

Workday Adaptive Planning Customer Automates OfficeConnect Report Distribution at Scale



QueBIT's client, a publicly traded financial technology provider, is not just a market leader but also one of the fastest growing financial technology trailblazers in the world.

The Challenge:

Workday Adaptive Planning served as a valuable central repository for financial data and insights, but getting that information in front of the managers and executives who needed it was difficult.

The Solution:

QueBIT ReportWORQ provided a solution that automates the secure distribution of personalized Workday Adaptive OfficeConnect (Excel) reports across the organization with ease.

The Benefit:

QueBIT ReportWORQ enabled the client to unlock the true potential of the FP&A team as a strategic data analysis and reporting partner for the organization.



About the Client

QueBIT's client, a publicly traded financial technology provider, is not just a market leader but also one of the fastest growing fintech trailblazers in the world. The company boasts of a global clientele including Fortune 500 as well as unicorn start-ups.

The company's Financial Planning and Analysis (FP&A) group uses Workday Adaptive Planning for all its financial reporting, budgeting, and revenue and expense planning tasks. While Workday Adaptive Planning provides significant planning flexibility well-suited for the kinds of complex multi-currency financial modelling they needed, there were some limitations around report distribution and getting executives and other end-users to engage with the data.

The Challenge

While Workday Adaptive Planning served as a valuable central repository for financial data and insights, getting that information in front of the managers and executives who needed it was difficult. The concept of self-service reporting within the Adaptive website was not working for this busy and easily distracted audience. They needed something that would integrate seamlessly with Slack and email, where they spent most of their time.

Scalability - This led to the FP&A team receiving requests to create custom reports for each recipient in Excel spreadsheets. Since many of these reports needed to be recreated weekly or monthly, this model was inherently unscalable and was an inefficient use of highly skilled analysts' time.

Limits of Self-Service Reporting - The reporting paradigm for Workday Adaptive Planning is based on dashboards and reports that are accessed securely through a web browser. To be effective, users need to understand how to use the tool, and to know how to sift through the data to get to the information they need. While this worked very well for analysts and some middle managers, executives higher up on the corporate ladder did not have the time to acquire the necessary dexterity. Even when they were willing to learn, as occasional users they needed constant refreshers which also put a strain on FP&A resources.

Slack and Email - Most company interactions occur via Slack and email. The client felt that their goal of delivering accurate, timely and relevant information to decision-makers would be most effective using these two channels. The problem was that the data lived in Workday Adaptive Planning, and there was no native way to present that data in Slack or email short of providing a link to the Adaptive website.

The Solution

Implementing QueBIT ReportWORQ for Systematic Automation

QueBIT ReportWORQ is a solution that automates the secure distribution of personalized Adaptive OfficeConnect (Excel) reports across any organization with ease. It supports email and Slack as distribution channels, in a variety of formats including HTML, Excel, PDF and Powerpoint.



Benefits

Here's how this new system has benefitted the client.

1. The ReportWORQ solution immediately reduces the repetitive workload of the FP&A team members. They no longer need to manually respond to data requests. Once a ReportWORQ job is set up, it can be scheduled to refresh the latest data on its own directly from Adaptive Planning without any manual effort. When new reports are requested, they only need to be created once. Once created, the reports can be re-used for any relevant combination of parameters including time periods, departments/ levels.

The FP&A team now has the time to shift their focus towards more valuable tasks such as data analysis and refining the utility and relevance of the information that is shared, by role or even by individual.

2. Making information easy to access in Slack and email has greatly increased end-user engagement with the data. This has led to higher-quality questions and conversations about the stories the data is telling, which has resulted in the FP&A team being able to further refine the reports to better serve the needs of the business.

Furthermore, ReportWORQ enables you to set filters on report generation, so that distribution can be customized for specific executives or departments. This enables event-driven personalization opportunities, in which reports are only sent when the data meets a pre-defined threshold.

3. The democratization of data that comes from end-user engagement has helped build trust in the FP&A team and the data they provide. The team has leveraged this trust to continue to innovate. From "flashing stories" to conditional reports,

ReportWORQ has greatly improved the timely flow of actionable information through the company.

4. Personalization and conditional report distribution combined with the visualization capabilities of Excel (where the Adaptive OfficeConnect reports are authored), and ReportWORQ's ability to automatically customize commentary has dramatically reduced the number of reports each person receives.
5. ReportWORQ's ability to refresh and distribute Powerpoint slide decks is being leveraged to automate board reporting, and board report distribution.

The client is working towards making sure each individual recipient only receives the most essential reports based on their role and the patterns in the data itself, to save them the effort of wading through hundreds of reports looking for something that truly needs attention.

"Over 100+ various monthly reporting packages now updated and distributed systematically to over 70 unique Slack channels and broad email distributions."

- Director of FP&A

Future Plans

With QueBIT ReportWORQ the client unlocked the true potential of its FP&A function as a strategic data analysis and reporting hub. They are planning to take this a step further and begin using ReportWORQ's distributed data collection function too. This function will allow end-users to fill out data input forms sent to them in Slack or email via ReportWORQ, which will then be automatically uploaded into the Workday Adaptive Planning system. This will add convenience for planning contributors and make it easier to involve more front-line staff. Involving more people in the planning data collection process will break down silos and enable the company to collect more granular and more informed data. This in turn will open up doors for more detailed analysis and reporting, leading to better insights.

"10+ daily reports are distributed via email immediately as data becomes available with dynamic commentary to call attention to key themes. Estimated 75 person-hours saved monthly and growing."

- Director of FP&A

About QueBIT

QueBIT enables organizations to achieve a business-focused integration of Financial and Operational Planning and Analysis, extended with Artificial Intelligence (AI) and Machine Learning (ML). This area of expertise is known as Extended Planning and Analysis (xP&A). QueBIT's collaborative, incremental and business-driven approach is driven by over twenty years of experience in delivering successful xP&A solutions to hundreds of mid-market and large companies across all industry sectors and lines of business. For more information on how your organization can **Analyze, Plan and Achieve** your own xP&A journey, please check us out at www.quebit.com.

