



## Workday Prism Analytics.

Today's business environment moves at an incredible pace. To stay competitive and be successful, organizations must be highly adaptive. Business leaders must get the most value out of their data and put insights into the hands of the workforce, empowering everyone within the organization to make more confident decisions. Gartner® recently reported that “increasingly, data and analytics has become a primary driver of business success, and the potential for data-driven business strategies is greater than ever.”

Unfortunately, companies are struggling to put their data to work. In an Accenture study, only 33% of firms reported they trusted “their data enough to use it effectively and derive value from it.” Executives and practitioners have limited trust in their organization's data, bringing information together is time-consuming and complex, and limited insight impedes strategic decision-making.

Workday Prism Analytics addresses these challenges for both finance and HR, while helping IT teams simplify systems, reduce spend, and decrease the amount of effort needed to maintain legacy systems. With Workday Prism Analytics, finance and HR now have a data hub built right into the system of record, bringing together the data they need while maintaining fidelity, providing access to decision-makers without compromising security, and supplying intuitive tools that make insights from disparate data sources easier to generate and consume. Get ready to make better business decisions and drive performance like never before.

### Complete view of the business.

Executives, managers, and decision-makers across the business often rely on much more than financial and HR information to make decisions. They need data from other places such as their CRM, vendor management, LMS, engagement, or industry-specific systems to get a full picture of business performance. Workday Prism Analytics makes it easy to get a current, reliable, and singular view of the business by bringing all that data together with integration and data management capabilities, all inside of Workday. Users can create reports, surface granular insights, and seamlessly and securely distribute at scale across the organization.

### Automation and efficiency.

IT teams get worn out trying to service analytics requests from the business, reel in shadow access, and maintain multiple security models. Workday Prism Analytics lets IT teams set security once with flexible governance that adapts and fits the needs of the business. And because Workday Prism Analytics is a fully cloud-based service, we do the heavy lifting to maintain

## Key Benefits

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### Integrated Security

- Keep sensitive financial and workforce data in Workday and integrate external sources as needed
- Set role-based permissions that adapt as your organization changes

### Democratized Insights

- Share data, reports and insights across cross-functional teams to make faster, more confident decisions from the same source of truth
- Provide self-service access to anyone within your organization with reports and dashboards available on any device

### In Context Experience

- Gain complete visibility into the analysis with transparent and user-friendly data lineage capabilities for trusted and accurate decision-making
- Enable any stakeholder to access the full, relevant context of any reports or insights through an intuitive and familiar click-not-code interface

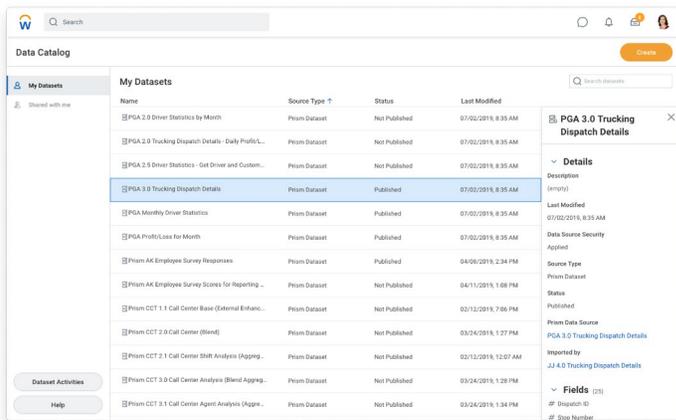
## Product Capabilities and Features

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### Data Integration and Management

- Bring in data from any source via API, SFTP, browser-based file uploads, or our out-of-the-box connectors, including AWS S3
- Access finance and HR transactional data from Workday
- Schedule automatic updates to keep your data synced and current
- Easily search, discover, and manage datasets in a single data catalog
- Quickly understand how pipelines are constructed with data lineage

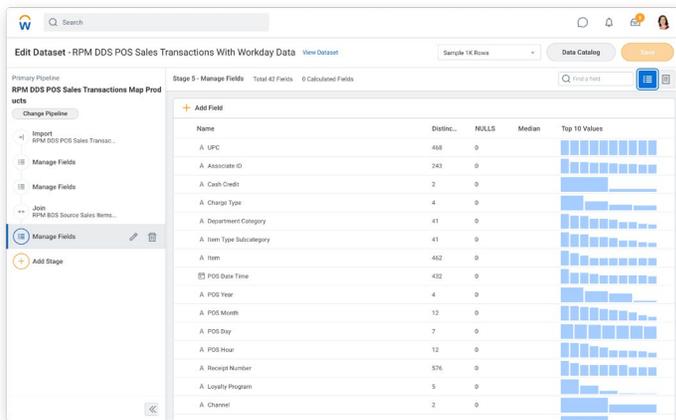
and update software. This enables IT teams to deploy faster, while still getting the performance and scalability of Hadoop, Spark, and the latest storage and processing technologies.



The data catalog, part of Workday Prism Analytics.

## Accelerated time to insight.

When it comes to analytics, business analysts have long been limited in their ability to get access to data and quickly produce insights. With Workday Prism Analytics, analysts gain a secure playground of business data that they can prepare, blend, and analyze with point-and-click functionality. Users can efficiently manage and transform data for any type of reporting, analytics, or planning use case with robust auditability and data lineage capabilities baked into the platform—no coding or special licenses required. They can then share these insights with the colleagues and executives who need them.



Managing data pipelines with Workday Prism Analytics.

To explore how Workday Prism Analytics can help you drive business outcomes, visit: <https://www.workday.com/en-us/resources/prism-analytics/data-hub-use-cases.html>

## Data Governance

- Govern data using the Workday security framework
- Apply role-based and contextual security for personalized access
- Separate duties with different permissions for dataset creation and publishing
- Set table-level security and sharing controls

## Self-Service Preparation

- Create and maintain data transformation pipelines with an intuitive interface
- Apply join, union, group-by, and filter functions to datasets
- Build computed fields by leveraging a rich function library
- Preview data transformations to ensure data is what was expected
- Get a visual profile of fields in the dataset to understand statistics, such as distribution

## Productionalized Insights

- Query large-scale datasets with an in-memory high-performance analytics engine
- Use data sources from Workday Prism Analytics in Workday reports, dashboards, and scorecards
- Access insights generated from Workday Prism Analytics from a desktop, tablet, or mobile device
- Share insights with anyone within the organization



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