




















s	Top 10 Customers for New Hires to Memorize	Customer	Persona	Champion	Region	Value Driver	Problem	Solution	Results	Resources
Consumer	<input type="checkbox"/>	Helen of Troy	Systems Architecture	 Helen of Troy Head of Systems Architecture	AMER	Enterprise Agility & Innovation	Siloed tech stacks for the 9 Helen of Troy brands left IT scrambling to execute the same tasks by a factor of 8. Meanwhile, shift toward cloud/SaaS increased the demand for integration.	Leverage Workato's On-Premise Agent to transfer data and use Workato as the basis of new business processes.	<ul style="list-style-type: none"> Increased speed without need to manage 9 different tech stacks. Easier to scale and onboard new brands—no longer need to create a new technology stack for a new brand. Frictionless eCommerce experience for employees + customers. Enabled new warehouse picking solution, which can improve speed by up to 200%. Better equipped to handle influx of cloud + SaaS applications. Decreased time spent on operational work + vendor contracts = more time for innovation/other business-critical work. Integration/automation capabilities expanded beyond IT. 	
Energy	<input checked="" type="checkbox"/>	Enbridge	Enterprise Architect	 Ben Kennedy Enterprise Architect	AMER	Operational Efficiency Risk Reduction	100+ different systems consuming HR info coming from different sources Lack of visibility into how HR data is used or impacts downstream Need to cascade changes downstream to 100s of systems and notify affected parties. Unable to communicate who needs to be notified	Automate pre-hiring to first day productivity across Workday (HR), ServiceNow (for onboarding-related tickets) and Active Directory (IT account provisioning); 100% first day productivity!	Faster time to value Less errors Speed to insight	https://workato.com/item/a9123dc793b55dc0e28c33a82f1fmmrtp.2
Entertainment	<input type="checkbox"/>	MGM	Senior Architect	 David L. ... Senior Architect	AMER	Enterprise Agility & Innovation	Legacy on-premise systems resulted in disjointed and inefficient processes. MGM was unable to calculate important metrics like content performance with precision. Moving content through MGM's supply chain was slow and risked missing deadlines.	Migrate to a cloud platform, adopt business-friendly SaaS technologies, and automate much of the data transfer between these systems with Workato.	<ul style="list-style-type: none"> Eliminated 2500 manual spreadsheet processes Improved business decisions with insights driven from advanced analytics from across 2.5M records synced with IP data critical Increased transparency and trust in data. Reduced errors and time spent duplicating processes across departments. 	
Financial Services	<input type="checkbox"/>	Viasa (NDA required to share)	CRM Architects	N/A	AMER	Operational Efficiency	Slow and inefficient customer support center	Backbone for all core CRM and incident management systems Expedite closing new orders to lead management Empower analysts to automate	Real time data Integrated systems Facilitated quote to cash	https://workato.com/item/a9123dc793b55dc0e28c33a82f1fmmrtp.1
	<input type="checkbox"/>	Yaya			AMER	Enterprise Agility & Innovation	<ul style="list-style-type: none"> Poor customer experience with website (i.e. to check balance and do simple transactions via phone) Large scale cloud migration to Azure Many one-prem legacy scripts <ul style="list-style-type: none"> Heavy ITSM processes Need to replace WebMethods (initially selected over Boomi) 	<ul style="list-style-type: none"> Modern with real-time integration and prebuilt capabilities Democratized automation beyond IT Scalable Build with reusability in mind, leverage APIs, data hubs, and events to decouple end points Better customer experience. Cater to capital-light businesses that are service- and fee-oriented Reduce back-office costs and enable people to do elevated tasks 	70%+ On-prem agent • Salesforce, ServiceNow, Google Analytics, Salespage, Morningstar, Genesys, Sovil, Clarity • TIBCO iBEX MOM, Collibra • Snowflake, Big Query, Spl Server, Oracle DB, Azure Blob Storage, • SFTP, WebMethods, OnPrem Command Recipes in production • 54% data warehouse integration • 9% IT service management processes • 5% sales and marketing processes • 4% finance processes 100%+	
Government	<input type="checkbox"/>	NSW Rural Assistance Authority	CEO	 David ... Chief Executive Officer	APJ	Differentiated Experience	Government assistance application data wasn't aligned across SAP, Salesforce & Square S, which created several different version of truth and delayed response times.	Implement an automation platform to synchronize data and eliminate painful cross-referencing.	<ul style="list-style-type: none"> Faster response rate to applications = money in farmers' bank accounts faster, which improves their ability to recover from or respond to natural disasters. Newfound ability to address to a larger number of applicants, which is particularly important as applications surge from the increased severity of natural disasters. Single source of truth eliminates time spent reconciling data. Near zero chance of lost or mislabeled applications. Increased confidence in data, reports, and project planning. Ability to incorporate more datasets without fear of over complicating the application review process. 	
Healthcare	<input type="checkbox"/>	Chrysalis	HR & Compliance	 Rich Black President - Chrysalis	AMER	Risk Reduction Differentiated Experience	Automating compliance monitoring and alerts	Ability to easily update data flows as data requirements change Real time compliance data and no more manual and time consuming data lookups 100% OSHA and HIPPA Compliance	Less manual tracking Error monitoring 100% compliance Real Time Data Streamlined Training	https://workato.com/item/a9123dc793b55dc0e28c33a82f1fmmrtp.12
Logistics	<input type="checkbox"/>	TFO DR Cargo	Technology Consultant	 TFO ... Technology Consultant	EMEA	Operational Efficiency Enterprise Agility & Innovation	Bypass the typical enormous cost and hundreds of IT hours involved in syncing disparate systems within the logistics tech stack	Leveraged Workato's SDK to connect disparate applications and deploy recipes that account for every aspect of the 100+ unique events that occur within the supply chain flow	Eliminated need to increase headcount Eliminated hundreds of hours of manual work Ability to meet customer requirements at scale and provide real time analytics	https://workato.com/item/a9123dc793b55dc0e28c33a82f1fmmrtp.3
	<input type="checkbox"/>	XPQ	Client Integrations	 Ben Eng Director Client Integration	AMER	Operational Efficiency Risk Reduction	Missing information from their "Clients" orders for last mile delivery. Need to automate the review of missing information (Invoice ID/P #s), send email via Outlook, with ability to have client fill in missing info, then back into their logistics system.	Provide last-mile logistics and delivery for their customer. Provide portal/whitelabeling for their customers to handle customer delivery and returns. Clean incomplete/poorly formatted orders/return orders and intelligently tasking fulfillment specialists and customers to triage invoices still needing further data.	Reduced of errors Faster time to value Less errors due to removal of manual steps Saved money (reduced capital cost for Client Integrations from 25% to <5% of Total Capital Budget)	https://workato.com/item/a9123dc793b55dc0e28c33a82f1fmmrtp.0
Manufacturing	<input checked="" type="checkbox"/>	Broadcom	HR & End User Services	 ... Head of Enterprise End User Services & Experience Programs	AMER	Operational Efficiency	Needed to onboard / offboard employees quickly and accurately even as large scale acquisitions balloon # of employees	6500 hours saved per month Scaled IT operations without adding headcount Improved employee retention and eliminated business complaints	Time saved Increased workforce by 43% without adding IT headcount Increased employee retention Increased accuracy and timeliness of IT requests	https://workato.com/item/a9123dc793b55dc0e28c33a82f1fmmrtp.0
	<input type="checkbox"/>	Logitech	CIO	 ... Headquarters Chief Information Officer	AMER	Differentiated Experience Enterprise Agility & Innovation Operational Efficiency	Maintaining live ecommerce experience for customers while migrating to another platform Could not transcribe customer voicemails or customer support tickets in real time Had to manually look up information or send a ticket to support to meet customer requests Manual processes created backlogs and long wait times for customers IT backlog created delayed sales processes	9 weeks to go live (vs 6 month scope) 2x less call volume 60% touchless refunds Shorten deal close by accelerating procurement process Get paid faster by closing process gaps Finance happily closes books & Sales reps hit quota sooner Deliver high engagement and empathy for customers Increased deflection - reduce live agent interactions by 50% Reduce tickets and warranty fulfillment for a specific product Increased deflection - reduce live agent interactions by 50% Get real time pricing for customer products across all hierarchies Schedule jobs faster and run jobs more frequently Sales reps get updated information	Create a great customer experience at every touchpoint Enhance support tools and workflows with automation Keep up with a changing market and staying competitive Improved customer retention	https://workato.com/item/a9123dc793b55dc0e28c33a82f1fmmrtp.0

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	<input type="checkbox"/>	Marel	Data Team Manager	 Marel No one knows Data Team Manager	EMEA	Operational Efficiency	Managing product versions and revisioning across the value chain required a huge amount of manual effort, but still often left Marel with inconsistent, poor-quality data.	Implement Workato as the "highway" to Marel's digital product platform, which connects all versions across the entire value chain.	<ul style="list-style-type: none"> 50% reduced effort: Decreased time spent tracking down data within different systems to ensure consistency. 100X cost savings: Preventing poor data quality is a cost-effective strategy compared to correcting data quality. Increased alignment over product versions improves nearly all aspects of the company, including sales, customer relations, and supplier ordering. Decreased need for product fixes/repairs saves revenue and improves customer relationships. Increased competitive edge with the ability to build data products, such as the customer portal. Customer portal will allow customers to receive new product parts faster than ever, accelerating the value they get from the product. 	
Professional Services	<input type="checkbox"/>	Northcott	IT	Aby Hutchinson-West	APJ	Differentiated Experience	<p>Limited by current solution to quickly and effectively report customer incidents to external body in 24 hrs, as well as follow up on sector requirements.</p> <p>One full-time staff member dedicated to transfer data from one system to another in order to keep customer information private</p>	<p>Bridge the gaps for better improved care quality</p> <p>Reduce incidents (1000s per month)</p> <p>Strengthen compliance</p> <p>Needed to integrate customer and staff information and automate the investigation process into customer safety concerns</p>	Seamless integration supercharged reporting capabilities to meet external sector requirements on freed up staff time to focus on the mission of the organization - to prevent incidents from occurring instead of just reporting them.	
Retail	<input checked="" type="checkbox"/>	David Jones	IT, Enterprise Architecture	 David Jones Head of IT, Enterprise Architecture	APJ	Enterprise Agility & Innovation	Modernize ecommerce experience for customers without delay or interruption given surge in online traffic when COVID hit	Provide timely responses to customer inquiries post-purchase for a seamless, cohesive experience	<ul style="list-style-type: none"> Eliminate 12-18hr customer wait time after rewards membership sign-up 10 days to go-live with first project Top 3 most critical apps in the company 50 APIs - Workato chosen over integration via AWS Lambda code 13k concurrent users during Cyber Monday - proves sufficient parallelism Replace 90% of Informatica flows with Workato in 7 months Create a great customer experience at every touchpoint Enhance support tools and workflows with automation Keep up with a changing market and stay competitive Improved customer retention 	
	<input checked="" type="checkbox"/>	Payless	CIO	 O. Payless Mark Lissack Chief Information Officer	AMER	Operational Efficiency Enterprise Agility & Innovation	Convuluted and outdated tech stack with nearly 500 technologies added huge financial strain to Payless; needed to conduct a digital modernization overhaul to reduce costs by goal of 50%+	Replace in-house integration development & Mulesoft with Workato to build scalable integrations that drive digital modernization.	<ul style="list-style-type: none"> Reduce operational costs by 40%, which will allow Payless to continue to offers low-priced footwear to its customers. Undergo true digital transformation without the baggage of complex legacy ERP, physical risks, and prohibitive costs. Speed to market greatly increased--can build solutions fast with Workato & quickly train new employees. More easily move data throughout the organization with centralized database, made possible by way of Workato Streamlined ecommerce operations with fresher data Reduced time spent on manual tasks, such routine IT maintenance; Workato now acts as a scheduler 	https://workato.bigaspot.com/items/61723b4632a6184820a5582f4f6a3e9d0
	<input type="checkbox"/>	Procter & Gamble			AMER	Operational Efficiency				
	<input checked="" type="checkbox"/>	Atlassian	IT Development	 A. Atlassian Peggy Brown Chief Product Officer	AMER	Operational Efficiency	Huge employee growth challenged IT and HR to innovate its traditional processes in order to serve the business more efficiently and at scale. Meanwhile, Atlassian had identified an increasing amount of manual processes that slowed down the business.	Establish a centralized team within IT dedicated to intelligent automation using Workato as a lynchpin technology.	<ul style="list-style-type: none"> 100,000 hours saved due to intelligent automation in 2020 alone Employee experience has dramatically improved; HR can deliver responses to employee inquiries in minutes. New product insights generated from the ability to quickly analyze Community platform comments. Faster turnaround time on customer requests. 	
	<input type="checkbox"/>	AvidXchange	Marketing Operations	 David Chang David Chang Senior Manager of Marketing Operations	AMER	Operational Efficiency	Pressing deadline to migrate data from HubSpot to Marketo and set up new email campaigns for suppliers that would replace manual and costly paper mailers.	Implement an automation platform to accelerate data migration and orchestrate email campaigns.	<ul style="list-style-type: none"> Over \$100,000 saved in annual marketing spend. Freed up the time of a full-time employee that had been responsible for sending out mailers. 76% increase in completed e-payment preference forms through increased engagement via emails vs. mailers. Increased revenue generated by percentage received from e-payments. Increased brand awareness among suppliers → potential for new customer acquisition. Successfully transferred data to Marketo within 3-month project deadline. 	
Software	<input type="checkbox"/>	Deputy	CEO, CTO, & Co-Founder	 Ashik Ahmed CEO, CTO & Co-Founder deputy	APJ	Operational Efficiency	<p>Closing the gap between integrated systems.</p> <p>Deputy is a workforce management tool with a mission to simplify administrative tasks related to shift work. To fulfill this commitment, they needed to first ensure that they were able to transform their own ecosystem into the best version it could be.</p> <p>The company's team of systems engineers, which included Ashik, had to write a lot of code and scripts for their systems to work together. This quickly became difficult to maintain, given the limited resources available.</p> <p>They needed a better way to manage the integrations that facilitated internal operations so that their engineers could focus on building the company's core product.</p> <p>Deputy began their automation journey in phones, starting with customer data management.</p>	<p>#1 Connecting AWS to Intercom</p> <p>Using Workato, Deputy's engineering team connected AWS (their customer data store), with Intercom (their customer support tool) to automatically extract and analyze AWS data. They then transformed the data according to Deputy's database requirements, and populated the data in Intercom according to predetermined fields.</p> <p>#2 Integrating Salesforce, Deputy, and Intercom</p> <p>The team connected Salesforce, Deputy's platform, and Intercom bidirectionally, to extract, synchronize and better capture data about product usage and customer journey information across all the platforms.</p>	<p>Empowered business units</p> <p>This solution has vastly improved the quality and visibility of data, especially for customer support. Now, internal teams have access to customer data any time, and are able to provide better support throughout their customer's journey. In Ashik's words: Deputy managed to lighten the load on their engineering team, and the team now has more time to re-prioritize their tasks and focus on building the product.</p> <p>To date, Deputy has implemented automations in other parts of their business like the HR and Marketing functions. They connected BambooHR and Slack with their own Deputy platform to streamline onboarding and leave deduction processes. They also implemented an automation for compliance, which ensures that when people opt out of marketing information, they're automatically opted out from every system.</p>	
	<input checked="" type="checkbox"/>	Hubspot	Business Automation Analyst Technology Strategist	 HubSpot Jepper Madrone Technology Strategist	AMER	Operational Efficiency	Needed a new way to onboard new hires as the company was rapidly scaling. Had an expansive set of tools and needed better collaboration company wide.	68 hours saved per month on new hire emailing Time to resolution for integration failures reduced from 3 days to 2 hours 85+ applications automatically marked as hired within the first 3 months of integration	<ul style="list-style-type: none"> Holistic viewing of new hire onboarding for leadership Elimination of manual work = Time saved & Increase ROI 	https://workato.bigaspot.com/items/617246c82a6184820a5582f4f6a3e9d0
	<input type="checkbox"/>	Zendesk	Manager Technology Alliances	Mike Yakovlev	AMER	Operational Efficiency				
	<input type="checkbox"/>	Datadog			AMER					
	<input checked="" type="checkbox"/>	Logitech	CIO	 Logitech Mark Lissack Chief Information Officer	AMER	Differentiated Experience	Maintain ecommerce experience for customers without interruption	Provide timely responses to customer inquiries post-purchase for a seamless, cohesive experience	<ul style="list-style-type: none"> Create a great customer experience at every touchpoint Enhance support tools (Zendesk) and workflows with automation Keep up with a changing market and stay competitive Improved customer retention Digital Demand team is now 5X times more productive in delivering qualified leads to the sales team. On average the team is seeing a 2.5X increased reply rate once leads are passed to the sales team. Ability to commit to 4X revenue targets needed for new market offering. Increased quality of the lead → higher-quality conversations → faster conversion from lead to paying customer. Reduced time spent nurturing leads → more time dedicated on customers, which increases their overall lifetime value. The use case has been so successful that it is currently being replicated across multiple SAP sales teams all over the world. 	
Technology	<input checked="" type="checkbox"/>	SAP	VP Sales	 SAP Mark Lissack VP SAP National Sales (EMEA South)	EMEA	Operational Efficiency	Manual and inconsistent lead handling processes prevented the team from being able to commit to increased revenue targets.	Implement Workato to automate lead handling and quickly build qualified pipeline.	<ul style="list-style-type: none"> Increased quality of the lead → higher-quality conversations → faster conversion from lead to paying customer. Reduced time spent nurturing leads → more time dedicated on customers, which increases their overall lifetime value. The use case has been so successful that it is currently being replicated across multiple SAP sales teams all over the world. 	
	<input type="checkbox"/>	SeatGeek	Finance	 Joe Blanchett Finance Systems	AMER		Manpower-intensive and complex process of bank transactions			
	<input type="checkbox"/>	Snowflake			AMER	Operational Efficiency	Complex and complicated onboarding for new hires			

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