

## Workday Adaptive Planning for Software and Technology

Dynamic environments—technical disruption; evolving competition; ASC 606, GDPR, and other changing regulatory requirements; high-volume user data; and operational metrics such as retention, CAC, and lifetime value—demand that software and technology companies find smarter, more sustainable strategies for identifying and allocating funds for investment in innovation.

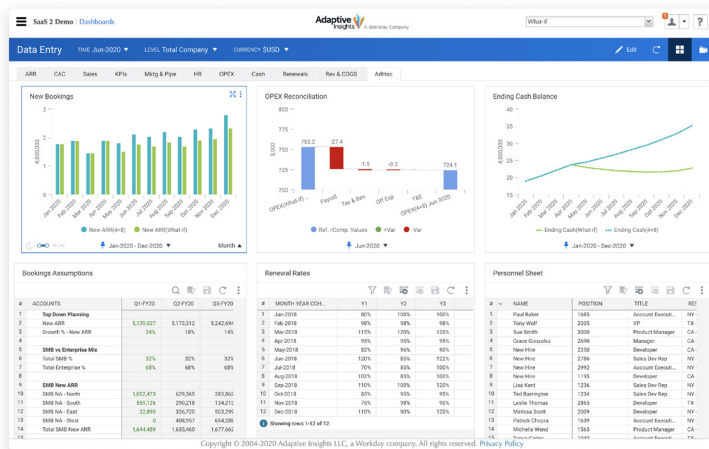
To meet these challenges, high-growth organizations need a system that supports active planning that is collaborative, comprehensive, and continuous. Workday Adaptive Planning is a budgeting, planning, and reporting application that includes multidimensional, driver-based modeling capabilities along 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, get insight into real-time analytics, and streamline complex reporting so they can plan and adapt without compromise.

### 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 planning 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

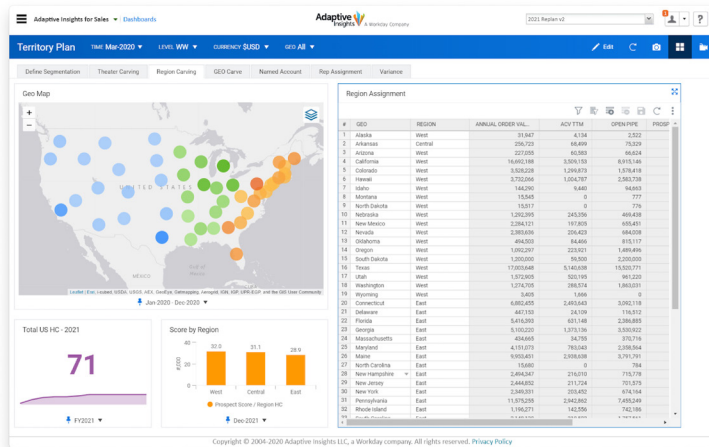
- Establish a dynamic planning process to keep your organization agile as it scales
- Build complex financial and operational models to run what-if scenarios around growth, hiring, expenses, and cash flow
- Automate board and management packs, and analyze budget vs. actuals performance
- Provide stakeholders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



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With Workday Adaptive Planning, my team can complete a forecast cycle in 15% to 20% less time than before.

VP of FP&A  
Hubspot

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



Geo-mapping allows organizations to carve and optimize sales territories and deploy quota efficiently.

### Supercharge Planning with Elastic Hypercube Technology

Built with patent-pending Elastic Hypercube Technology, 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 a configurable dashboard that can be adjusted and expanded 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 behavior. All of this is available in a web-based interface that allows users to operate in a familiar Excel environment, facilitating input from all types of employees regardless of training.

## Integrate with Core Business Systems

As IT infrastructures grow more complex, technology companies 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

Spreadsheet-based systems are inefficient, error-prone, and fundamentally unsuited for the level of active planning and reporting required by today's high-growth organizations. Workday Adaptive Planning helps you keep manual intervention to a minimum by relying on automated technology to plan continuously and by using 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 by more than 70 percent.

## Robust Process with the Flexibility to Scale

The priority for high-growth software and technology companies is to put in place processes and systems that 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 with the agility needed to keep pace with the competition.

To learn more about Workday Adaptive Planning for software and technology, visit: [adaptiveplanning.com/solutions/software-technology](https://adaptiveplanning.com/solutions/software-technology)

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We're able to easily look at making changes across different teams, entities, and countries, and get the full view of what that means for the business and profitability on the whole.

**Director of FP&A**  
Tenable Network Security



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