

Cause and effect: How rapid Workday integration drives digital transformation

SnapLogic accelerates business change by reducing the time and cost of data integration by up to 90%



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Workday integration: Transformative power behind business change

What does a short-order cook have to do with digital transformation? As it turns out, a lot. When a venerable national restaurant chain joined the digital realm to reach new millennial and Gen Z consumers, its engagement strategy was a smashing success. A new generation of customers began frequenting the chain's thousands of restaurants, and ordering food online for delivery. By all measures in the "front of the house," the restaurant's digital transformation mission was accomplished.

Poor integration impedes digital transformation

But the "back of the house" was a different story. To handle increased demand, more cooks needed be hired – in the midst of a national shortage. In 2016, the National Restaurant Association summarized the shortage succinctly: the "labor pool is getting shallower," it reported,

and "recruitment and retention of employees will re-emerge as a top challenge."¹

In the face of this dire labor shortage, literally every moment of productivity counted at the restaurant chain. To onboard new cooks in moments, not hours or days, the restaurant chain's CIO embarked on a cloud-first strategy, intent on automating key human resources (HR) processes and reducing costs. The company deployed Workday Human Capital Management (HCM) and ServiceNow, and set out to integrate the cloud applications with legacy on-premises Oracle applications using Informatica PowerCenter. A proof-of-concept exercise was commissioned.

Several months later, the project stalled due to the complexity, expense, and slowness of the integration process. "This journey to the cloud is more complicated than we initially thought – integration is critical," said the restaurant chain's CIO.

The impact was clear: Without critical integration and automation in place, it was impossible for the restaurant chain to derive the full value of its digital transformation strategy – and, of course, its newly acquired cloud applications.

SnapLogic speeds integration – and business results

Recognizing that a radically different integration approach was needed, the restaurant chain chose SnapLogic's Enterprise Integration Cloud to accelerate its transition. Here, the company's goal was two-fold:

What, exactly, is digital transformation?

1. The realignment of, or new investment in, technology and business models to more effectively engage digital customers at every touchpoint in the customer experience lifecycle.
2. A formal effort to renovate business vision, models, and investments for a new digital economy.

In practice, digital transformation almost always requires companies to re-architect existing processes, and replace legacy applications and systems with modern, cloud-based software such as Workday.

Source: The Altimeter Group; Brian Solis

¹ "2016 Restaurant Industry Forecast"
The National Restaurant Association

- Automate critical current and future workflows, such as employee on- and off-boarding, across Workday, Oracle applications and multiple point solutions. This comprised:

- > Onboarding cooks quickly and getting these new employees productive as fast as possible, having enrolled them in applicable benefits programs, provisioned uniforms, and automated other new-employee actions.
- > Off-boarding departing employees as quickly as possible to reduce risk to the company.

- Reduce the complexity and cost of the initial integrations, as well as their maintenance.

Using SnapLogic, the restaurant chain achieved all of its goals. It completed the complex Workday integration project in a matter of days, a dramatic contrast to its protracted, unsuccessful Informatica PowerCenter initiative. “We really like the ease of use, and the clean, self-service user experience that SnapLogic’s Enterprise Integration Cloud offers,” said the IT manager in charge of the integration project. “The project was not bottlenecked by complicated technology, expensive consultants, or a total reliance on IT to get the job done.”

With SnapLogic integration Snaps in place, and new Snaps easily added, the restaurant chain has a flexible foundation to handle future data and process integrations with speed and ease. And, because the Workday integration was executed at a fraction of the time and cost of using Informatica PowerCenter, SnapLogic was a direct catalyst to the restaurant chain achieving its digital transformation goals.

The SnapLogic Enterprise Integration Cloud, a self-service integration platform, makes it fast and easy to connect

data, applications, and devices. In doing so, SnapLogic eliminates business silos and technology bottlenecks, driving digital transformation.

This white paper explores how SnapLogic can accelerate the integration of Workday applications into enterprise environments, reducing associated time and costs by up to 90%.

“We really like the ease of use, and the clean, self-service user experience that the SnapLogic Enterprise Integration Cloud offers.”

IT manager at one of America’s largest restaurant chains

How integration is changing in the postmodern enterprise

Workday HCM and Workday Financial Management are rapidly gaining traction as enterprise systems of record; companies like the restaurant chain and thousands of others are choosing these software-as-a-service (SaaS) applications to digitally transform how they do business, and to move with more speed and agility.

However, enterprises are often challenged to implement Workday quickly and cost-effectively. Associated migration, integration, and implementation services typically cost up to two-and-a-half times of the Workday software cost² due to:

Customization: Most enterprises require at least 12 weeks to tailor core Workday applications to their business processes and needs; integration with other enterprise applications is a separate, additional implementation phase.

Complexity of Workday integration offerings: In addition to third-party products such as Informatica PowerCenter (used by the restaurant chain), multiple integration solutions are available from Workday. Depending on integration requirements, enterprises need to work with one or more Workday integration tools:

- **Workday Integration Cloud Connect** provides pre-built integrations to common applications and service providers that extend Workday's functionality. These include Human Capital Management, Payroll, Payroll interface, Financial Management, and Spend Management.

While Workday Cloud Connect has “pre-built” integrations, mapping, changing and customizing them is still labor- and consulting-intensive.

- **Workday Enterprise Interface Builders (EIB)** enable simple integrations with Workday, i.e., importing data into Workday from a Microsoft Excel spreadsheet for tasks such as hiring a group of employees or requesting mass compensation changes. Users can also create outbound exports of data from Workday to Excel spreadsheet.

However, this feature does not have native integration with Microsoft Active Directory, so employee on- and off-boarding can only be accomplished via manually intensive EIBs.

- **Workday Studio** is a desktop-based integrated development environment used to create complex hosted integrations, including Workday Studio Custom Integrations, the most advanced.

The Workday Studio development environment, while powerful, is complex, consulting-heavy and costly to use.

- **Workday Web Services** gives customers a programmatic public API for On-Demand Workday Business Management Services.

Reliance on external resources: Across industries and geographies, Workday consultants and programmers are scarce and expensive.

Time-intensive manual integrations: Many Workday integrations are built manually and must be individually maintained, incurring “technical debt” that robs resources from future IT initiatives.

² Source: Workday Financial Analyst Day, 2016.

Integration in the postmodern enterprise

Whether companies choose 1990s-era technology like Informatica PowerCenter or Workday's integration suite, both time- and labor-intensive integration options are remnants from a bygone enterprise era. As such, they don't align with industry prescriptions for the postmodern enterprise. The application centerpiece of this next-generation entity is postmodern enterprise resource planning (ERP):

Postmodern ERP is a technology strategy that automates and links administrative and operational business capabilities (such as finance, HR, purchasing, manufacturing and distribution) with appropriate levels of integration that balance the benefits of vendor-delivered integration against business flexibility and agility.³

"The classic monolithic ERP suite is being deconstructed and replaced by federated, loosely coupled ERP environments realized in the cloud. Gartner refers to this as

'postmodern ERP.'"⁴ This presents a fundamental shift away from the single-vendor megasuites that have dominated enterprise IT environments for the last 20 years.

The shift from single-vendor megasuites toward more loosely coupled and federated environments also applies to the HCM application universe. Yet while conceptually straightforward, it portends a rocky Workday integration path for most enterprises, bookended by two additional key predictions:

- 50% of the cost of implementing 90% of new large systems will be spent on integration.⁵
- 90% will lack an application integration strategy, resulting in disorder, complexity and cost.⁶

The upshot: **Already, in 2017, an estimated two-thirds of application integration flows are developed outside of IT.** Instead, "citizen integrators" within business units are using tools like SnapLogic to fluidly integrate applications, data, and processes.

Workday's biggest implementation hurdles

Workday Chief Operating Officer Mike Stankey said that "... data migration remains the biggest implementation challenge for Workday and its customers. The ease of data migration is dependent on the quality of data and number of sources. 'Our tools are getting better, but [are] not world class yet,' said Stankey. 'Big data techniques are starting to help Workday suck in about 80% of a customer's data from various sources.'"⁷

³ Gartner IT Glossary, Postmodern ERP

⁴ Gartner, Adapting Your IT Strategy for a Cloud-Dominated Business Application Environment, 24 August 2016

⁵ Source: Workday Financial Analyst Day, 2016.

⁶ Ibid.

⁷ "Workday's Stankey: Financials implementation, five key clouds, hiring talent," Larry Dignan, ZDnet, August 27, 2014.

SnapLogic drives digital transformation through data integration

The SnapLogic Enterprise Integration Cloud uniquely enhances Workday HCM and Workday Financials with a built-for-the-cloud, easy-to-use solution optimized for both IT and business users. The building blocks of the Enterprise Integration Cloud, SnapLogic Workday Snaps, are pre-built connectors that expose the entire Workday API visually, allowing data and processes to be quickly integrated using pre-built patterns. With SnapLogic's Enterprise Integration Cloud, companies can use a visual tool to automate HR and financial processes between Workday applications, cloud point solutions, and legacy systems.

“SnapLogic’s intuitive integration platform allows us to quickly and easily connect any applications and data sources, both in the cloud and on-premises, across our global enterprise. Time-consuming and repetitive manual integrations are now much more efficient with SnapLogic.

The platform’s self-service, drag-and-drop interface makes it easy for our teams to get up-and-running and perform integrations quickly. And the elastic, scale-out nature of SnapLogic’s modern architecture allows us to handle the increasing variety, volume, and velocity of data as we continue to grow.”

Yousuf Khan
CIO, Pure Storage

As vividly illustrated by the restaurant chain example in previous section, process automation is a critical element in executing digital transformation strategies, particularly in today’s “Gig Economy,” a phenomenon discussed later.

Ideally suited for the postmodern enterprise

The SnapLogic Enterprise Integration Cloud greatly increases the flexibility of HR and Financial processes, and eases the pain of adding or retiring applications, thus enabling teams to focus on more strategic business priorities. These benefits allow both IT users and “citizen integrators” to execute Workday integrations, a major step toward the more loosely coupled and federated ideal.

For the postmodern enterprise, SnapLogic delivers strong, quantifiable value:

- Faster time to value: Workday integrations can be done in days, not months.
- Dramatically lower cost: Using the SnapLogic Enterprise Integration Cloud can reduce the time and cost of Workday integrations by up to 90%.⁸
- No programming or maintenance required: SnapLogic’s visual orientation doesn’t require specialized consultants or Java/XML programmers to build or maintain labor-intensive, manual integrations.

⁸ Savings calculated on the average cost of Workday integrations: service fees of 2.5x of the Workday license fee. Source: Workday Analyst Day, 2016.

Digital transformation spotlight: The contingent workforce

In many industries, digital transformation and the contingent workforce go hand in hand. Contingent workers – the cornerstone of the Gig Economy – form a rapidly growing proportion of the US workforce:

- 17% of the US workforce in 1989 ⁹
- 36% in 2015 ¹⁰
- Projected 43% by 2020.¹¹

Creativity, productivity, and agility are the hallmarks of companies that successfully transform themselves to meet the demands of digital transformation and fluidly handle their contingent workforces. Cloud applications like Workday HCM and Workday Financials, and their integration into enterprise environments, are central to their success.

The SnapLogic Enterprise Integration Cloud enables Workday customers to easily integrate Workday HCM with many applications, for example with:

- Oracle, SAP, NetSuite, or any other cloud or on-premises ERP, to combine the employee record and organizational hierarchies (for approvals).
- Expense and purchasing solutions like Concur and Coupa, respectively, to streamline travel and expense (T&E) and business spend management.
- Recruiting and talent systems, such as Taleo, without custom coding or manual effort, providing end-to-end application and candidate management.



⁹ Source: U.S. Bureau of Labor Statistics, via Intuit

¹⁰ Source: U.S. Bureau of Labor Statistics and U.S. Census, via Intuit

¹¹ Source: Intuit Contingent Workforce Forecast 2015

For the national restaurant chain profiled in the first section, the downstream impacts of fast, flexible integration are clear:

Creativity: With SnapLogic, all manner of workforce data from Workday HCM and Workday Finance can be easily integrated and analyzed with other transactional data and business inputs. For example, as part of the restaurant chain's digital transformation, enterprise data analysis pointed to the opportunity of opening a fast-casual sub-brand targeted specifically at millennials, which quickly exceeded sales expectations.

Productivity: Automated workflows between HCM point solutions and Workday HCM get restaurant workers onboarded as employees or contractors in moments. Part of this process requires the worker to be provisioned with necessary credentials. This is accomplished by using SnapLogic to integrate Workday HCM with Active Directory, which connects Workday to multiple systems and automates processes such as:

- When a new employee is hired, their information is entered into the restaurant chain's Workday HCM application.
- If the employee is a new user, SnapLogic can automatically generate a password, establish account control settings, and automatically create an Active Directory or LDAP account.
- If the user has previously been created, SnapLogic can enable workflows that re-establish the user's account with the original settings across all systems. In this way, the restaurant chain's long-term seasonal workers can easily come and go.

Agility: With automated processes for employee and contractor lifecycle management in place, and the flexibility to change them, the restaurant chain can quickly expand and contract its workforce.

Digital transformation: Choreograph the change

“Even the clearest digital strategy will fail if your people are unprepared to embrace it. As critical as defining where you need change is setting up the capabilities and processes that will enable it. IT, for instance, is very often the tightest digital choke point because it is mired in old processes and needs significant reshaping to link it more closely to strategy, while creating a more agile approach to development. It is also essential to develop key capabilities in data analytics to make better decisions using the flood of new information flowing through the organization.”

Laurent-Pierre Baculard

“To Lead a Digital Transformation,
CEOs Must Prioritize”
Harvard Business Review,
January 2, 2017

Summary

“Cause and effect” is a core principle of physics and today, is also one of enterprise integration technology. Here, the fast, simple, and low-cost integration of Workday applications into the enterprise unleashes the full potential of digital transformation, in an economy in which opportunity is fleeting and a contingent workforce is highly fluid.

The SnapLogic Enterprise Integration Cloud is at the vanguard of digital transformation, providing catalytic technology that delivers:

- Faster time to value: Workday integrations can be done in days, not months.

- Dramatically lower cost: SnapLogic can reduce the time and cost of Workday integrations by up to 90%.
- No programming or maintenance required: SnapLogic is an intuitive, visual tool that business users can be productive within minutes.

By putting the integration tools into the hands of both IT and business users, SnapLogic allows companies to quickly harness data to become more creative, productive, and agile. For more information on how to gain these benefits for your organization, visit www.snaplogic.com/solutions/workday-integration.

SnapLogic is the global leader in self-service integration. The company's Enterprise Integration Cloud makes it fast and easy to connect applications, data, and things. Hundreds of customers across the Global 2000 – including Adobe, AstraZeneca, Box, Capital One, GameStop, Verizon, and Wendy's – rely on SnapLogic to automate business processes, accelerate analytics, and drive digital transformation. SnapLogic was founded by data industry veteran Gaurav Dhillon and is backed by blue-chip investors including Andreessen Horowitz, Capital One, Ignition Partners, Microsoft, Triangle Peak Partners, and Vitruvian Partners.

