

Welcome!

The Partner Workshop will begin at 2 p.m. ET.

Please make sure to mute yourself.

You will be able to ask questions via the chat function throughout the workshop.



Stephen Budd

Director of Partner
Enablement and Delivery



workiva | PARTNER

Management Reporting in the Workiva Platform

Josh Gertsch
Director of Product
Marketing
Workiva

Dominick Fatibene
Senior Product
Marketing Manager
Workiva

Chris Wallace
Senior Solution
Engineer
Workiva

Additional sessions

Monday, November 8 at 11 a.m. ET

Workiva Platform Demonstration & Overview

Monday, November 8 at 2 p.m. ET

Better Data Management with the Workiva Wdata Suite

Tuesday, November 9 at 11 a.m. ET

Workiva SEC Reporting: A Key Part of Your Growth Strategy

Wednesday, November 10 at 11 a.m. ET

Evolve Your Practice with Global Statutory Reporting

Wednesday, November 10 at 2 p.m. ET

Private Company Financial Reporting in the Workiva Platform

Thursday, November 11 at 11 a.m. ET

How to Implement ESG with Workiva

Thursday, November 11 at 2 p.m. ET

Management Reporting in the Workiva Platform

Other Training Opportunities

1

Learning Paths | Certification Program

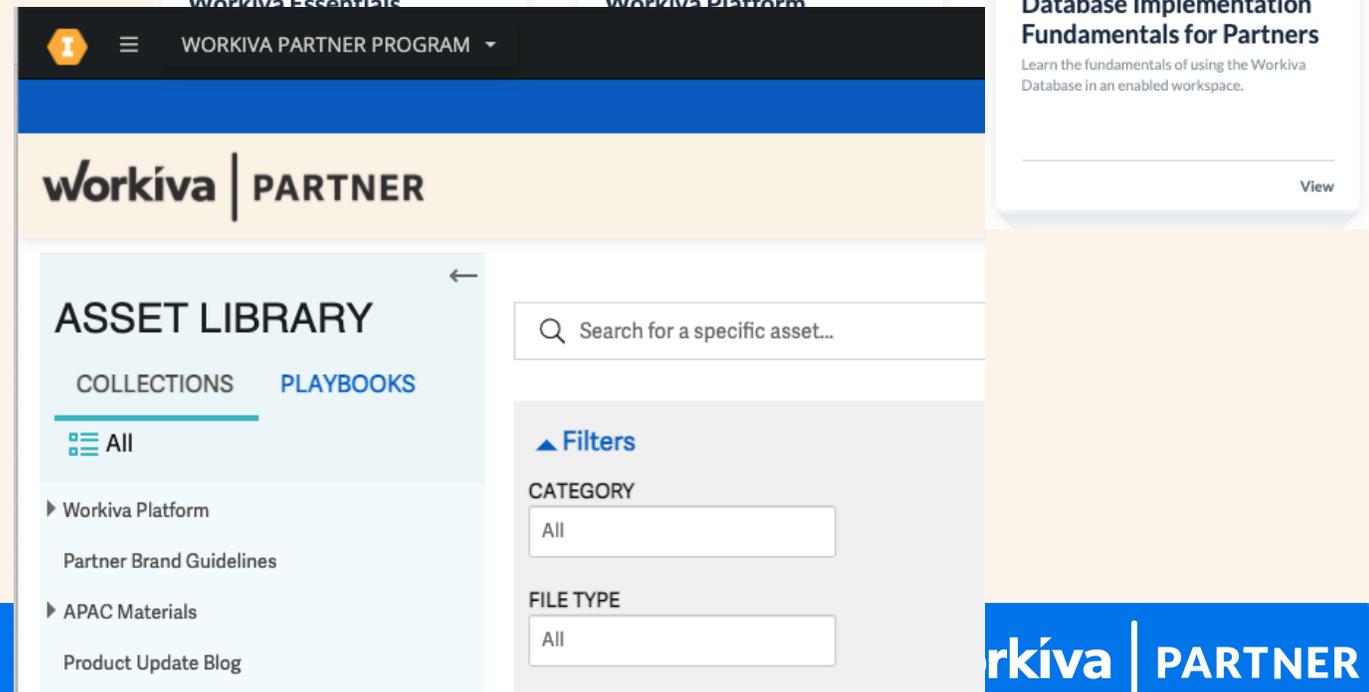
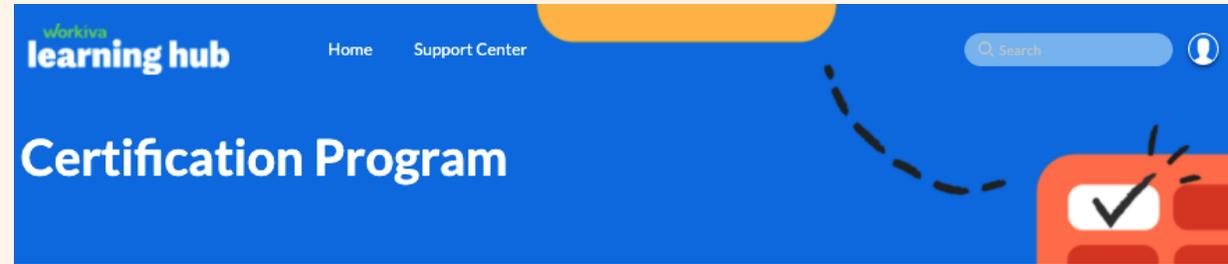
- Workiva Essentials
- Workiva Platform
- Partner Workshops

2

Partner Portal | Asset Library

- Partner Workshops
- Management Reporting

Partnersupport@workiva.com



Q&A



Mute



Stop Video



Participants



Chat



Share Screen



Record

Send your question to "Everyone"

2

To: **Everyone** ▾

Type message here...

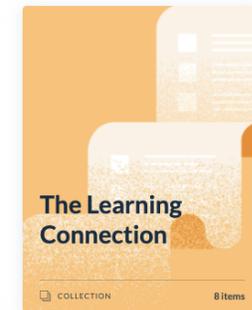
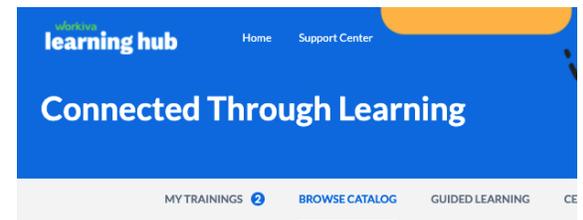


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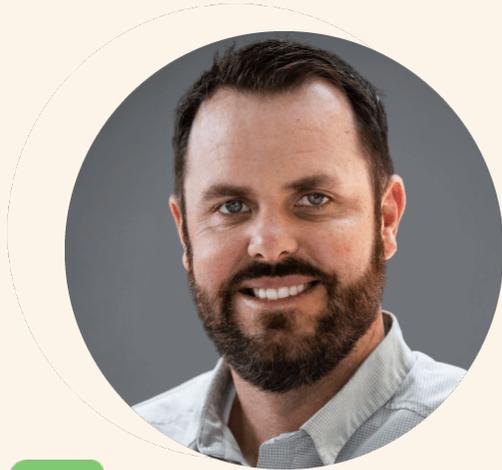


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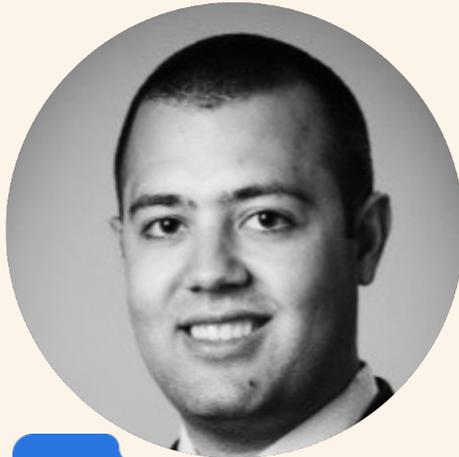


Today's Speakers



Josh Gertsch

Director of Product Marketing



Dominick Fatibene

Senior Product Marketing
Manager



Chris Wallace

Senior Solution Engineer



Agenda

 **1** Managment Reporting Solution

 **2** Solution Positioning

 **3** Partner Involvement

 **4** Demo

Partners are Critical to Success!

Consulting



- Understand Business Objectives & Goals
- Technology GAP Assessment
- End-to-end Process Design

Sales



- Value Proposition
- Scoping
- Pricing & Packaging
- Product & Service Delivery Timeline
- SOW

Integrations



- Project Plan
- Carry out solution model design
- Assignment of Project Resources
- Host solution delivery & walk through with customer

Enablement



- Customer Welcome & Onboarding
- Re-confirm aims, objectives, and targeted outcomes
- Workshops



Management Reporting Solution

An amazing journey



Go To Market Strategy

Board Reporting	Statement of Cash Flow
Income Statement & Balance Sheet	Product Line & Business Unit Reporting
Flash & KPI Reporting	Budget & Forecast Reporting
Covenant Reporting	CFO Deck



2015 - 2019: Positioned as broad 'internal reporting'

- Natural extension, enabled by Presentations
- User based licensing, then Solution-based
- Challenges with starting point, specificity & growth

2020 Approach: Use Case Shift

- Targeted use, Wdata + Integrations enabled
- Expansion point: up-sell for core financial (SEC/A&I)
- Multiple ways to buy: Use Case, Bundle or Solution

2021+ Approach: Partner Acceleration

- Advisory & Implementation Partners
 - Implementation, Integration, Transformation
 - Use case co-development, joint GTM
- Technology Partners
 - Complimentary offerings (1+1=3)
 - Pain points or 'technology events'



What is a Board of Directors Report?

- Reports prepared for the Board of Directors of a company
- Common reports include: Audit Committee Reports, Executive Compensation Reports, Quarterly Performance Reports, Governance Reports, and more



Elements of Board Report

- Executive summaries
- Comparative financial statements
- Business performance
- Forecast analysis
- Metrics and key performance indicators (KPIs)

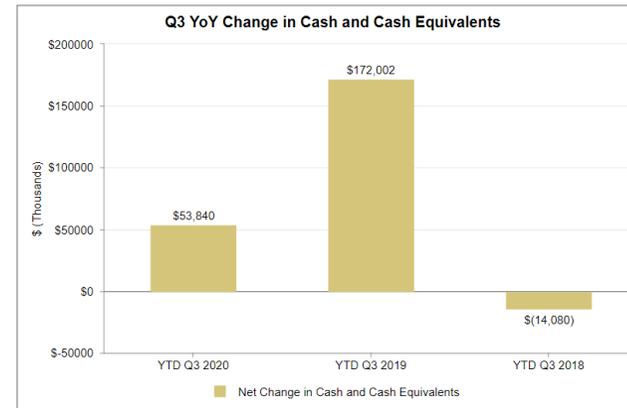


Frequency:

- Most common: **quarterly** with the financial close
 - May be prepared as frequently as needed
- Preparation timeline: Days to weeks

Cashflow - YTD Analysis as of September 30, 2020

(In Thousands)



- Net Change to Cash and Cash Equivalents decreased by \$118,162
 - The decrease from the prior year to current was due to the sale of a large piece of company property
 - Change to Cash and Cash Equivalents for the current period was still a positive \$53,840
- A new line of furniture next quarter should prompt a rise in revenue. Higher than expected demand for outdoor furniture increased sales.



What is CFO Deck?

- A collection of **concise financial and operational information** summarized for consumption by the CFO
- The **CFO deck** combines **financial data** with **context** for a more detailed view of the business



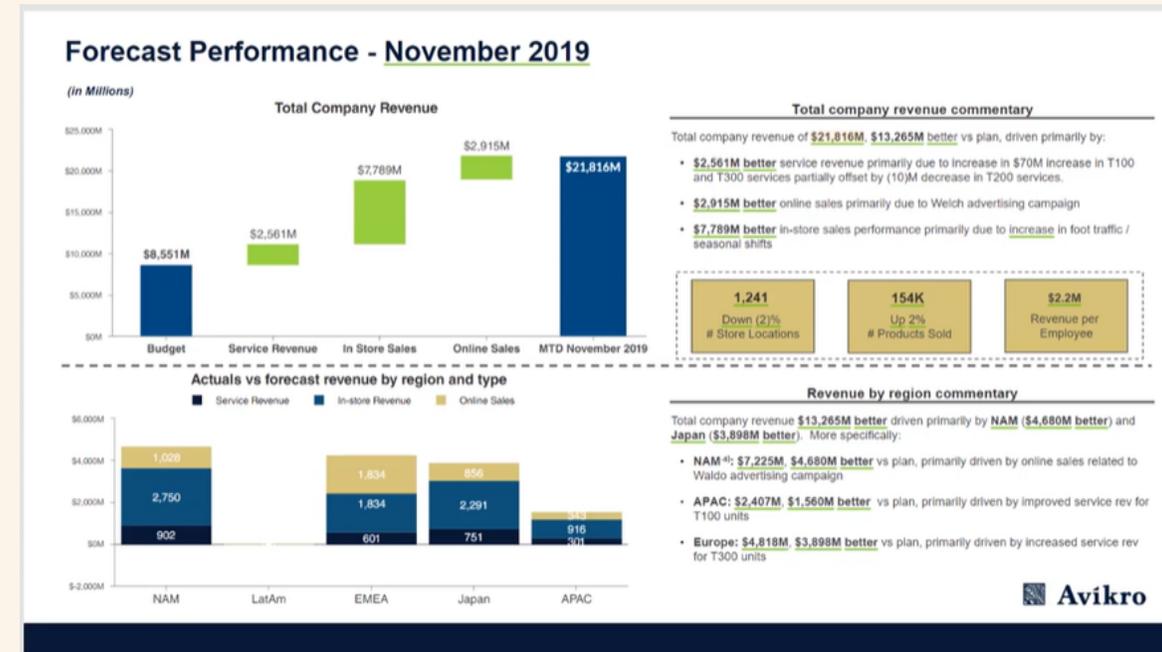
Elements of CFO Deck

- Financial statements and balance information
- Commentary and drivers
- Budget to actual variance analysis
- Covenant compliance
- Metrics and key performance indicators (KPIs)



Frequency:

- Most common: **monthly** reporting
- Preparation Timeline: Can takes 2-4+ days



Income Statement and Balance Sheet | Overview



What is the Income Statement?

- A financial statement that shows a consolidated summary of financial performance for a specific period of time
- Key accounts: Revenue, Expenses, Net Income

What is the Balance Sheet?

- A financial statement that shows the consolidated financial position of a company at a specific point in time
- Key accounts: Assets, Liabilities, Equity



Elements of the Income Statement and Balance Sheet

- The first statements prepared during close cycles
- Different views assembled for internal and external distribution (i.e. SEC filings)
- Starting point to assemble the Statement of Cash Flows and Statement of Owners Equity
- Starting point for analysis and metrics calculations



Frequency:

- Most common: Prepared **monthly** and/or **quarterly** by segment and for the total company
- Preparation timeline: 2-5+ days

	YTD	YTD	\$ Increase/ (Decrease)	% Increase/ (Decrease)	Verbiage 1	Verbiage 2
	12/31/2021	12/31/2020	2020 vs 2019	2020 vs 2019	2020 vs 2019	2020 vs 2019
AVIKRO, INC.						
Consolidated Balance Sheets						
12/31/2020						
Q4						
ASSETS						
Current Assets:						
Cash	3,153	3,153	876	— % up		increase
Cash Equivalents	3,138	3,138	1,011	— % up		increase
Cash and Cash Equivalents	6,291	6,291	1,887	— % up		increase
Receivables, net	9,429	9,429	2,898	— % up		increase
Merchandise Inventories	16,671	16,671	1,239	— % up		increase
Other Current Assets	1,340	1,340	494	— % up		increase
Total Current Assets	33,731	33,731	11,202	— % up		increase
Property and Equipment, at cost						
Land	14,212	14,212	4,212	— % up		increase
Buildings	24,798	24,798	4,842	— % up		increase
Furn, Fixtures, Equip	11,366	11,366	2,270	— % up		increase
Leasehold Improvements	1,913	1,913	406	— % up		increase
Construct in Progress	897	897	(59)	— % down		decrease
Capital Leases	620	620	(110)	— % down		decrease
Less Accumulated Depreciation and Amortization	—	—	—	#DIV/0!	down	decrease
Net Property and Equipment	53,806	53,806	11,561	— % up		increase
Notes Receivable	469	469	69	— % up		increase
Goodwill	1,521	1,521	435	— % up		increase
Other Assets	2,360	2,360	1,399	— % up		increase
Total Assets	91,887	91,887	24,666	— % up		increase
LIABILITIES AND STOCKHOLDERS' EQUITY						
Current Liabilities:						
Accounts Payable	(7,886)	(7,886)	(2,085)	— % down		decrease
Accrued Salaries and Related Expenses	(1,957)	(1,957)	(526)	— % down		decrease
Sales Taxes Payable	(792)	(792)	(327)	— % down		decrease
Deferred Revenue	(5,518)	(5,518)	(745)	— % down		decrease
Income Taxes Payable	(200)	(200)	(48)	— % down		decrease
Current Installments of Long-Term Debt	(3,753)	(3,753)	(937)	— % down		decrease
Other Accrued Expenses	(686)	(686)	(556)	— % down		decrease
Total Current Liabilities	(20,792)	(20,792)	(5,224)	— % down		decrease

Statement of Cash Flows | Overview



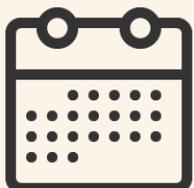
What is the statement of cash flow?

- A core financial statement that discloses the cash performance, through cash inflows and outflows, during the period
- Assembled by combining certain lines of the income statement with the changes in balances sheet account
- Organized into 3 categories: Operating, investing, and financing



Elements:

- Relies on the trial balance (income statement and balance sheet) and a number of detailed schedules of certain balance sheet accounts (i.e. fixed assets)
- Includes the assembly of the financial statement and supplemental analysis and reports including non-gaap measures



Frequency:

- Most common: Prepared **monthly** and/or **quarterly** by segment and for the total company
- Preparation timeline: 5+ days following the assembly of the income statement and balance sheet

	Marketable Securities - Current & Noncurrent	Accounts Receivable Trade	Intercompany A/R - Current	Interco Loan Rec - Current & Noncurrent	Inventories - Current & Noncurrent	Deferred Tax Assets - Current & Noncurrent	Notes Receivable - Current & Noncurrent	Prepaid Expenses and Other Current Assets	Property, Plant and Equipment, Net	Rest Cas Invest Non	
14											
15	Beginning Balance per Trial Balance	-46,513,466	-35,775,225	-360,843,277	-36,804	-30,291,977	-34,896,573	0	-21,632,388	-244,142,727	
16	Cash flows from operating activities:										
17	Net Income/(Loss)										
18	Adjustments to reconcile net income to cash provided by (used in) operating activities:										
19	Depreciation of property, plant, and equipment - positive in SCF (credit on B/S)										
20	Disposal of property and equipment - realized loss/(gain)										
21	Impairment of fixed assets - positive in SCF (credit on B/S)										
22	Impairment of intangible assets - positive in SCF (credit on B/S)										
23	Amortization of debt issuance costs/deferred charges/debt discount - positive in SCF (credit on B/S)										
24	Amortization of intangible assets - positive in SCF (credit on B/S)										
25	Amortization/(Accretion) on marketable securities and F&G restricted investment										
26	Realized loss/(gain) on sales of marketable securities, net										
27	Interest (income) - F&G restricted investments										
28	Share-based compensation expense - positive in SCF (credit on B/S)										
29	Remeasurement of monetary assets & liabilities under SFAS 52 (i.e. debt RI, etc.)										
30	Provision for doubtful accounts receivable - increase/(decrease)										
31	Deferred income taxes - asset - (increase)/decrease										
32	Deferred income taxes - liability - increase/(decrease)										
33	Excess tax benefit from share-based compensation arrangements										
34	Changes in operating assets and liabilities:										
35	Accounts receivable from customers - (increase)/decrease										
36	Intercompany (including all Intercompany ARIAP/Lease & APIAR of elimination companies)										
37	Inventories - current & noncurrent - (increase)/decrease										
38	Prepaid expenses and other current assets - (increase)/decrease										
39	Accrued interest receivables - (increase)/decrease										
40	Income tax receivable current - (increase)/decrease										
41	Income tax receivable noncurrent - (increase)/decrease										
42	Other assets - noncurrent - (increase)/decrease										

Business Unit and Product Line Reporting | Overview



What is it:

- The reporting of business segment results to the corporate accounting and finance function
- Helps management understand performance of individual segments and a consolidated view of the total company
- Except G/L data, most segment data and support comes directly from employees in business units.



Elements:

- Reports are usually routine and standardized for recurring and frequent updates
- May show segment and/or total company performance
- Includes data, commentary, analysis, report creation
- Usually prepared by segment A&F staff



Frequency:

- Most common: Prepared **monthly** and/or **quarterly**
- Preparation timeline: 3-7 days

The screenshot shows a spreadsheet interface with a navigation pane on the left and a main data table on the right. The navigation pane is titled "Presentation Master Working File" and lists various data sources and results, including "Kiribati Results" which is currently selected. The main data table is titled "Kiribati Profit & Loss Input Worksheet 9/30/2020" and contains the following data:

	A	B
1	Kiribati	
2	Profit & Loss Input Worksheet	
3	9/30/2020	
4		
5	Installs	100
6	Delivery Service	150
7	Service Revenue	150
8	Furniture/HomeGoods In-store	125
9	Flooring In-store	135
10	Tools In-store	133
11	In-store Revenue	393
12	Furniture/HomeGoods Online	625
13	Flooring Online	435
14	Tools Online	821
15	Online Sales	1,881
16	Net Sales	2,424
17	Cost of Goods Sold	347
18	Discounts	20
19	Deferred Interest	15
20	Gift Cards	25
21	Gross margin	2,017

Flash & KPI Reporting | Overview



What is Flash & KPI Reporting:

- Summarizes key performance indicators (KPIs) for management to understand performance and make business decisions in "almost" real time
- Typically known as Flash, Quick Market Intelligence (QMI) or Key performance Indicator (KPI) report



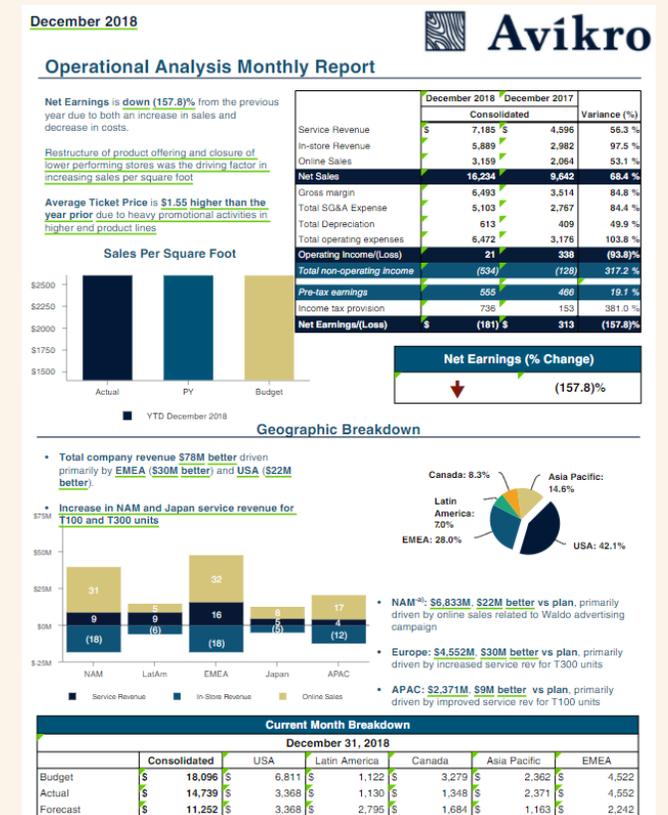
Elements of Flash & KPI Reporting:

- Typically standardized report for quick and frequent updates
- May show segments and/or total company performance
- Includes data and commentary collection, analysis, and reporting
- Can be prepared by and for any level within the organization



Frequency:

- Prepared **daily, weekly, monthly** and/or **quarterly**
- Preparation timeline: 1-5 days



Budget and Forecast Reporting | Overview



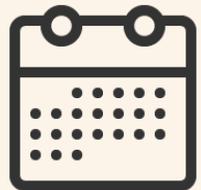
What is it:

- Forecast reporting includes data gathering and analysis to combine, organize and analyze previously prepared forecasts as well as the creation of forecast reports.



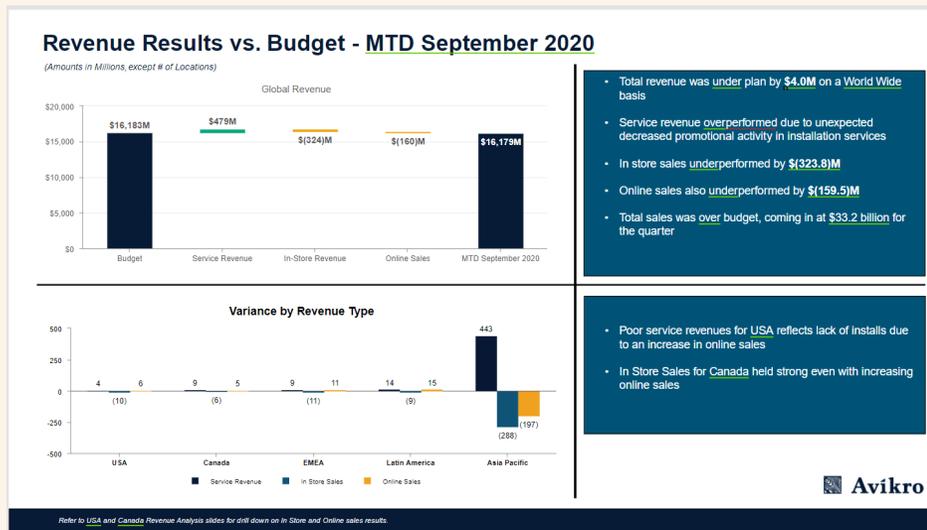
Elements:

- Analysis and reports usually include both routine and non-routine elements
- May be prepared at a segment, product, total company level
- Reports usually show historical actuals and forecasted data
- Includes data, commentary,, analysis and report creation
- Primarily owned by FP&A, contributions from other functions



Frequency:

- Annual plan (1-3+ year) prepared and reported annually
- Updated plans prepared and reported monthly or quarterly
- Pacing prepared and reported weekly, monthly, and/or quarterly
- Preparation timeline: May take 2-3+ weeks to prepare





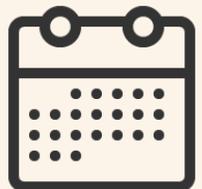
What is **Covenant Reporting**?

- A report that certifies to lenders (i.e. banks) that the company is complying with agreed upon debt covenants through the reporting of various financial measures, results, and ratios
- Violation of a **debt covenant** often results in a loan default that entitles lenders to demand repayment of any outstanding loan principal and interest
- Organizations may have multiple covenant reports



Elements of **Covenant Reporting**:

- Generally, **debt covenant reporting** measures the Company's performance, including:
 - Liquidity and solvency ratios
 - Profitability ratios
 - Other financial indicators such as revenue, capital expenditures, and EBITDA



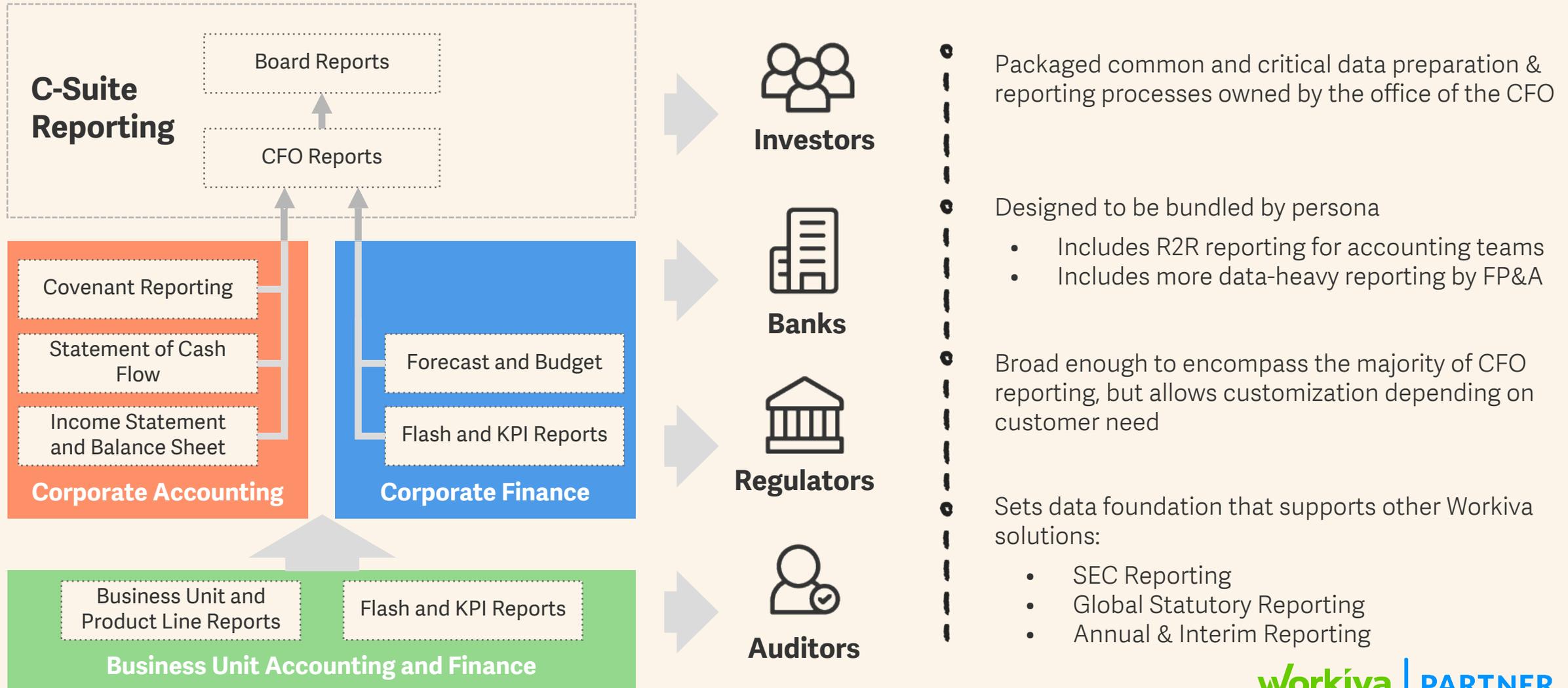
Frequency:

- Prepared by all companies with debt as part of the **quarterly** close process
- Preparation timeline: Can take up to **20 days** to put together and review



Solution Positioning

Use Cases Defined - Bundled by Persona



Current Packaging

List Price*	
Under \$2B Revenue	\$50,000
Over \$2B Revenue	\$75,000

Use Cases (a la carte)

Board Reporting	CFO Deck
Income Statement & Balance Sheet Preparation	Statement of Cashflows Preparation
Product Line & Business Unit Reporting	Flash & KPI Reporting
Budget & Forecast Reporting	Covenant Reporting
<i>Specific entry / expansion points</i>	

Management Reporting Solution

Board Reporting	CFO Deck
Income Statement & Balance Sheet Preparation	Statement of Cashflows Preparation
Product Line & Business Unit Reporting	Flash & KPI Reporting
Budget & Forecast Reporting	Covenant Reporting
<i>Bundle of all use cases</i>	

List Price*	
Under \$2B Revenue	\$100,000
Over \$2B Revenue	\$225,000

All new SKUs include Wdata.

Intent is to (over time) preserve & build full Solution value via Use Case sales / offerings

Designed for adoption and expansion



We've seen a lot of success selling Management Reporting

A use case



A bundle of use cases



Wdata through a use case



A multisolution bundle



A limited use case*



Limited to a team/organization*

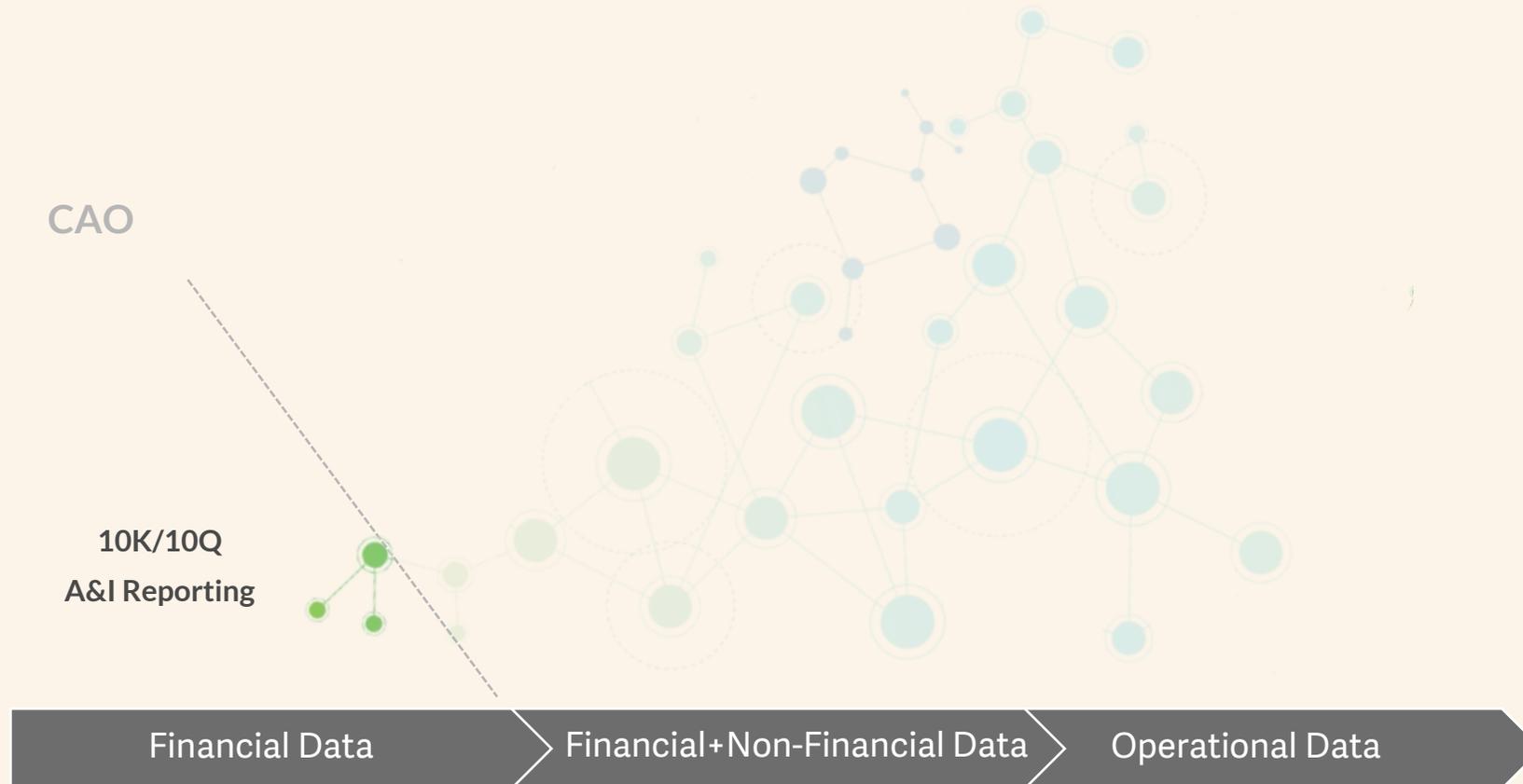


*Custom scoped to meet customers needs

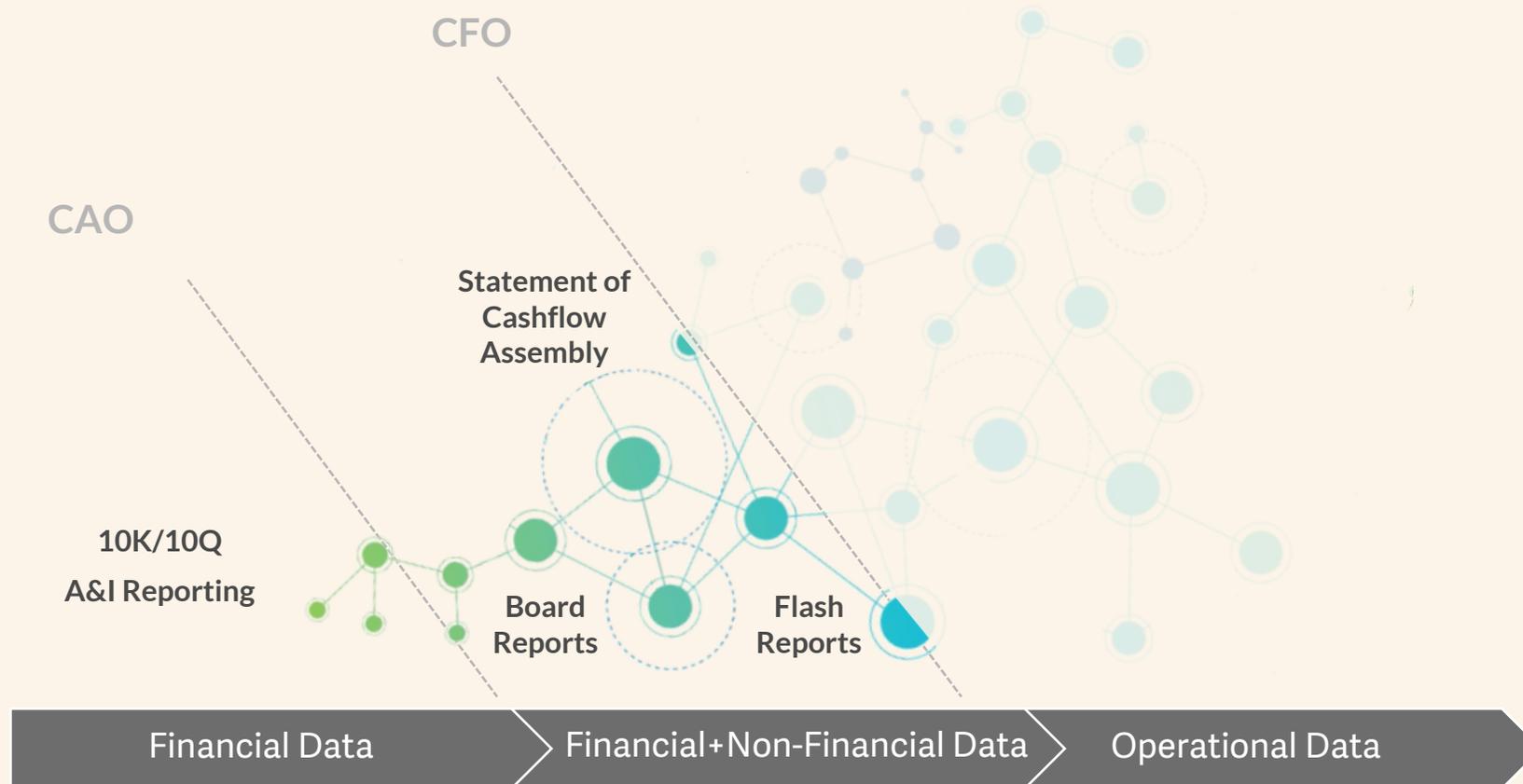


Partner Involvement

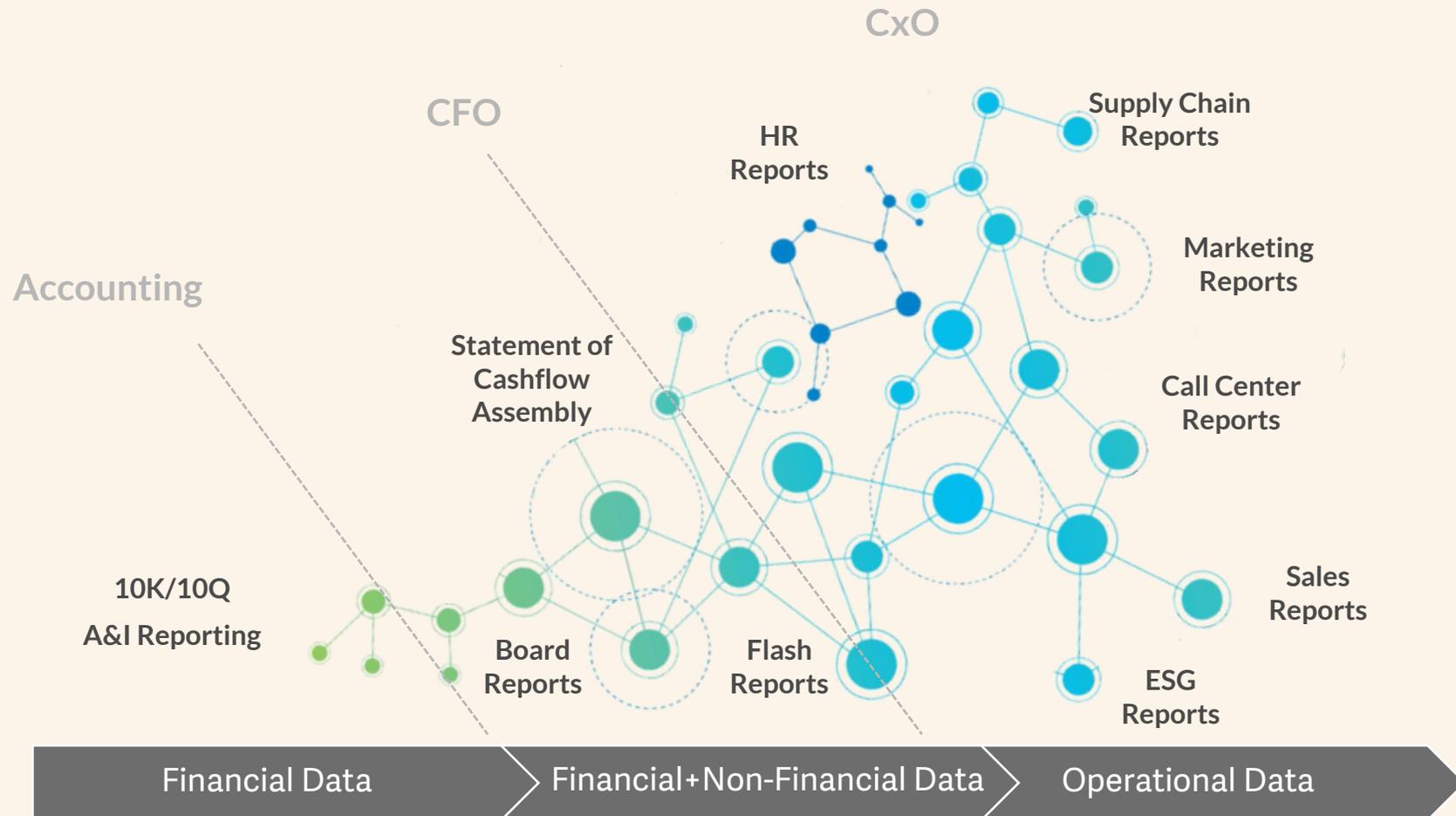
It all started by delivering real transformation and value



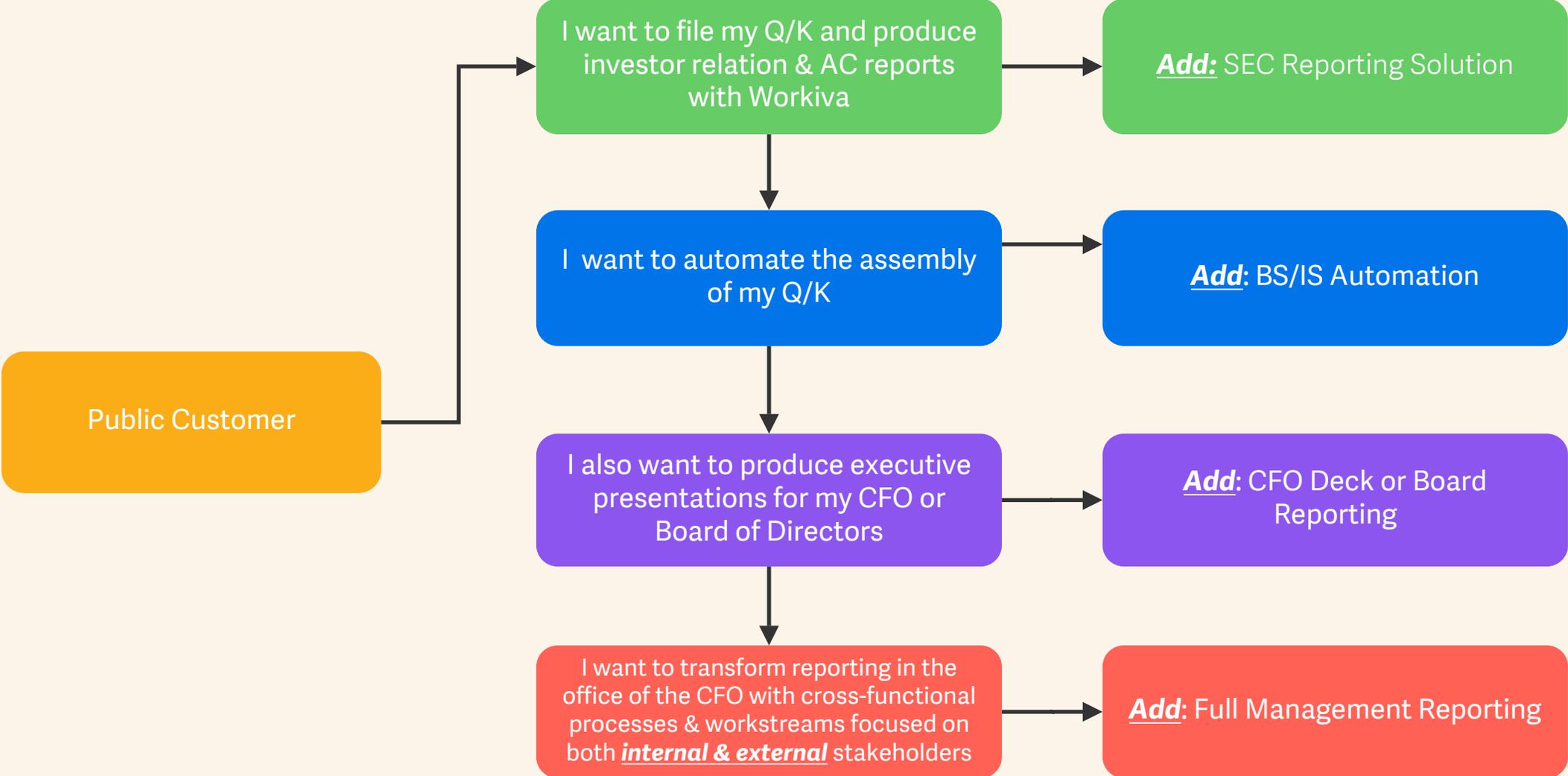
Leveraging network effects to expand into teams



Extending the same benefits beyond the CFO



Example Sales Expansion





Our unified cloud platform: data, workflow, and reporting

Data				Workflow			Reporting		
									
Connectors	Data Prep & Unification	Platform APIs	Linking	Task Management	Data Orchestration	Process Automation	Productivity	Dashboards	Charts & Tables

Demo