

Workday Data-as-a-Service

The Importance of Benchmarking

Workday has long provided a wide range of reporting and analytics services to help customers understand their organizations and performance. But to truly qualify how your organization is doing, you need to understand the market context in which it operates. You need to know how your performance compares to your peers. An attrition rate of 5 percent may seem successful based on your historical performance, but what if your peers are averaging 2 percent? By understanding peer benchmarks like these, you can capitalize on your strengths and address your weaknesses.

Introducing Workday Data-as-a-Service

To address this need, we launched Workday Data-as-a-Service, a new technology foundation for providing customers access to centralized datasets. Its first service, Workday Benchmarking, allows participants to get access to a range of peer benchmarks in categories such as:

- Leadership effectiveness
- Workforce composition
- Turnover
- Workday usage
- Financials

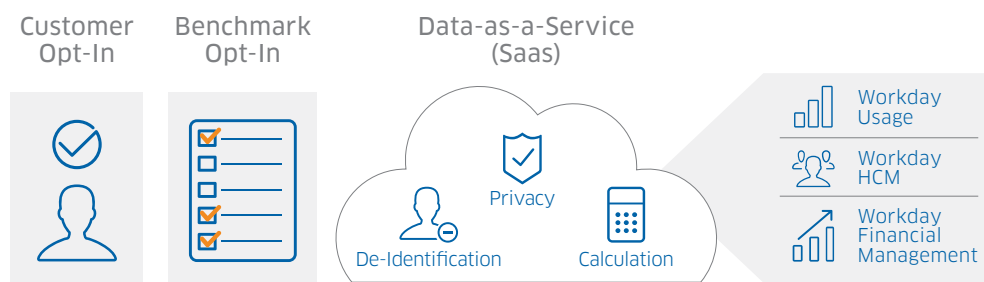
Our Unique Approach to Benchmarking

Workday technology design principles allow us to deliver a unique service. We base our benchmarks off transactional data, making metrics current and highly reliable.

Benchmarks can then be consumed natively in any of the Workday reporting and analytics services, within the decision-making context and secured to the appropriate domains. And since every customer is on the same version of Workday in the cloud, we are able to offer benchmarks with unmatched consistency and reliability.

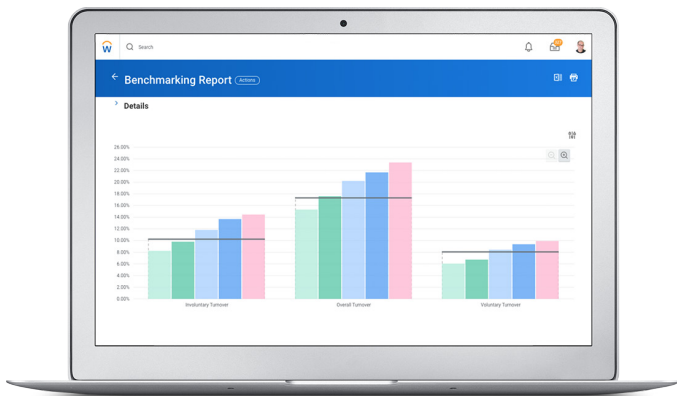
How It Works

Once a customer has opted in to the service, they can decide on the specific metrics they want. For those metrics, the customer submits de-identified data from their tenant to Workday Data-as-a-Service, where benchmarks are calculated. From there, only the aggregated benchmark is delivered to participants, and extensive measures have been put in place to protect data privacy, such as ID hashing and minimum statistical thresholds. The benchmarks are then created as business objects that can be accessed through any of the Workday reporting or analytics services.



The Rich Detail of Workday Benchmarking

Benchmarks can be consumed in a stand-alone report or alongside actuals, and will soon be available in trended reports. The service includes control over dimensionality, such as industry and company size, so you can compare your performance against your organization's most relevant peers. As minimum participant thresholds are met, the service also allows you to see a range of percentiles for the benchmark. We also offer transparency with benchmark definitions so you can clearly understand how calculations are made.



Need more information or ready sign up?

Visit workday.com/en-us/applications/data-as-a-service.html, or contact your account team.



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