

Workday Completes Acquisition of Adaptive Insights

Planning Leader to Operate as Adaptive Insights, a Workday Company; Combination to Accelerate Customers' Finance and Business Transformations PLEASANTON, Calif. -- (Aug. 1, 2018) --Workday, Inc. (NASDAQ:WDAY), a leader in enterprise cloud applications for finance and human resources, has completed its acquisition of Adaptive Insights, a leading cloud-based company for modernizing business planning. With Adaptive Insights now part of Workday, customers will be equipped to better plan, execute, and analyze across the enterprise all in one system — the leading cloud platform to drive their financial and business transformations. The company will operate as Adaptive Insights, a Workday company, with Adaptive Insights CEO Tom Bogan reporting to Workday Co-founder and CEO Aneel Bhusri. Comments on the News "Running a business that stands the test of time requires a strategic approach to planning supported by the right tools and a trusted partner. That's why I couldn't be more excited to officially welcome Adaptive Insights into the Workday family," said Aneel Bhusri, co-founder and CEO, Workday. "With this incredible team and technology unified with Workday, we will set the new standard for financial and business planning — with one system that equips customers with the intelligence they need to make more accurate decisions that drive future success." "Adaptive Insights was founded with a vision to create a cloud planning platform that would free people to do their best work, and we're doing that for more than 3,800 companies of all sizes," said Tom Bogan, CEO, Adaptive Insights. "Now, as part of Workday, we're able to further our vision and continued innovation with our Business Planning Cloud, while remaining true to our values and focus on employees and customers. I'm excited for all the great things we'll be able to achieve together." "With Adaptive Insights as part of Workday, organizations will have a more comprehensive planning system that further fuels finance and business transformation to drive competitive advantage," said Mickey North Rizza, program vice president, Enterprise Applications & Digital Commerce, IDC. "The office of finance is undergoing significant digital transformation as the back office is finally reaching parity with the front office, creating a new digital core across the enterprise. As part of this shift, finance teams require a robust central planning system that provides the insights to help them grow and compete in real time."

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