Workday Adaptive Planning for software and technology.

Dynamic environments—technical disruption; the rise of AI and machine learning (ML) technologies; evolving competition; macroeconomic uncertainty; as well as ASC 606, GDPR, and other changing regulatory requirements—demand that software and technology companies find smarter, more sustainable strategies to identify and allocate funds to invest in innovation.

To meet these challenges, high-growth organizations need a system that supports a collaborative, comprehensive, and continuous planning process. Workday Adaptive Planning is a budgeting, planning, and reporting application that includes multidimensional, driver-based modeling capabilities along with fully integrated P&L, balance sheet, and cash flow reporting. This intuitive, powerful solution enables software and technology companies of all sizes to collaborate with ease, gain clear visibility into real-time analytics, and streamline complex reporting. Workday Adaptive Planning also embeds AI and ML at its core, so your organization can make better decisions faster, and adapt as things change.
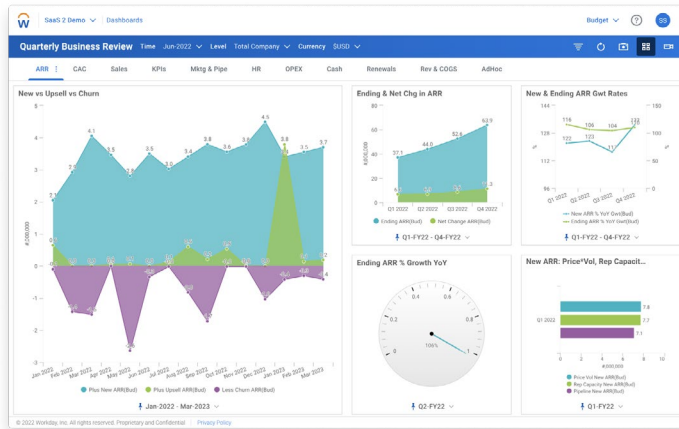
Plan and model multiple scenarios, variables, and dimensions.

From B2B enterprise software providers managing contract subscription waterfalls and sales rep productivity, to gaming companies forecasting in-game transactions across millions of active users to high-volume, freemium consumer platforms modeling ad loads and cohort behavior, Workday Adaptive Planning offers technology companies the flexibility to build complex, driver-based models to suit their needs. Use multiple dimensions, such as product, region, channel, and industry to run scenarios and slice and dice data as the go-to-market motion evolves. Models also typically include integrated financials—P&L, balance sheet, and cash flow—as well as detailed personnel rosters to enable organizations to manage hiring and head-count reconciliation. A holistic and driver-based approach to planning enables companies to quickly change assumptions around growth, hiring, and budgeted expenses and easily see the impacts on the financials so they can identify risks and opportunities, and pivot accordingly.

Key Benefits

- Establish a dynamic planning process to keep your organization agile as it scales
- Build complex financial and operational models to run what-if scenarios around growth, hiring, expenses, and cash flow
- Automate board and management packs, and analyze budget vs. actuals performance
- Provide stakeholders with real-time, self-service access to KPI data
- Collaborate with department heads to set targets and stay aligned as plans change

Active dashboards enable users to change bookings, renewal rates,
and hiring assumptions and see the impact on financials immediately.

Supercharge planning with Elastic Hypercube Technology and AI and ML.

Built with patented Elastic Hypercube Technology and embedded AI and ML, Workday Adaptive Planning offers power, scalability, and performance without compromising ease of use. This technology not only calculates complex models, but also adds memory and compute power as necessary to evaluate model elements in parallel. Purpose-built domain intelligence makes it easier and faster for users to build and adapt functional models. And tight links to Microsoft Office enable quick creation of board reporting on the fly.

Gain real-time visibility within a flexible, intuitive interface.

With configurable, interactive dashboard and reporting capabilities that can be modified to meet the needs of any technology organization, Workday Adaptive Planning puts you in control. Analyze key business drivers across any aspect of the business. Generate reports at whatever level of granularity you need. And quickly perform variance analysis at every step along the way so you can determine the difference between actual and planned performance. All of this is available in a web-based interface that empowers managers to collaborate easily using self-service reports and interactive dashboards.

Integrate with core business systems.

As technology companies' IT infrastructures grow more complex, they can no longer afford to keep critical business functions and data in isolated silos. Workday Adaptive Planning integrates with other core business systems and external data sources to enable comprehensive planning, analysis, and reporting within even the most restrictive regulatory frameworks. And with a cloud-based solution at your fingertips, there's no need for new hardware or software as you plan for the road ahead.

Minimize human error.

Many FP&A teams continue to rely on inefficient and inflexible legacy technology and processes that require excessive manual labor for organization-wide participation, leaving finance teams in an endless cycle of collecting, aggregating, aligning, troubleshooting, and reporting with no time to support the strategic analysis necessary for data-driven decisions. These systems are inefficient, error-prone, and fundamentally unsuited for the level of active planning, reporting, and analysis required by today's high-growth organizations. Workday Adaptive Planning helps you keep manual intervention to a minimum by relying on modern technology to plan with agility and leverage data from all corners of the business. As a result, you can rescue your budgeting, planning, and forecasting from slow, painful processes—improving your productivity.

Robust process with the flexibility to scale.

For high-growth software and technology companies, the priority is putting in place the processes and systems to enable the organization to scale effectively. Workday Adaptive Planning makes it possible to build a plan and then report, analyze, and course correct as you execute against it, enabling organizations to make smarter decisions, enhance processes, and allocate capital where it matters most. The result is a leaner, more responsive organization that's agile enough to compete on an ongoing basis.

To learn more about Workday Adaptive Planning for the software and technology industry, visit: https://www.workday.com/en-us/resources/adaptive-planning/planning-by-industry-use-cases/software-technology-industry-use-case.html

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