

---

# S&P TEST

SWOT & PESTLE.com

---

## WORKDAY SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Workday

**Company Sector :** Information Technology

**Operating Geography :** United States, North America, Global

**About the Company :**

Workday is a leading provider of cloud-based enterprise software solutions for human resources (HR), finance, and analytics. Founded in 2005, the company is headquartered in Pleasanton, California, and has offices around the world. Workday's mission is to help organizations build better workplaces by delivering modern, easy-to-use software that is accessible from anywhere, at any time, on any device. Workday's flagship product is its human capital management (HCM) suite, which includes modules for HR, payroll, benefits, talent management, and more. The company's financial management software provides organizations with tools to manage their accounting, procurement, expenses, and projects. Workday also offers a range of analytics and reporting solutions, including data discovery and visualization, financial management analytics, and workforce planning and analytics. As of early 2023, the company employed over 17,700 people. In 2022, Workday won for Best Company for Diversity 2022, Best Company for Women 2022, Best CEO 2022, Best Company Culture 2022, Best Company Perks & Benefits and Best Company Work-Life Balance.

The USP of Workday lies in it being a leading cloud-based enterprise software solutions that offer a unified and user-friendly platform for managing HR, finance, and analytics. Workday is committed to its core values since day one.

**Revenue :**

US \$1.65 Billion - FY ended Jan 31, 2023 (year-on-year growth of 19.6 %)

US \$1.38 billion - FY ended Jan 31, 2022

## SWOT Analysis :

The SWOT Analysis for Workday is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Large, growing customer base</li> <li>2.Cloud-based HR software products</li> <li>3.Multiple-year subscription contracts</li> <li>4.Ease of accessibility via mobile app</li> <li>5.Mergers &amp; acquisitions strengthening offerings and market expansion</li> <li>6.Efficient application of ML and AI in the core business</li> <li>7.Powerful analytics and benchmarking capabilities</li> </ol>	<ol style="list-style-type: none"> <li>1.History of cumulative losses over the years</li> <li>2.Absence of offline operational capabilities</li> <li>3.Limited customer base</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Expanding the product line</li> <li>2.Growth in the global CRM and HCM market size</li> <li>3.Customers are migrating to higher-end products.</li> <li>4.A stronger emphasis on increasing technical operations infrastructure</li> <li>5.Expansion of applications and customer support localization efforts to tap into new markets and increase global market share</li> </ol>	<ol style="list-style-type: none"> <li>1.Intense competition in HCM software segment</li> <li>2.Investment in technological upgrades</li> <li>3.Vulnerability to the effects of global economic and geopolitical uncertainty, necessitating mitigating strategies.</li> </ol>

**PESTLE Analysis :**

The PESTLE Analysis for Workday is given below:

Political	Economical
<ul style="list-style-type: none"> <li>1. Political stability across major markets.</li> <li>2. Geopolitical developments and regulatory changes in foreign markets.</li> <li>3. Impact of the Russia Ukraine war on global supply chains and markets</li> </ul>	<ul style="list-style-type: none"> <li>1. Fluctuations in exchange rates</li> <li>2. Global focus on efficiency and growth to drive technology adoption.</li> <li>3. Inflation rates and inflationary pressure can impact demand</li> <li>4. The COVID-19 pandemic and economic impacts can affect an industry's financial performance and growth prospects.</li> </ul>
Social	Technological
<ul style="list-style-type: none"> <li>1. Blended workforce management requiring integrated suites</li> </ul>	<ul style="list-style-type: none"> <li>1. Innovation in technology</li> <li>2. Focus on automation</li> <li>3. Strategic workforce optimization for the enterprise.</li> <li>4. Rapid technological advancements and innovation in the HR and finance software industry.</li> <li>5. Increasing adoption of cloud computing and SaaS (Software-as-a-Service) solutions.</li> <li>6. Growing demand for data analytics, machine learning, and artificial intelligence</li> </ul>
Legal	Environmental

1. Rules and regulations governing the software sector  
2. Impact of GDPR regulations on HR.  
3. Changes in U.S. Federal Reserve's interest rates, including potential increases

1. Rise in focus towards sustainability of the business.  
2. Availability and cost of low- and non-carbon energy sources impacts sustainability.  
Companies' commitment to sustainability are impacted by changing ESG legislation.

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Workday** SWOT & PESTLE Analysis is a paid report at **15.53 U.S.D.**

**Buy Now**

\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)