

The Path to Modern Planning to Achieve Business Agility

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J.J. Danis

Luke Brown

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Webinar Features and CPE Credit

Q&A

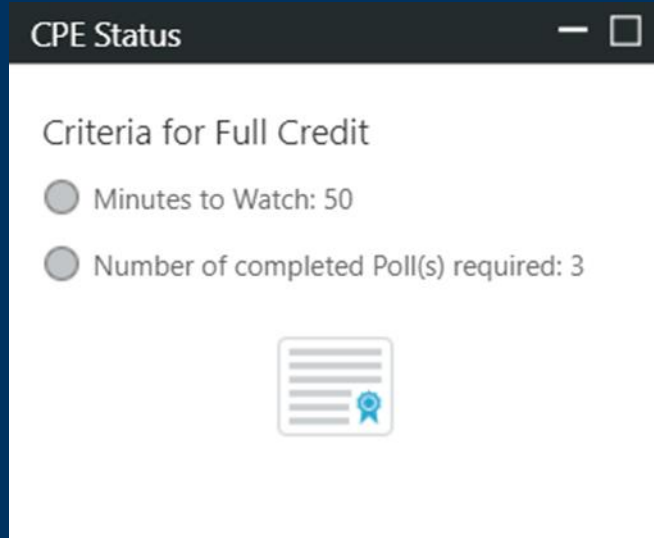
Asking Questions



Help



CPE Credit



Moderator



Steve Shannon

Director

Partnership Marketing, Business Development

IMA

Featured Presenter



Shetul Shah
Solutions Marketing Manager - Planning
Workday

Shetul Shah's Biography

- Shetul Shah is currently a Solutions Marketing Manager at Workday, previously Finance Manager, has over 10 years of experience in financial and operational roles in various industries. She holds a BA in Economics Management.

Featured Presenter



J.J. Danis
Finance Manager, Finance - Product
Workday

J.J. Danis' Biography

- J.J. is currently a Finance Manager on Workday's Product Finance team providing direct support to the Planning Pillar. He has been with Workday for 6 years holding previous positions in both Corporate Finance and Sales Finance.
- He received his undergrad in Finance from Baylor University and his MBA from Cal Poly San Luis Obispo.

Featured Presenter



Luke Brown
Senior Solution Consultant
Workday

Luke Brown's Biography

- For the past 4 years, Luke Brown has supported hundreds of organizations evaluate Workday Adaptive Planning. His current role involves strategic consulting with Workday's Large Enterprise segment--as they consider the transformational value provided by modern true-cloud planning software. Luke received his undergrad at Middlebury College in Vermont and his MBA at the Stanford University Graduate School of Business.

Learning Objectives

Upon completing this webinar, you will be able to:

1. Recognize the value of executing continuous planning across the company.
2. Explain good planning practices around headcount and expense modeling.
3. Develop best practices for reconciling and variance against actuals.

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Agenda

1. 'Death of the Annual Plan'
2. Tops-down / Bottoms-up Plan
3. OPEX Planning
4. Reporting
5. Q&A

Polling Question 1

What is the solution you are currently using for planning?

- a) Excel
- b) Legacy on Premise System, i.e., Hyperion
- c) Workday Adaptive Planning
- d) Separate Cloud based Planning System

Polling Question 1 Results (Placeholder)

Navigating the Changing World

Supply and Demand
Disruptions

Cash Flow
Management

Remote Workforce

“

Realistic and detailed extended financial forecasting is a key tool in navigating this uncertainty and informing the required leadership actions.

Deloitte

Workday Confidential



The Death of the Annual Plan...

Bull & Bear
Cases?

Rolling
Forecasts?

New
Opportunities?

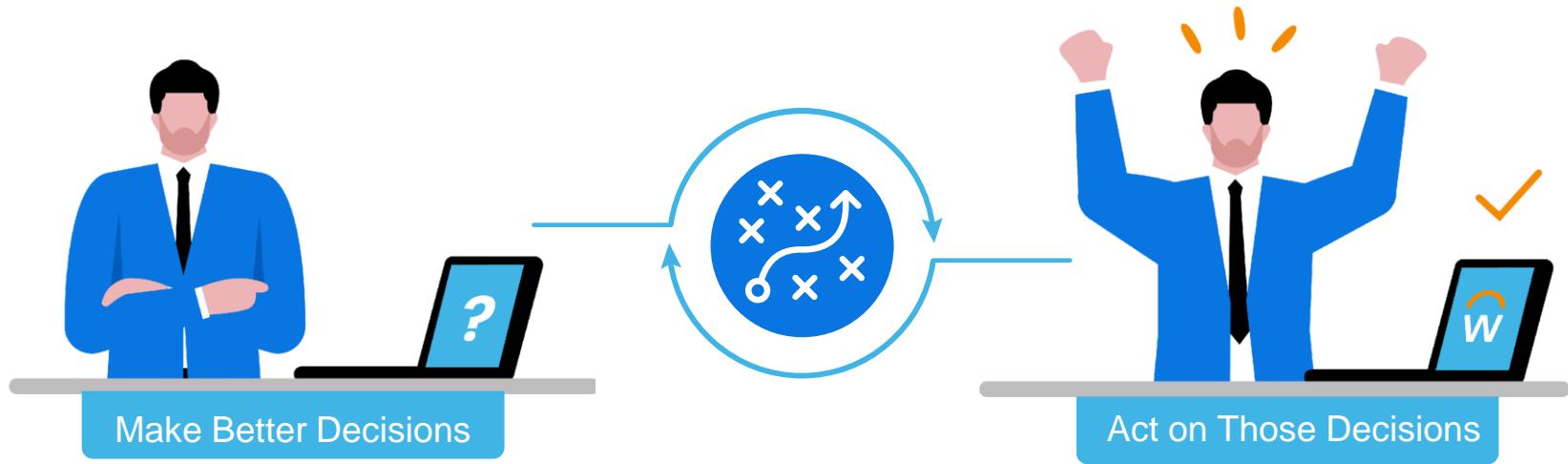
Dated
Assumptions?

Ad-hoc
Analysis?

A single, annual budget is
NOT sufficient to guide an
organization through the year



Planning is the Path to Business Agility





+12,000 Employees | \$3B Revenue | HQ in Pleasanton, CA



30-40% increase in time spent on analyzing trends vs. preparing the data



Modeling revenue, personnel, OPEX, projects, initiatives



~50% reduction in reporting cycle times with automation and self-service



OfficeConnect and HTML monthly BvA reports

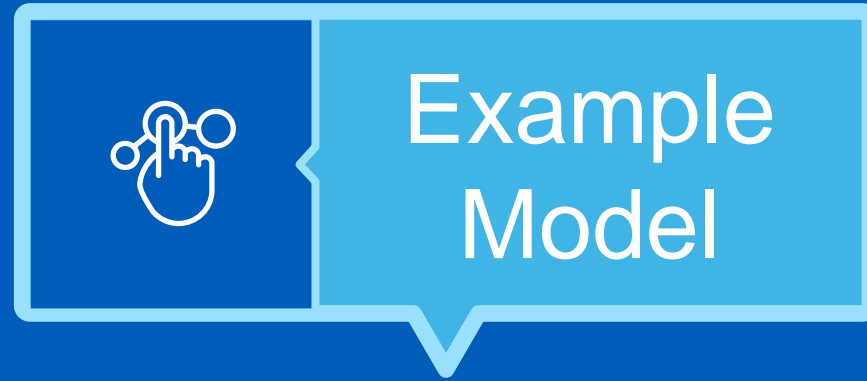


Polling Question 2

Where is the biggest change, gap or opportunity for improvement in planning at your organization?

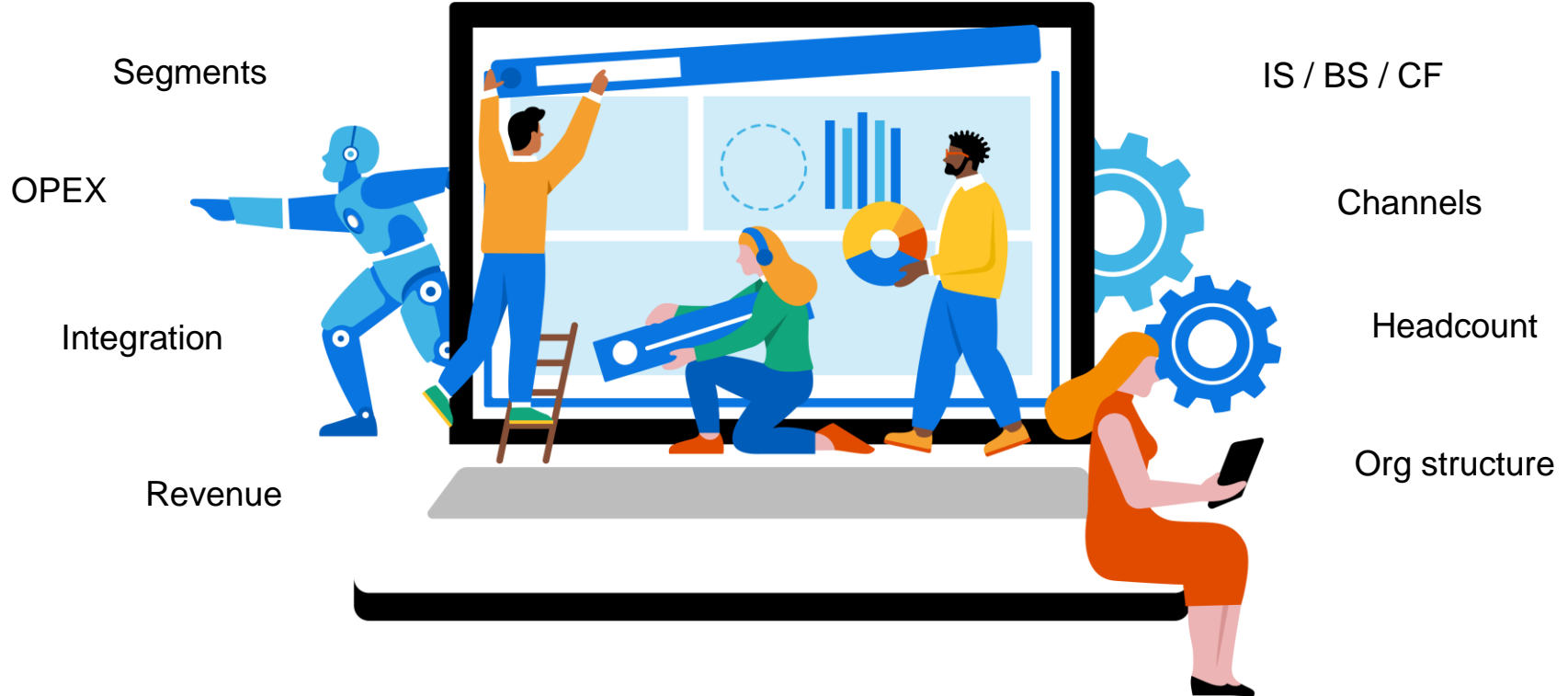
- a) Cadence – reforecast frequency
- b) Metrics – forward BS, cashflow, operational metrics
- c) Metadata / structure – dimensions, channels, segments, products
- d) Method – tops-down, ‘zero-based’, initiatives, range of outcomes
- e) Collaboration

Polling Question 2 Results (Placeholder)



Tops-down, Bottoms-up Planning

Do you have what you need in your model?

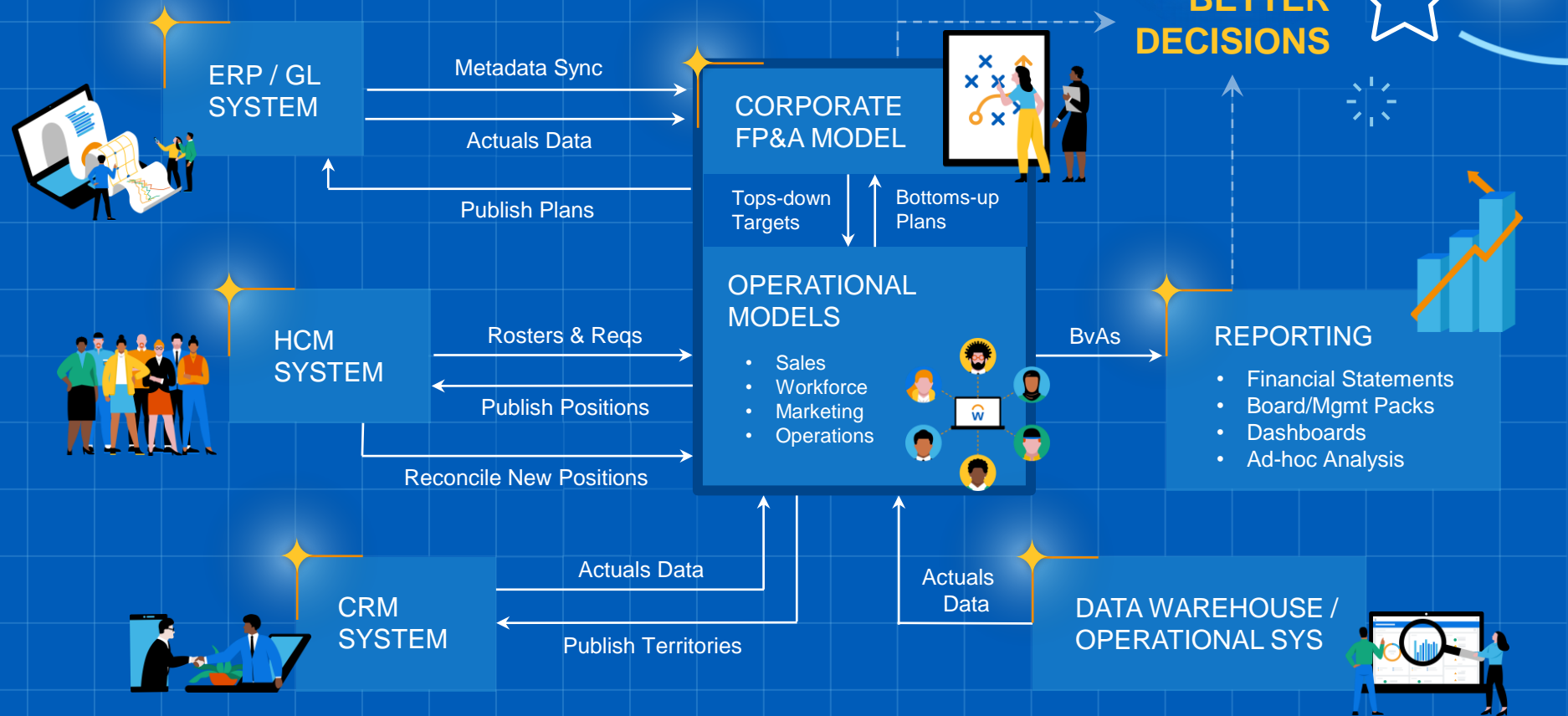




Example
Model

Personnel Planning

Platform to Plan, Execute, Analyze



Polling Question 3

The biggest weakness in our planning, forecasting and reporting data flow is around...

- a) ERP/General ledger
- b) HCM or payroll
- c) CRM
- d) Data warehouse / other operational data
- e) Reporting (last mile to packs)

Polling Question 3 Results (Placeholder)



Example
Model

Automated Reporting

Polling Question 4

I'm interested in...

- a) Roundtable chat with other finance professionals in my industry
- b) Let me play around in the model, see a demo
- c) More information...webinars, eBooks, demo videos
- d) I'm all set, thanks

Polling Question 4 Results (Placeholder)

Questions & Answers

Use the Q & A Panel to send your questions to our panelists.



Steve Shannon
Director of
Partnership Marketing,
Business Development
IMA



Shetul Shah
Solutions Marketing
Manager - Planning
Workday



J.J. Danis
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Luke Brown
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Thank You to Our Presenters!



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Solutions Marketing Manager
- Planning
Workday



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Luke Brown
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Workday

Final Reminders

- ▶ **Complete the Evaluation poll** – 2 options
 - On your screen
 - Evaluation Survey icon at the bottom of your console
- ▶ **Access to your CPE Certificate** – 2 options
 - Click the “CPE” icon at the bottom of your console
or
 - Click the link in your post-event e-mail
- ▶ Please print a copy of the CPE certificate for your records.
- ▶ Your CPE credit will be automatically recorded in your transcript.



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