



NEWS RELEASE

Workday Announces Continued Retail Industry Momentum Driven By Accelerated Demand for AI Solutions that Help Fuel Organizational Agility and Growth

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More Than 55% of the NRF Top 100 Retailers Are Using Workday to Elevate the Frontline Worker Experience, Increase Productivity, and Manage Operational Costs

PLEASANTON, Calif., Jan. 11, 2024 /PRNewswire/ -- [Workday, Inc.](#) (NASDAQ: WDAY), a leader in enterprise cloud applications for [finance](#) and [human resources](#), today announced continued momentum in the retail industry, with the company's retail and hospitality business exceeding \$1 billion in annual recurring revenue (ARR). Leading global retailers including Best Buy, Cinemark Holdings, Inc., Crumbl Enterprises, LLC, Dave & Buster's, Inc., Dick's Sporting Goods, Kolmar Korea Holdings Co., Ltd., KP Brands, MUSINSA Co., Ltd., IDKIDS, O'Reilly Automotive Stores, Inc., PARQUES REUNIDOS, S.A., Whataburger, Weis Markets, Inc., and more have recently gone live on Workday to gain real-time visibility into financial, workforce, and operational data across the front, middle, and back offices for improved decision making.

As part of this momentum, Group1 Automotive Inc., KIKO MILANO, Sunshine Bouquet Company, Sweetwater Sound, Inc., Teasdale Foods, Inc., and more have recently selected [Workday Financial Management](#) or [Workday Human Capital Management \(HCM\)](#) to drive greater profitability, attract and retain a skilled frontline workforce, and enable continuous planning to support business growth and adapt to changing industry needs. They join customers On, P.F. Chang's, and the more than 60% of retail and hospitality organizations in the Fortune 500 that have chosen Workday to transform their operations.

"In our fast-paced industry, it is critical that we bring together our back and front office solutions so our leaders have a single, unified source of truth for viewing, managing, and optimizing our operations," said Art Kilmer, chief operations officer, P.F. Chang's. "With Workday AI and its continued workforce management innovations, we can adapt quickly to changing labor and customer expectations and better support our mission in delivering engaging experiences for our employees and guests."

Putting the Frontline Worker Experience at the Forefront

According to an [IDC infographic](#)*, 44% of retailers say they have limited visibility into operations across the front and back offices, and lack confidence in the data used to drive impactful decision making. Further, 36% cite difficulty in retaining and engaging frontline talent as one of their top business challenges.

Workday delivers a single, connected workforce management system – including [Workday Scheduling and Labor Optimization](#), [Workday Time Tracking](#), [Workday Absence Management](#), [Workday Talent Optimization](#), [Workday Payroll](#), and more – that provides retail organizations with a personalized worker experience, clear workforce and labor cost insights, and a streamlined manager experience. With visibility across the frontline workforce, retail leaders can identify and quickly fill critical skills gaps and determine whether to train, hire, or realign resources to meet changing business needs. This helps nurture growth and increase employee engagement, productivity, and loyalty with user-friendly workforce tools.

Accelerating Digital Finance Transformation with an Expanded Partner Ecosystem

Retail organizations need finance, workforce, planning, and business agility to respond to shifting market and economic conditions. To help customers speed their digital transformation efforts and accelerate time to value, Workday empowers them to leverage both Workday and partner solutions.

Workday recently [announced](#) an expanded partnership with Accenture to develop a suite of data-led, composable finance solutions that can be configured to help retail clients be more responsive to changing business needs. Workday and Accenture plan to offer customers pre-packaged integrations, configurations, and reports to optimize the integration of [Workday Financial Management](#) with other best-of-breed merchandising and inventory solutions, providing finance and store operations teams with better insight on inventory and store data to make the right products available in the right place; a comprehensive retail and analytics solution that provides dashboards for store operators to better understand store performance; and a strategic workforce management solution that provides retailers with a fact-based solution to plan and manage their workforce.

Additionally, [Workday Solutions Marketplace](#) offers numerous retail-specific solutions, allowing customers to easily discover, learn, and evaluate trusted solutions from Workday certified partners that help address their

unique business needs.

"Organizations worldwide trust Workday to better manage their two biggest assets – their people and their money – and we're proud to support leading retail and hospitality workers with innovative finance, HR, and planning solutions," said Keith Pickens, head of retail, Workday. "With Workday AI and our expanded partner ecosystem, our retail customers have the tools they need to support the business demands of today while empowering them to anticipate and react to the challenges of tomorrow."

For More Information

- Stop by the Workday booth (#4675) at NRF 2024 (January 14–16, 2024) to hear from Workday customers, connect with Workday executives, and see demos of Workday AI and Workday workforce management solutions.
- Attend the session, "P.F. Chang's Recipe for Success: An Intelligent Platform for HR, Workforce Management, and Finance," on Monday, January 15 from 9:15am - 10:00 am.

*Source: IDC Infographic, sponsored by Workday, Enterprise Software Drives the IT and Finance Operations of the Insurance Industry, doc #US50932323, July 2023.

About Workday

[Workday](#) is a leading provider of enterprise cloud applications for [finance](#) and [human resources](#), helping customers adapt and thrive in a changing world. Workday applications for financial management, human resources, planning, spend management, and analytics are built with artificial intelligence and machine learning at the core to help organizations around the world embrace the future of work. Workday is used by more than 10,000 organizations around the world and across industries – from medium-sized businesses to more than 50% of the Fortune 500. For more information about Workday, visit [workday.com](https://www.workday.com).

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Forward-Looking Statements

This press release contains forward-looking statements including, among other things, statements regarding Workday's plans, beliefs, and expectations. These forward-looking statements are based only on currently available information and Workday's current beliefs, expectations, and assumptions. Because forward-looking statements relate to the future, they are subject to inherent risks, uncertainties, assumptions, and changes in circumstances that are difficult to predict and many of which are outside of Workday's control. If the risks materialize, assumptions prove incorrect, or we experience unexpected changes in circumstances, actual results could differ

materially from the results implied by these forward-looking statements, and therefore you should not rely on any forward-looking statements. Risks include, but are not limited to, risks described in Workday's filings with the Securities and Exchange Commission ("SEC"), including Workday's Form 10-Q for the fiscal quarter ended October 31, 2023, and other reports that we have filed and will file with the SEC from time to time, which could cause actual results to vary from expectations. Workday assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release.

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