Expect Continued Gross Margin Improvements ....

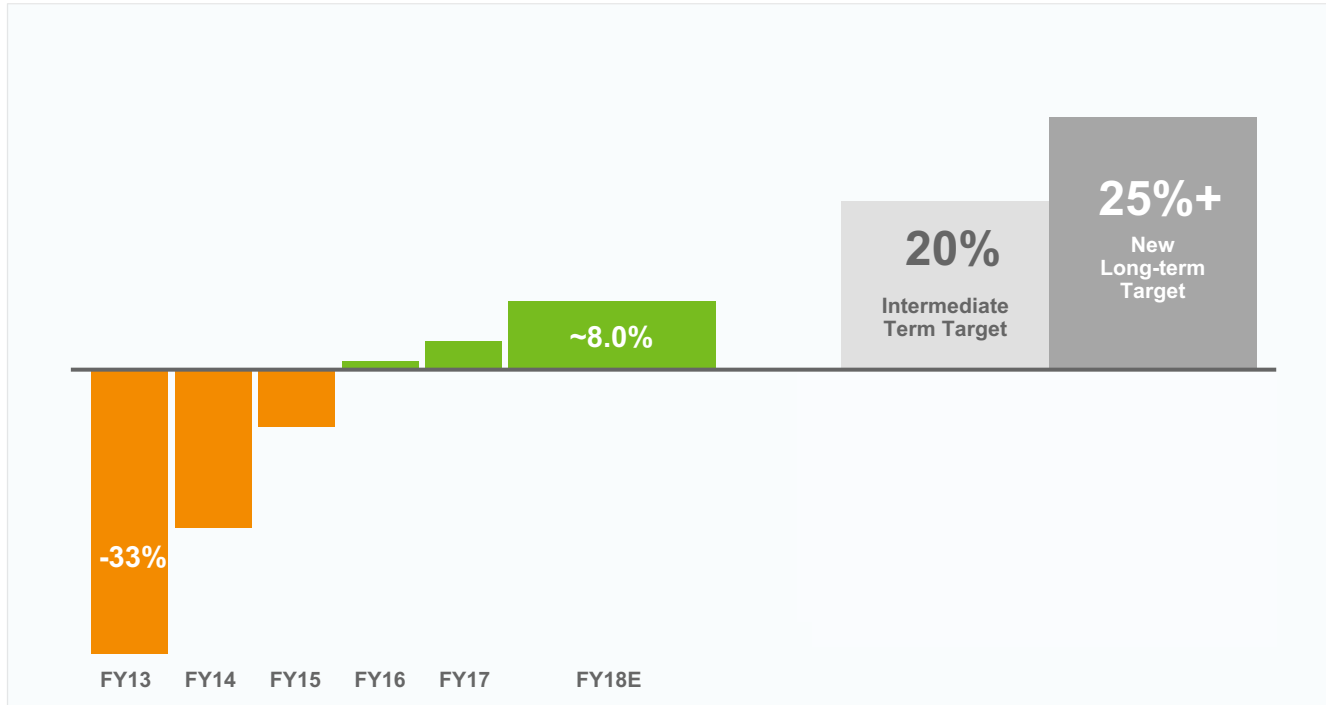


## Drivers

1. Increasing mix towards subscription
2. Operating leverage through scale
3. Technological advances

# ... While Achieving Scale as Business Grows

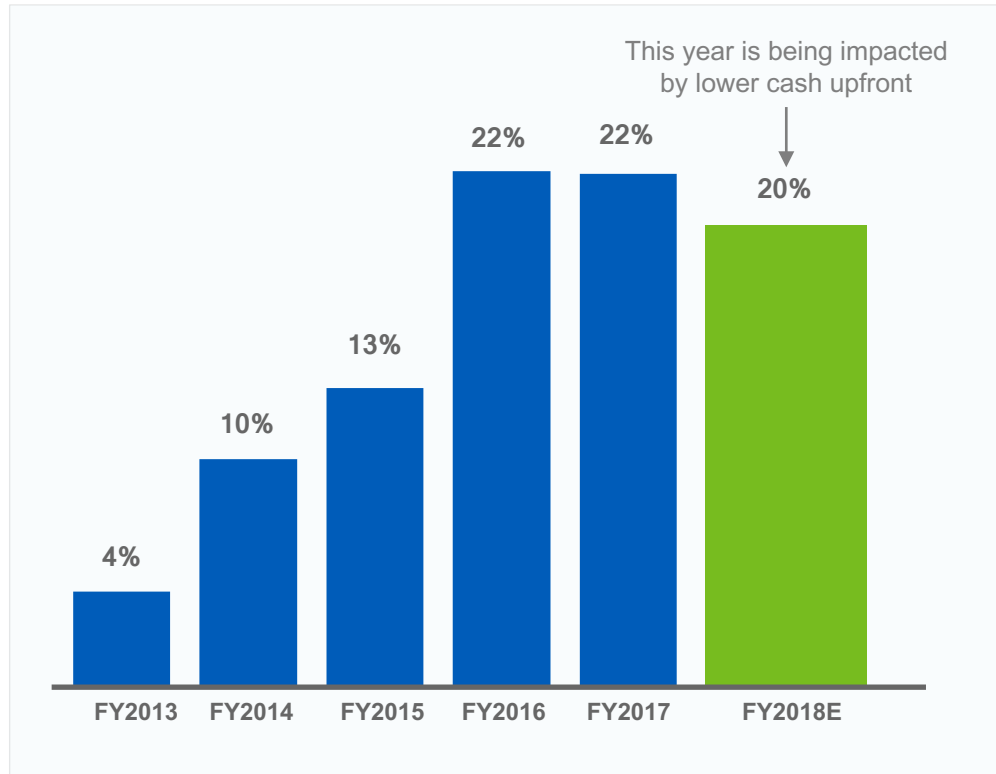
## Significant Operating Margin Improvement as Business Scales



### Drivers

1. Sustained revenue growth
2. Improved gross margins
3. Operating efficiencies

# And Generating Strong Operating Cash Flow Margin

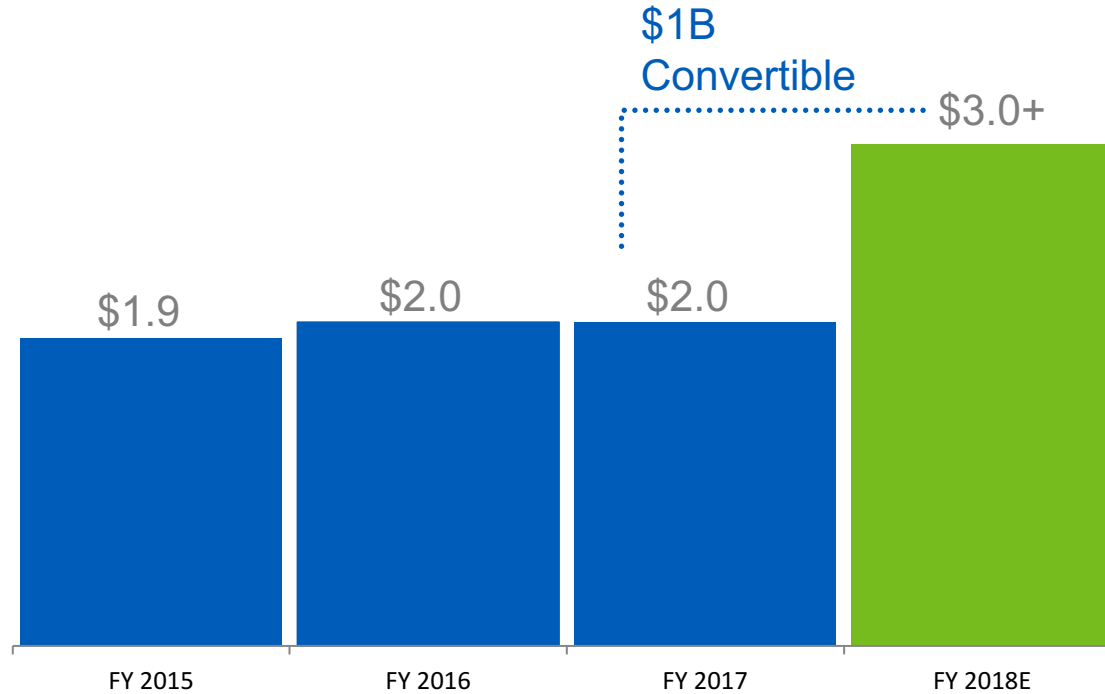


## Drivers

1. Operating margin improvements
2. Strong renewal history
3. Annual payment model

# Growing Flexibility to Foster Growth

( In Billions )



\* FY18 forecasted cash balance based on FY18 operating cash flow & Capex guide;

Workday Financial Analyst Day, October 10, 2017

# Key Takeaways

- 1 Massive, global market opportunity
- 2 Market leader with continuous best-in-class product innovation
- 3 Proven customer satisfaction with large blue-chip customer base
- 4 Robust partner ecosystem with expanding partnerships
- 5 High growth, recurring revenue at scale with strong profitability



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Q&A



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Thank You





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