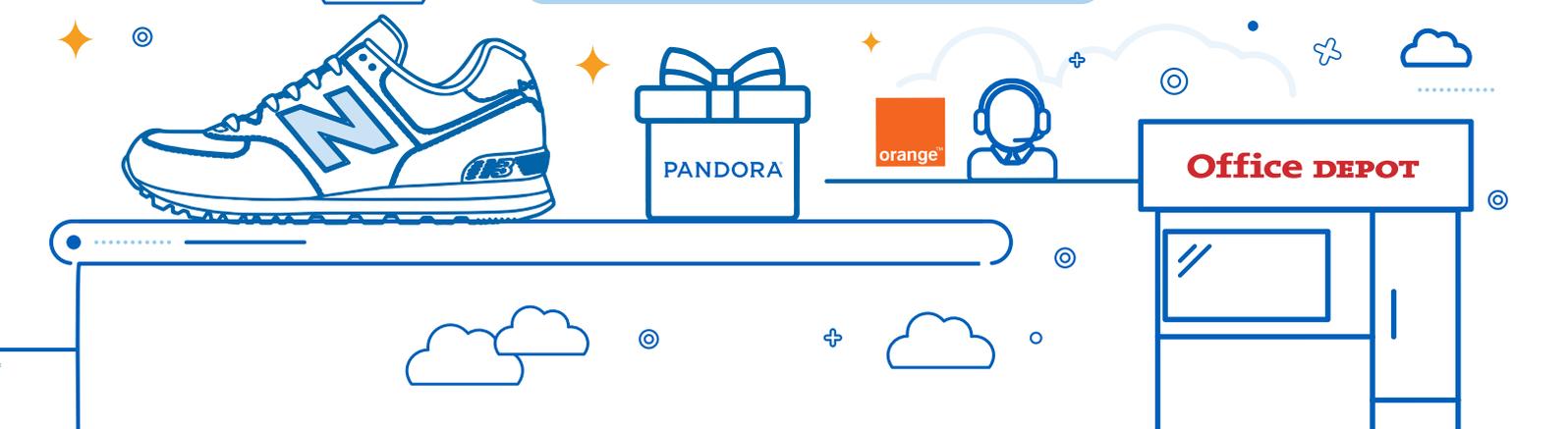


Workday for Retail





OUR CUSTOMERS
DRIVE OUR
INNOVATION



Welcome

Given the continuously changing landscape most retailers face, the growing adoption of cloud-based technology isn't surprising. Whether this technology is meant to empower employees with more engaging tools, enable new approaches to win the hearts and minds of customers, or execute new business strategies to increase the bottom line, retailers need systems like Workday to keep up with the pace of disruption.

Amazon, John Lewis, Primark, Target and Whitbread are just some of the global retailers that have selected Workday to give their teams the tools they need to effectively manage their people and their business:

- Respond quickly to business, organisational, and regulatory changes
- Better engage employees to deliver outstanding customer service
- Gain operational efficiencies to free up time for enhanced customer service
- Support strategic and operational decisions with real-time business analytics from any device

Here are three key trends we're seeing that showcase why we're a trusted partner to empower the current and future state of retail.

Innovate or fall behind: The retail industry is constantly transforming. Consumer expectations are causing a shift from traditional business models to more disruptive ones, with technology now playing a role in every customer and employee experience. To keep pace and drive better margins, retailers have to invest wisely and adopt systems that create efficiencies and spur innovation.

Culture differentiates: With Workday, retailers not only have a partner that truly cares about their success but one that also shares their values. According to Gartner, employees with higher levels of engagement care more about customers. This is why more retailers are investing in better employee experiences; happy employees build customer loyalty and thereby the bottom line.

Help employees help you: In retail, where employees are on the front lines representing the brand and helping drive revenue on a daily basis, it's important they feel engaged from day one. From the moment a retailer recruits an employee, to professional development and ongoing learning, retailers are touching employees at every stage of their career lifecycle.

Retailers are navigating new territory as they look at different ways to expand their business and win over customers. In the process, they need the right partner to help them establish the technology foundation for their future.

Read on to find out why many of the world's leading retailers use Workday.





Put Workday to work for you

With one agile finance and HR system, Workday makes it easy to transform your organisation, scale for growth and innovate faster with less risk.

About Workday

A leading provider of enterprise cloud applications, Workday delivers financial management, human capital management and analytics applications designed for organisations ranging from medium-sized businesses to Fortune 50 enterprises.



2,200+
Customers

99.9%
Uptime in the past two years

475+
Customers using Workday Financial Management

>31M
Customer community of workers under contract

70%
Of Workday customers live

200
Countries in which Workday is deployed; 30 languages are available

“We’re really on the executive table now in the sense of finance. Other key areas and leaders within the organisation actively rely on our data. So it’s pivotal to some of those decisions that are being made. I think that’s given HR significant value.”

Helen Gowler, EMEA Regional Lead, Avon Products

Why retail digital transformation begins with employees

Retailers have become increasingly innovative about how to better serve customers – mobile payments, in-store movement and behaviour tracking, social media responsiveness, and even self-checkout shopping. Yet in the rush to improve the customer experience, are retailers overlooking another critical component of their digital transformation strategies – the employee experience?

In an interview with Inc., Virgin Group founder and retail innovator Richard Branson says he puts employees first, customers second and shareholders third. “If [an employee] is not given the right tools, is not looked after, is not appreciated, they’re not going to do things with a smile and therefore the customer will be treated in a way where often they won’t want to come back for more,” Branson said.

Making sure employees have tools to manage the details of their working lives and job benefits – and managers have the tools to engage and develop employees – is key to achieving digital transformation in retail.



Onboarding

Let’s start with onboarding new employees and transferring current employees into new roles. Such transitions represent an important time in someone’s career – research suggests that proper onboarding can lessen turnover and lead to happier, more productive employees. And, today’s employees expect their relationship with a company to begin and continue online, with the same friendly experience they have on the devices used in their personal lives.

There are several things successful onboarding should accomplish:

- **Ensure employees feel welcome, reinforcing that they’ve made a good decision in joining the company.**
- **Help new hires understand their job priorities and their company’s mission.**
- **Efficiently handle the compliance and paperwork aspects of the hire.**
- **Allow employees to begin contributing in their roles as quickly as possible.**

Successful onboarding also entails personalising each new employee’s experience. This includes information on people they should engage with and learn from within the company, contacts in HR or within the store that can help them navigate their new surroundings, operating procedures in their job or store, and goals for their role.

Retailers are also wise to get employees started with learning videos, ranging from an introduction to company culture to specific role-based training and best practices. Better yet, if your learning system supports user-generated video content, other employees can share their tips for success that are automatically recommended by the system based on factors such as role, location or new-hire status.

“Pulse” surveys can help assess the quality of employees’ experiences or gauge their reactions to changes in management, procedures, shift patterns and more.

Employee engagement and development

As a retailer’s employees settle into their new roles, it’s important to make sure they remain engaged – a key factor in retention, especially with younger people. You can increase employee engagement with targeted communications to keep your team motivated with goals, check-ins and recognition.

For example, quick “pulse” surveys to test the sentiment of the workforce by asking one or two questions on their mobile device can help you assess the quality of employees’ experiences or gauge their reactions to changes in management, procedures, shift patterns and more. And, if you’re able to target your surveys to employees in a certain department or region, they can provide great insight into what’s going well – or not – and allow you to quickly take corrective action.

A robust performance framework supports an ongoing dialog between managers and employees. And with mobile capabilities, employees can request or receive feedback anytime, anywhere. When it comes to keeping top performers and encouraging their growth, a good career and development planning tool can empower employees to explore internal opportunities at their organisations and recognise possibilities for movement. That includes understanding the skills and experience needed to succeed in desired roles and perhaps receiving the names of employees already in those roles who are open to talking about their career journeys.

Further, if learning is integrated with career development, workers can understand new opportunities better with help from suggested, bite-sized content delivered on their mobile devices. This could revolutionise the way people advance through an organisation. Instead of accepting a new position and then learning the role, employees could better understand the skills and knowledge a position requires, helping them decide if it’s truly a good fit and possibly shortening the time needed to ramp up in a role.

And, as employees move throughout a retail organisation, creating vacancies in their wake, others in the workforce should be able to easily make referrals, track the status of those referrals, and perhaps receive bonuses or other recognition for great hires. Happy, successful employees are

often your best recruiters, and by working with them to keep your hiring pipeline full, you’re reinforcing that the company values their recommendations.

Reaping the rewards

Some may think that a robust, modern HR system is overkill for an hourly workforce, but many of the moments that fuel customer satisfaction are delivered (or not) by hourly employees. As Kohl’s found, information on, and attention to, every worker gives the agility and insight needed to thrive in a world where retailers must continually adapt to survive.

As McKinsey researchers note, “Creating great customer experiences requires having an engaged and energised workforce. One that can translate individual experiences into satisfying end-to-end customer journeys and can continue to improve the journeys to maintain a competitive edge.”

In other words, make taking care of your employees a central part of your digital transformation plans. In turn, your employees will help you take care of your customers.



Workday for retail

Spend less time on administration and more on customer service. With Workday, you can manage and develop your workforce more efficiently and respond quickly to change, making it easier to meet your financial and operational goals.

Manage your talent, locally and globally

Understand the cost and capabilities of your entire workforce, from hourly and seasonal employees to contingent workers. Ensure that you have the right skills, capabilities and talent to grow your business. With Workday, you can do all this and more.

Workday lets managers access worker and financial performance information at any location – on any device – to make decisions faster.

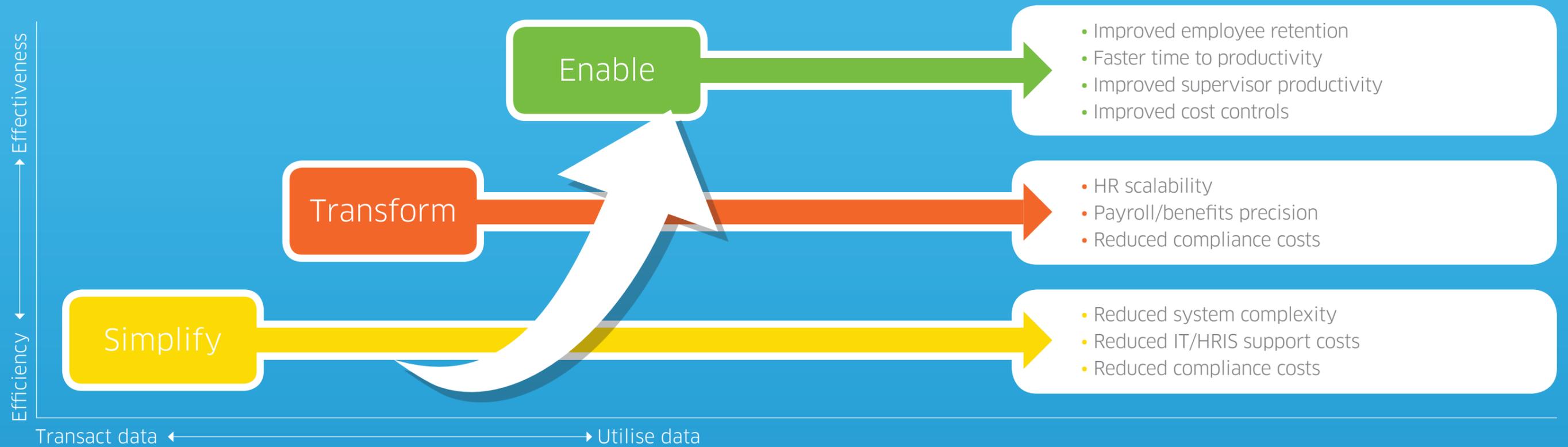
Store managers can rapidly recruit, hire and onboard employees. And because Workday is delivered in the cloud, IT's focus can shift from on-premise infrastructure management to delivering on more-strategic priorities, such as loyalty programmes and customer experience.

Our intuitive HR management system, designed for every device, allows your people to access Workday anytime, anywhere.



- Foster engagement with smart search, social collaboration and a user-friendly interface.
- Reduce the number of applications needed while providing greater visibility.
- Cultivate conversation with pulse surveys and anytime feedback.
- Initiate and manage transactions – from hire to retire – on any device.
- Configure role-based security profiles and provide access to relevant information.

With Workday, retail customers realise value throughout their journey



Real world retail customer improvements

Efficiency Standardised 98% of business processes	Improved Margins Reduced chart of 10,000 to 1,000	Workforce Visibility 43% increase in visibility into contingent labour	Improved Controls 88% decrease in time spent auditing data issues	Greater Strategic Focus 40-60% reduction in manual tasks	Cost Savings Savings of \$2.3 million annually
Paper Savings Eliminated 2.3 million sheets of paper per year	Self Service HR self-service transaction at more than 85%	Time Savings Cut payroll cycle time from four days to 1.5 days	Faster Time to Hire Reduction time to fill open positions by as much as 50%	Mobile Interaction 94% of workforce engaged via mobile within the first month	Increased Insight Creating reports went from one week to one minute

Why Workday



One version

Innovate faster with less risk. With Workday, every customer is on the latest version of our software. As we roll out new versions, your system automatically converts to the latest release. No more disruptive upgrades. And no one is left behind.

- We're continuously innovating to ensure you're always on the latest and greatest technology.
- We manage the update process for you so you're never left behind.
- We utilise a continuous development model to rapidly respond to market and customer needs.

One experience

Workday provides an intuitive and informative experience that empowers you to manage your own change and engage your workforce.

- Quickly adapt to the changing needs of your business without the need for separate tools or technical expertise.
- Gain the insights and tools your workforce needs to succeed at any time from any device.
- Work the way you like to work with a consumer-friendly user experience.

One architecture

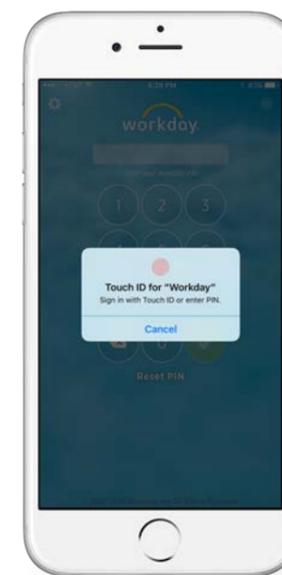
Continuously current. With Workday, you stay up-to-date with the latest industry technology trends and innovations at your own pace and without sacrificing availability or performance.

- We've designed Workday from its inception to only run in the cloud.
- Our flexible architecture facilitates the continuous and nondisruptive evolution of technology.
- We're the only vendor that guarantees performance of our service-level agreement (SLA), committing to support the most demanding organisations.

One source of truth

Turn insight into action. With a single system for finance, HR and analytics, Workday gives you total visibility coupled with the power to act on it.

- Actionable and contextual insights enable you to make faster and more-intelligent decisions.
- Analytics are based on live data, ensuring your insights are always up-to-date and consistent across teams.
- Collaborative analytics, including granular governance controls, allows you to embrace the collective wisdom of your workforce.



One security model

Security is our business. Workday provides protections that traditional software vendors can't. We build, and continually update, rigorous safeguards into every product to maintain the highest level of security.

- Comprehensive data privacy and security ensures your data is protected.
- Our single security model spans processes, data and devices.
- Flexible security controls allow you to safeguard your business based on your unique needs.



GDPR: Privacy by design at Workday

by **Barbara Cosgrove**, Vice President, Chief Privacy Officer, Workday

The General Data Protection Regulation (GDPR), a harmonised approach to data privacy laws across Europe, took effect in May 2018. That's why it's important for our customers and partners to understand the Workday approach to privacy by design.

Privacy by design focuses on embedding privacy protection measures throughout the development of products, processes or services that could use personal data. While privacy by design has long been considered a best practice, it will be mandatory under GDPR. More specifically, GDPR requires organisations to consider the legal rules that apply to the processing of European personal data at the initial stages of any development process.

How does Workday incorporate privacy by design principles?

Privacy by design guides how Workday builds products, develops software and operates our services. Here's how we incorporate the seven foundational pillars of privacy by design into our philosophy:

- **Proactive and preventative:** Privacy by design emphasises proactive measures over reactive by anticipating and preventing invasive privacy events before they happen. To this end, the Workday Privacy team partners with product managers at the start and throughout the development of every product. This enables us to create more compliant products and avoid the need to redo work to ensure that personal data is properly processed. Additionally, we conduct security and privacy training early and often as part of ongoing employee education.
- **By default:** Privacy by default is part of our standard requirements for new features and products. When faced with a design choice, we default to giving more control over privacy rather than less. In fact, the Workday chief privacy officer reviews and approves all major releases before they become generally available. Customers then configure Workday applications to meet their internal access requirements.
- **Embedded:** Privacy by design is embedded into the Workday architecture and business practices. We have also integrated privacy by design principles into our software development process to guide how we build products and operate our services.

- **Positive sum:** This concept of privacy by design focuses on satisfying all legitimate business objectives while protecting privacy. For instance, we believe that companies shouldn't have to choose between software that keeps personal data safe and software that's easy to use. Both are important, and incorporating privacy early on within our development process helps us ensure both the safety and satisfaction of customers.
- **Lifecycle protection:** Strong security measures must be in place to protect all personal data throughout its entire lifecycle. Workday has built security throughout the lifecycle of data processed by our services, including how we operate the Workday system infrastructure and how we deploy and build configurable applications for our customers.
- **Visibility and transparency:** Workday provides our customers visibility and transparency by conducting and making available independent third-party audits and certifications covering privacy, confidentiality and security. We strive to make sure that our customers can easily understand the technical and organisational measures we have in place for protecting personal data and give them the ability to determine the best means of delivering any information to their employees about how we process data.

- **Respect for user privacy:** Workday builds in controls for our customers that enable them to configure our services to comply with privacy requirements applicable to them. With Workday, customers can provide the necessary level of privacy protection for their users.

Why is privacy by design important to Workday?

Privacy by design is closely tied to Workday core values – especially integrity, customer service and innovation. We take pride in ensuring that these values are met, not only in how we provide the Workday service, but also in how we operate from a compliance perspective.

We strive to become an early adopter of newly emerging business practices and standards, while always ensuring that privacy and safeguarding our customers' personal information are at the core of what we do. By emphasising innovation and enhanced privacy protections to our customers and the individuals within their organisations, we will be able to continue to put our customers first and help them meet their own GDPR compliance requirements.

Put people at the centre of your business

Easily plan, recruit and nurture talent, and provide the training your people need to lead using just one HCM system: Workday Human Capital Management (HCM).

Workday HCM software provides complete visibility into your global workforce and a better user experience, so you can keep your people engaged and help them grow.

A smarter approach to HCM



Engage your people on their preferred device.



Make better business decisions based on contextual insight.



Take action and respond to changes on the fly.



Get a full view of talent, labour and cost with HCM software that works alongside finance and payroll.



Use one version of a single system across your entire organisation.

Payroll management

Workday Payroll meets the full spectrum of enterprise payroll needs for the US, Canada, the UK and France. In other countries, Workday gives our customers several ways to seamlessly manage and pay their global workforce.

- Leverage Workday as your single system of record for HCM and payroll.
- Instantly view global labour costs to improve operational and financial planning.
- Integrate with any third-party payroll provider to securely bring payroll actuals and payslips into Workday.



Know your people

Gain a macro view of your workforce. Within Workday, people data and analytics helps you identify risks, uncover opportunities, monitor trends and drill into contributing factors.

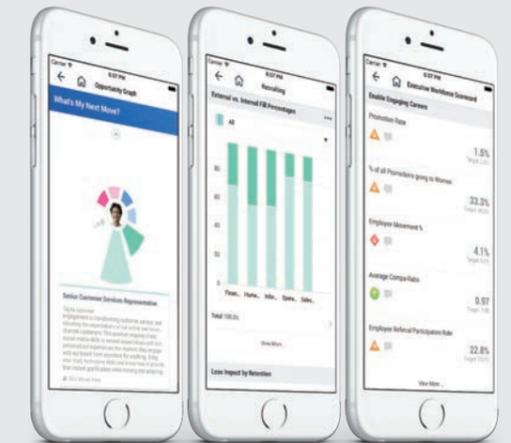
- Analyse workforce demographics across generation, location and more on any device.
- Visualise headcount and turnover trends, such as voluntary, new-hire and high-performer turnover.
- Surface diversity trends using delivered reports and tools, like the gender pay gap dashboard.
- Pay your people fairly according to your compensation philosophy with total rewards reports and dashboards.



Help your people grow

Use the talent and people data within Workday HCM to help your people reach the next level in their career, plan for succession and manage talent risk.

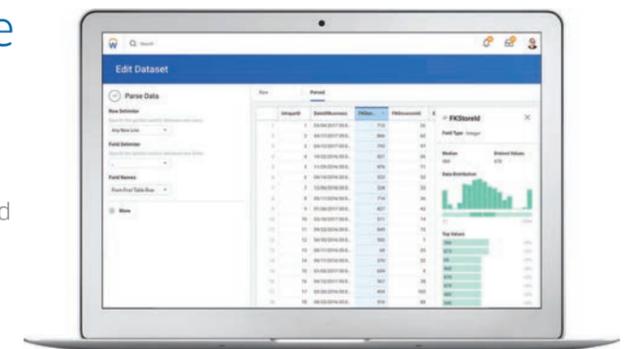
- See who is developing high-performing teams and who needs help.
- Locate gaps in the leadership pipeline and identify top candidates.
- Help your employees evolve with opportunity graphs, competency assessment charts, and learning recommendations.
- Compare learning and development investments with performance and promotion rates to see what's working.



Blend operational and people data for deeper insight

Understand productivity, training effectiveness, staffing demands and so much more. With Workday, you can provide leadership with a complete picture of people and operations to run the business better than ever.

- Enrich HR data with financial and operational data for a full view of business performance.
- Intuitively prepare and blend data from any source to eliminate information silos.
- Put critical operational insights into the right hands, with the right level of detail, at the right time.
- Centrally manage permissions and use the Workday data security to govern blended data.



Gartner Magic Quadrant for Cloud HCM Suites

For two years running, Gartner – an independent research firm – named Workday a Leader in cloud HCM out of 11 key vendors analysed.



Gartner, Inc., "Gartner Magic Quadrant for Cloud HCM Suites for Midmarket and Large Enterprises"; Ron Hanscome, Melanie Lougee, Helen Poitevin, Chris Pang, Jeff Freyermuth, Sam Grinter, John Kostoulas, Mike Burden; 15 August 2017.

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Workday and Target

Workday equips Target with cloud HR

Headquartered in Minneapolis, Target is the second-largest discount retailer in the U.S. with more than 300,000 team members and about 1,800 stores nationwide.

Workday applications:

- Workday Human Capital Management
- Workday Learning
- Workday Payroll
- Workday Recruiting

Target selected Workday's unified system to streamline many of its HR operational processes and create a more intuitive user experience for its team members.

With Workday, Target will aim to:

- Simplify operational tasks to free up time for team members to focus on key guest initiatives
- Gain greater visibility and insights for quicker, data-driven decision-making that will support the company's growth and hiring efforts
- Personalise learning, training and development for team members so they are better empowered and equipped to take Target's guest experience to the next level
- Provide Target team members with a consumer-grade user experience where they can easily access relevant information as well as take action and perform HR tasks on a mobile device

“Target's team has always been our greatest asset and core to our legacy of exceptional guest service. We believe Workday will help us harness the power of our team to further elevate Target's guest experience.”

Steve Brophy

Vice President, Human Resources, Target

Workday and Avon



Challenges

- Multiple, disparate systems worldwide
- Local legacy HR and payroll systems combined with a global HR system reliant on CSV uploads; no real-time data with common data field definition
- High cost of ownership
- High level of resource and time required for basic reporting and analysis
- Data integrity issues



Solutions

- Workday Human Capital Management



Results

- Workday deployed in 40 countries
- Improved business decisions
- Lower total cost of ownership
- Proven scalability
- Unified global solution

“Workday is now the global system of record that feeds all downstream business, supporting, for example, supply chain systems, legal systems, expense and IT systems, through interfaces and reporting. Hence there is more importance than ever before on HR data feeding other business systems, and having real-time accurate data is paramount.”

Helen Gowler,
EMEA Regional Lead, Avon Products, Inc.

Hear from our customers



“In line with great disruptors, Workday is changing the entire ecosystem for the delivery of HR services... and this is just the beginning. Workday continues to bring it – a killer user experience for non-HR folks, and specialty platforms that move the system way beyond your grandparents’ HR make it right in line with Patagonia’s unconventional culture.”

Dean Carter
Head of Shared Services, Patagonia Works

“Workday is an HR cloud leader that provides an innovative, customer-focused HCM system that will support Amazon as we continue to hire employees around the world”

Beth Galetti
Vice President, HR, Amazon

“Workday not only gives us the confidence to scale but will support accelerated growth. We no longer have to worry whether our finance and HR systems can support us.”

Kevin Cheetham
CFO, Custom Ink

“The retail industry is transforming, and I’m excited to know we have the technology to support whatever future state our organisation and business demand.”

Ryan Festerling
EVP of HR, Kohl’s



“By choosing Workday HCM, we opted for a future-oriented solution focused on talent management and the fluidity of our collaborative processes. Workday provides us with a unified source of data to which key stakeholders have real-time access, enabling them to gain productivity.”

Geraldine Moreno Achain
HRD, Stokomani



“We needed a proven solution that didn’t require significant time and resources to set up or maintain. Built-in configurations, robust functionality and Workday’s continued investment in retail gave us confidence in our decision. With Workday, it just works.”

Mike Mills
Director of HRIS and Payroll, Finish Line, Inc

Blazing trails in corporate culture with Patagonia

Patagonia is best known for its colorful fleeces and classic backpacks, worn by the hip and fashion-indifferent alike. The brand has a way of transcending trendy and is a wardrobe staple for many, even those who rarely step foot on a trail.

To achieve this kind of customer loyalty, a brand needs that special something that forges a deep connection with consumers. For Patagonia, that something is a profound sense of identity and values that are deeply rooted in environmental protection and grassroots activism.

The company was founded 40 years ago and has remained privately held, with 2,500 employees across the world. On social media, it's been named the number one brand in the sports apparel category for its engagement, impact and responsiveness. All the while, Patagonia is often recognised for taking care of employees and offering exceptional benefits.

An important part of a positive work environment is ensuring employees don't have to choose between family and career, that's why Patagonia spends about \$1 million a year to subsidise onsite childcare for employees.

Dean Carter, head of shared services at Patagonia, responsible for the company's finance, HR and legal

teams, believes every penny of the investment is worth it. "It allows parents to bring their whole selves to work. What's more, that \$1 million investment almost pays for itself".

The retail industry is experiencing its share of turbulence, but attracting and retaining motivated employees will always be the key to satisfied customers. As McKinsey researchers note, the secret to delighting customers is to put employees first.

Many companies use their public relations efforts, at least in part, to attract the best talent. But in general, public relations is outward-facing and HR is viewed as a mostly internal affair. At Patagonia, they've found that HR is the best PR. They have the metrics to prove that sharing the story of their childcare policies helps their recruiting pipeline.

Workday products:

- Human Capital Management
- Time Tracking
- Recruiting
- Payroll



Workday - our story



Our story

In 2005, software visionaries Aneel Bhusri and Dave Duffield met at the Jax Truckee Diner outside of Lake Tahoe in California. They decided to form a start-up – one that would sell cloud-based applications for HR and finance. The two longtime friends had plenty of experience. Dave had founded PeopleSoft in 1987 and served as the company's CEO and chairman of the board. Aneel had held a number of leadership positions at PeopleSoft, including senior vice president of product strategy. On that day in 2005, they resolved to build a company that would revolutionise the enterprise software market. The result is Workday.



Giving and Doing

Workday is committed to supporting local and global causes that improve the quality of life in the communities where we do business. Workday employees around the globe run, walk, ride, paddle, mentor, advise, feed, read, develop, serve on boards and even grow mustaches for favorite causes. Supporting community efforts that our employees care about helps create a healthy workplace, happy customers and a better world.

Workday Foundation

The Workday Foundation makes investments in innovative organisations led by pioneers. Our mission is to transform lives by creating career pathways that unleash human potential. We look for organisations that are using innovative solutions to break the cycle of poverty by creating lasting economic security through meaningful employment. Workday grants involve significant dollars, potential multiyear commitments, employee involvement and tight collaboration with grantees.

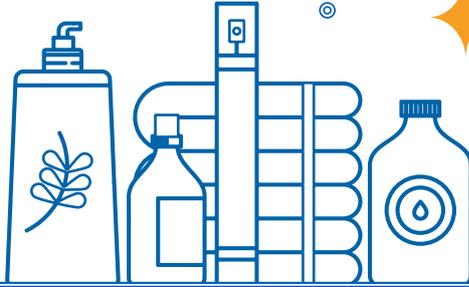


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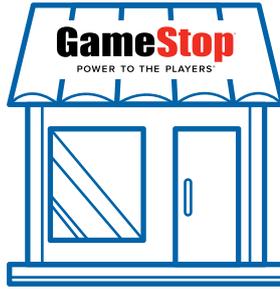
TalkTalk
For Everyone



KOHL'S



GROUPON



GameStop
POWER TO THE PLAYERS



Johnson & Johnson



MasterCard

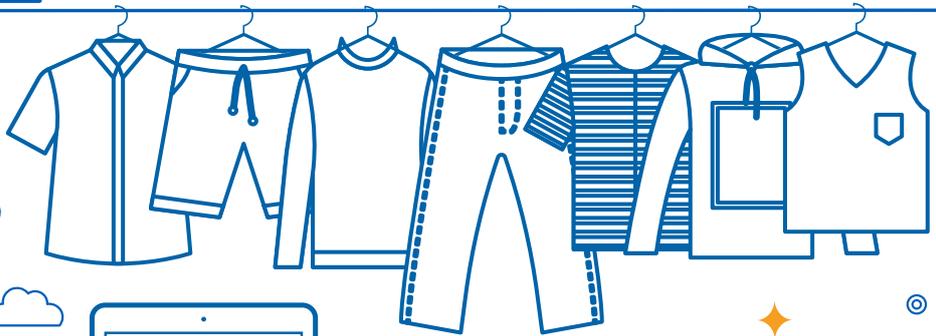


CustomInk

L.L.Bean



TIMEX GROUP



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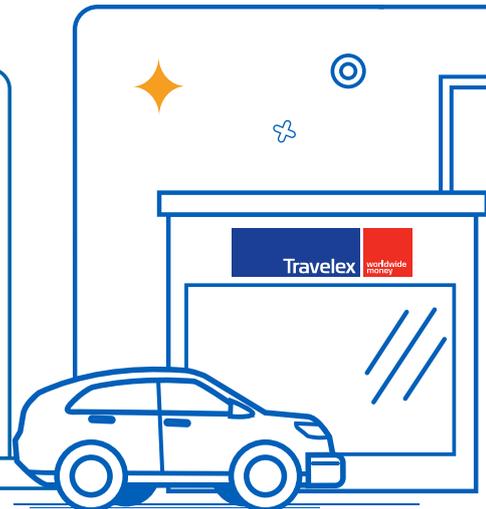


STOK OMANI
DES MARQUES, DES PRIX!



workday

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Travellex worldwide mobility