



The Workiva logo is displayed in white text on a green background. The logo consists of the word "workiva" in a lowercase, sans-serif font, with a stylized slash through the letter 'i'.

Welcome!

The Partner Workshop will begin at 11 a.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

 | PARTNER

Workiva SEC Reporting: A Key Part of Your Growth Strategy

Steve Soter

Senior Director,
Product Marketing

Hillary Eckert

VP: Product Marketing,
Solution Owner SEC

Suzanne Wasner

Senior Product
Marketing Manager

Brian Smiley

Regional Sales
Director

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

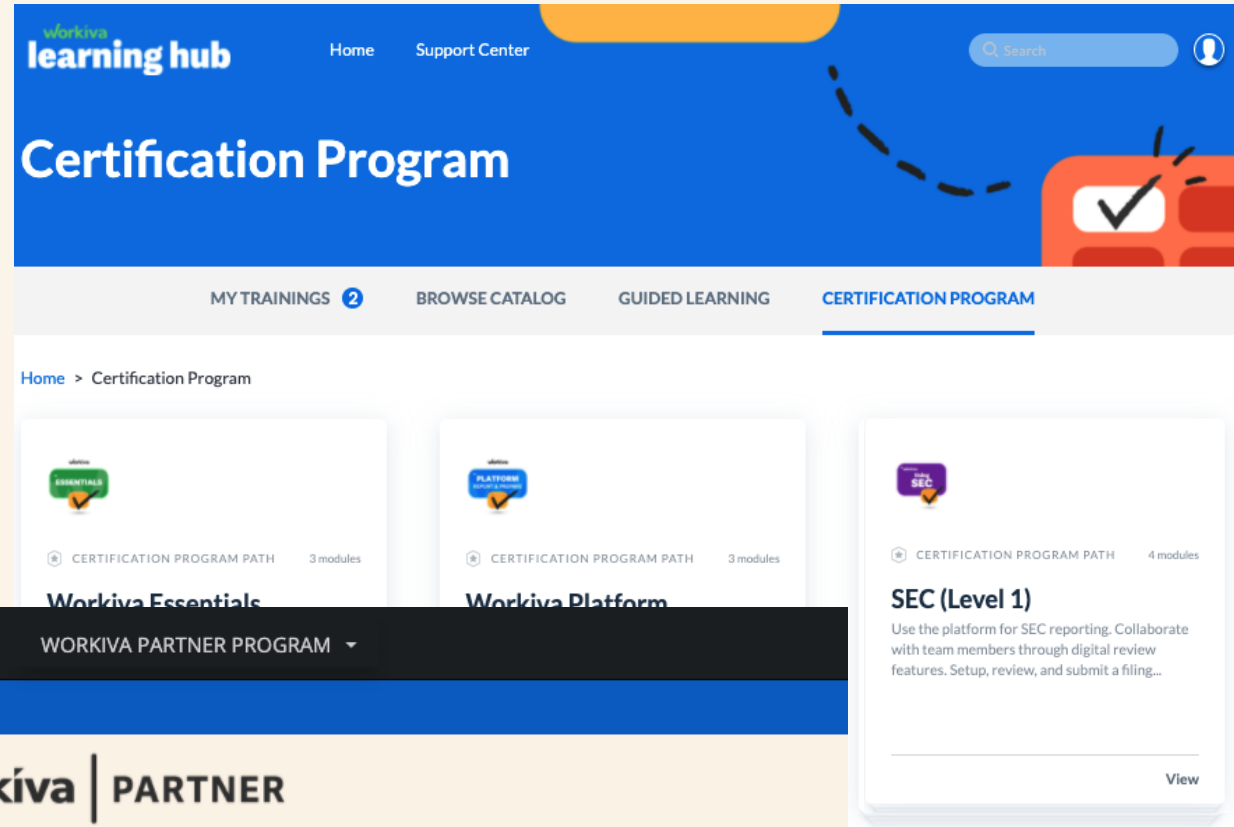
Management Reporting in the Workiva Platform

Other Training Opportunities

1

[Learning Paths](#) | Certification Program

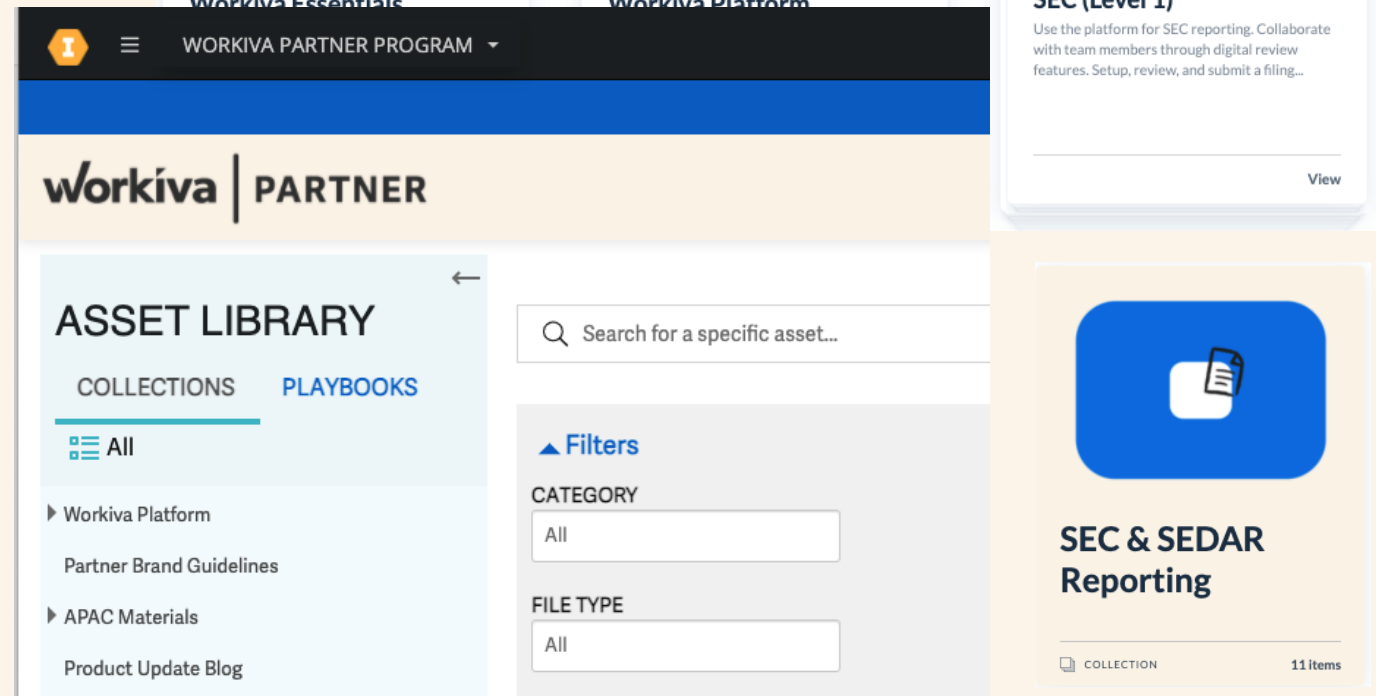
- Workiva Essentials
- Workiva Platform
- SEC Level 1



2

[Impartner Portal](#) | Asset Library

- Partner Workshops
- News & Updates



partnersupport@workiva.com

Q&A



Mute



Stop Video



Participants



Chat



Share Screen



Record

Send your question to "Everyone"

2

To: Everyone ▾

Type message here...

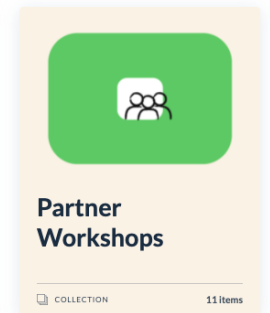
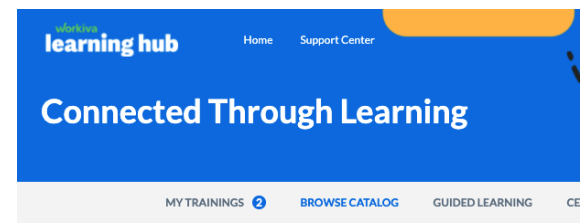


File



1

Click here



Today's Speakers



Steve Soter

Senior Director, Product Marketing



Hillary Eckert

Vice President: Product Marketing, Solution Owner SEC



Suzanne Wasner

Senior Product Marketing Manager



Brian Smiley

Regional Sales Director



Agenda

1 Workiva Platform overview

2 Why Workiva for SEC reporting?

3 Partner opportunities

4 Demo: The platform in action

5 Q&A

The Workiva Platform and SEC Reporting Solution

Evolution of the Workiva Platform

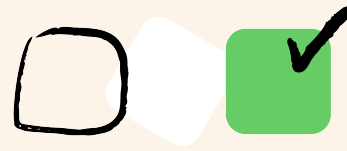


Where do we fit in the enterprise?



Where data integrity is critical

Your clients have data scattered throughout their organization on various systems, in files, and folders on PCs. How will they bring it all together?



Where collaboration is essential

Their workforce is spread out across geos and remote teams. How do they bring them together effectively?



When an automated process is required

Manual tasks don't cut it. Your clients need the precision and efficiency of automation to minimize risk and wasted time. How will they achieve it?

Our platform, your work.

Your data, unified.

Bring all your data into one place using pre-built connectors for your CRMs, ERPs, and other systems of record without ever leaving the platform!

Always connected.

A new generation of connected docs, spreadsheets, and presentations. Change a data point at the source, and see that change everywhere.

Self-driving work.

Workiva learns as you work. Get predictive suggestions for XBRL tagging. Roll forward last quarter's figures pre-populated and never lift a finger.

Data



Connectors



Data Prep &
Unification



Platform
APIs



Linking

Workflow



Task
Management



Data
Orchestration



Process
Automation

Reporting



Productivity



Dashboards



Charts &
Tables

The operating system for

Accounting and Finance

SEC Reporting

Annual and Interim Reporting

Capital Markets

Statement of Cash Flow

Multi-Entity Reporting

SOX Compliance

Income Statements and Balance Sheets

CFO Deck

Board Reports

The speed and accuracy in which we are able to report financial information has improved tremendously with Workiva.

Megan Daniell

External Financial Reporting Manager
TomTom

The screenshot displays the Workiva software interface. On the left, a blue sidebar titled 'Main Working File' lists 'Data Sources' and 'Systems', with 'Trial Balance', 'Budget Data', and 'Head Count Data' under 'Systems'. The main area shows a 'Trial Balance' table with columns for Accounting Period, Period Change, and Account Name. An orange calculator icon is positioned above the table, and a purple pie chart icon is to the right. The table data is as follows:

Accounting Period	Period Change	Account Name
9/30	221,092	Installs
9/30	4,687,399	Capital Leases
9/30	8,020,004	Accounts Payable
9/30	77,900,503	Common Stock
9/30	60,000,800	Notes Receivable

SEC Reporting: Marketing Overview

Why Workiva? SEC Reporting Fast Facts

The acknowledged **market leader** in SaaS corporate financial compliance reporting technology, with **continuous investment** in our solutions

The **Workiva Platform** offering multiple use case solutions that can be easily integrated through partners like you

Poised to hit **3,000** SEC customers in 2021!

38% of market share

- DFIN: 26%
- Toppan Merrill: 12%

94% retention rate

100+ new customers each quarter in 2021

With Workiva, you have opportunities to:

- Win new issuers
- Capture clients who recently went public and are unhappy with their current filing vendor
- Help customers increase solution ROI with expanded adoption of features like proxy statements, Section 16 filings, and 8-Ks
- Set customers up for success with connected data use cases like financial statement automation

SEC Reporting Elevator Pitch

Elevator Pitch



SEC filings are a critical requirement for public companies, and the process of pulling together all the necessary data and disclosures involves multiple stakeholders and manual processes across many areas of the business.

Workiva's connected reporting platform simplifies SEC reporting by centralizing and connecting financial and nonfinancial documents and reports in a single, secure cloud platform.

Workiva enables connections to multiple ERP and operational systems and provides single-source linking to assure accuracy and consistency across your filings. With real-time collaboration and review, the time spent on preparing and finalizing filings is significantly reduced, with increased confidence in your filed reports.

Join the 3,700 companies across 180+ countries - and 75% of the Fortune 500 - that trust Workiva to simplify their most complex work.

Target Market - Audience Framework

SEC Reporting	
Offering	SEC/SEDAR Reporting
Region	United States/Canada/EMEA
Type	Customers & Non-Customers
Organization Type	Publicly traded entities that submit financial documents with the United States SEC
Buying Center	Office of CFO - Controller
Buyer Personas	CFO Controller Director of SEC Reporting Director of Finance/Accounting

The U.S. government enables investors to get a clear view of a company's history and progress, and a glimpse of its future, through a set of required filings. These filings are registration statements, formal and periodic reports and other forms that are provided to the U.S. Securities and Exchange Commission (SEC).

Key Contributors:

- Corporate accounting & financial reporting
- Legal
- Business Unit / LOB: accounting, finance, operation teams

Frequency:
Monthly, quarterly, annually

SEC Solution Value Framework - Before/After Scenarios

Before Scenario	Negative business outcomes	After Scenario	Positive business outcomes
<ul style="list-style-type: none"> • Disparate data sources • Sequential workflow • Manual processes • Lack of control • Disconnected inputs • Relying on outside vendor to pull it all together 	<ul style="list-style-type: none"> • Lack of confidence in reporting • Excessive time for report prep • Poor utilization of resources • Employee work/life balance and turnover considerations • Potential damage to credibility and reputation 	<ul style="list-style-type: none"> • Focus on high-value activities • 100% confidence in data • Efficient, repeatable reporting process • Predictable operating rhythm • Real-time collaboration and review 	<ul style="list-style-type: none"> • Confidence in disclosures and final report output • High quality, high velocity decision-making • Successful process transformation • Higher employee retention and productivity • Protect corporate brand

Our SEC Differentiators - How Workiva Does It Better

Connected Data and Context

- Collect and aggregate structured or unstructured data
- System agnostic (e.g., ERP, consolidation software, MS suite, email, manual data entry)
- Data and context shared across platform

Controlled Parallel Collaboration

- Simultaneous authoring in a single document
- Version control and audit trail
- Granular permissioning with controlled access
- Integrated and collaborative review process

Dynamic Reports

- Multiple formats (e.g., presentation, document, spreadsheet, PDF, EDGAR)
- Tailored configuration (e.g., audience specific reports with role-based access)
- Inter-connected reports with a single data source, linking text and narrative content

Service and Support

- 24x7 customer success focused support model
- Dedicated resource
- Expertise in reporting process improvement

Our main competitors and why we win

Donnelley Financial Solutions (DFIN)

Financial printer new to SaaS
ActiveDisclosure 2.0 launched in 2021
Looks like MS Office 365
Section 16 filings require separate log in
Pricing/access are role-based
Annual contracts only
Shifting to centralized support model
\$894.5 million 2020 revenue

Toppan Merrill

Financial printer
MS Office-based product Merrill Bridge
Foreign ownership with implications for confidentiality
Very little investment in software development
Toppan has low presence in North America and EMEA
\$502.5 million 2020 US revenue

WHY WE WIN:

True **native cloud** technology

Connection to source data systems

100% accuracy to source data

Linking to single data source at multiple points within/across documents

Platform that simplifies addition of new use cases

Real-time collaboration and review

24/7 **support**

Workiva Partner Strategy

Partner Opportunities for SEC

Managed Service • Implementation • Advisory



1. New Customer Acquisition



Private-to-public
Foreign Private Issuers
F500 Non WK Customers

2. Advisory and Managed Service



Financial Statement Creation
Filing Services
Content and Design Services
Digital Transformation

3. SEC Customer Expanded Use



e.g. Proxy, 8K, Section 16, Financial statement automation for the SEC process

*Wdata implementation
System Integration*

Workiva from Private to Public

Private

IPO

Public



Financial Reporting + Management Reporting

Ensure accuracy and efficiency

Connect data across quarterly and annual reports, investor reports, board presentations, CFO decks, and more



IPO Planning and Execution

Streamline your IPO

Create a secure workspace for your external advisors and enable a faster S-1 filing



Capital Market Transactions

Faster, more accurate deals

Reduce risk in M&A transactions, debt and equity offerings, and other '33 Act deals with 24/7 service throughout drafting, filing, printing, and distribution



SEC Reporting

File with confidence

Trust the market leader in SEC reporting—support for 357 form types including 10-Q/10-K, 20-F/40-F, 6K/8K, proxy, investor relations, Section 16, and more



SOX Compliance

Manage risk

Document workflow, evidence, and certifications for complete transparency and audit defense

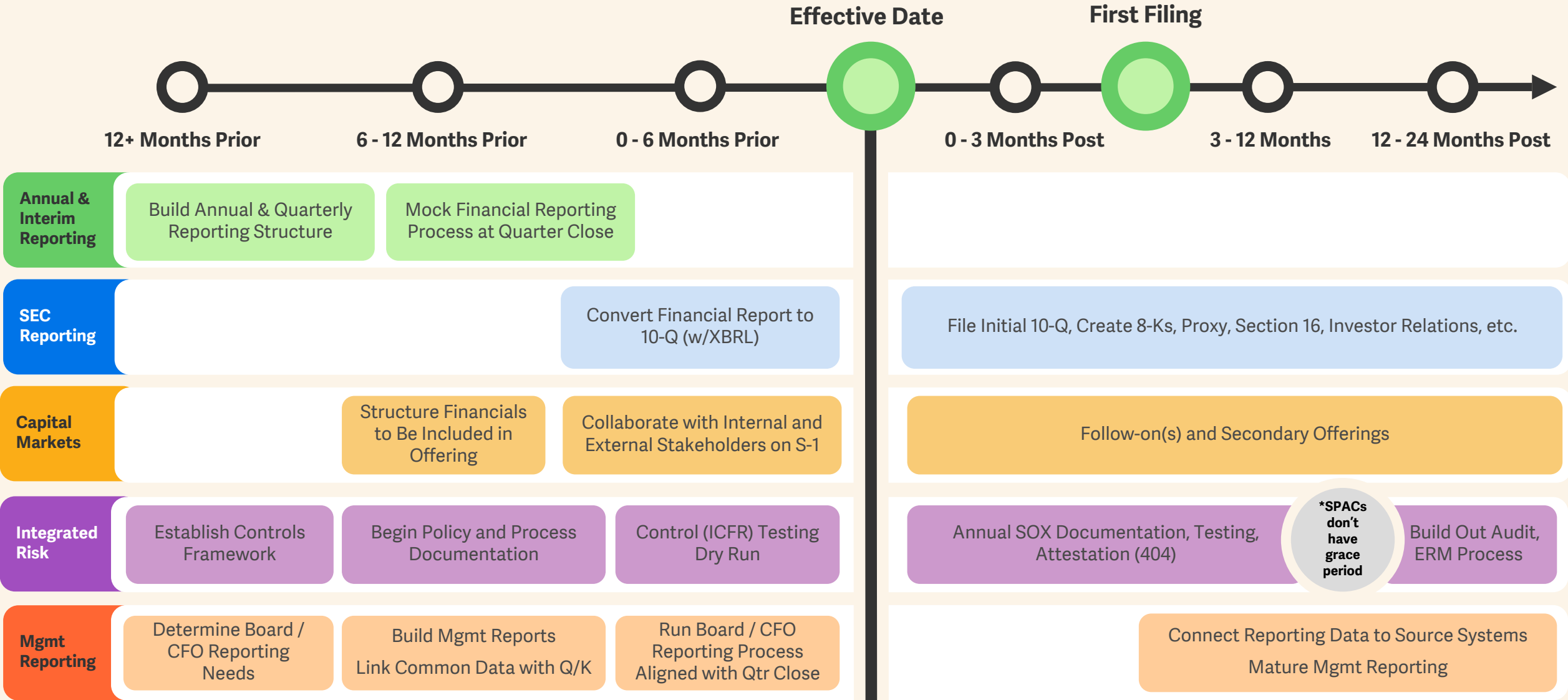


SOX Readiness Assessment

Modernize your risk assessment

Leverage a framework for risk and controls

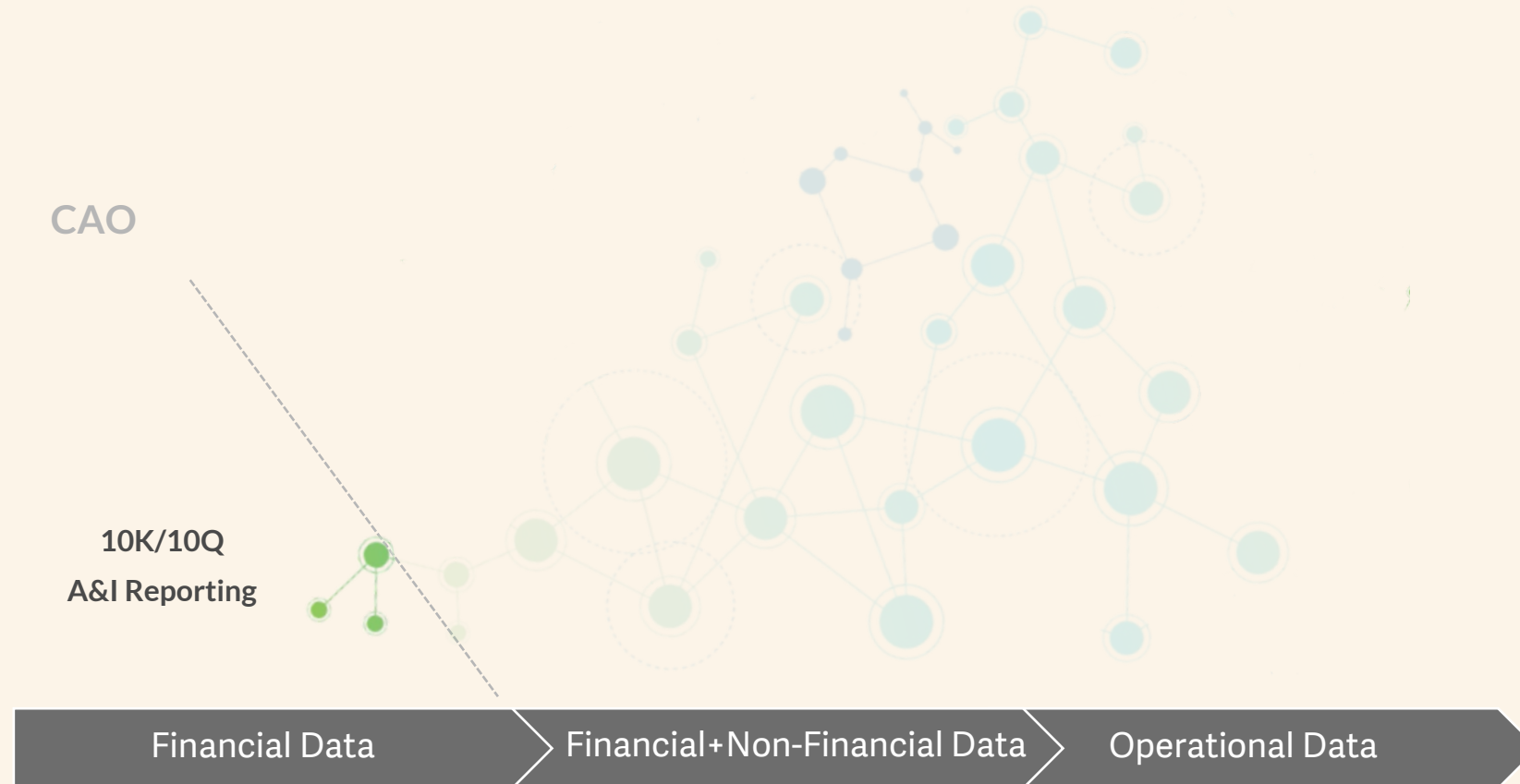
Private to Public Journey with Workiva



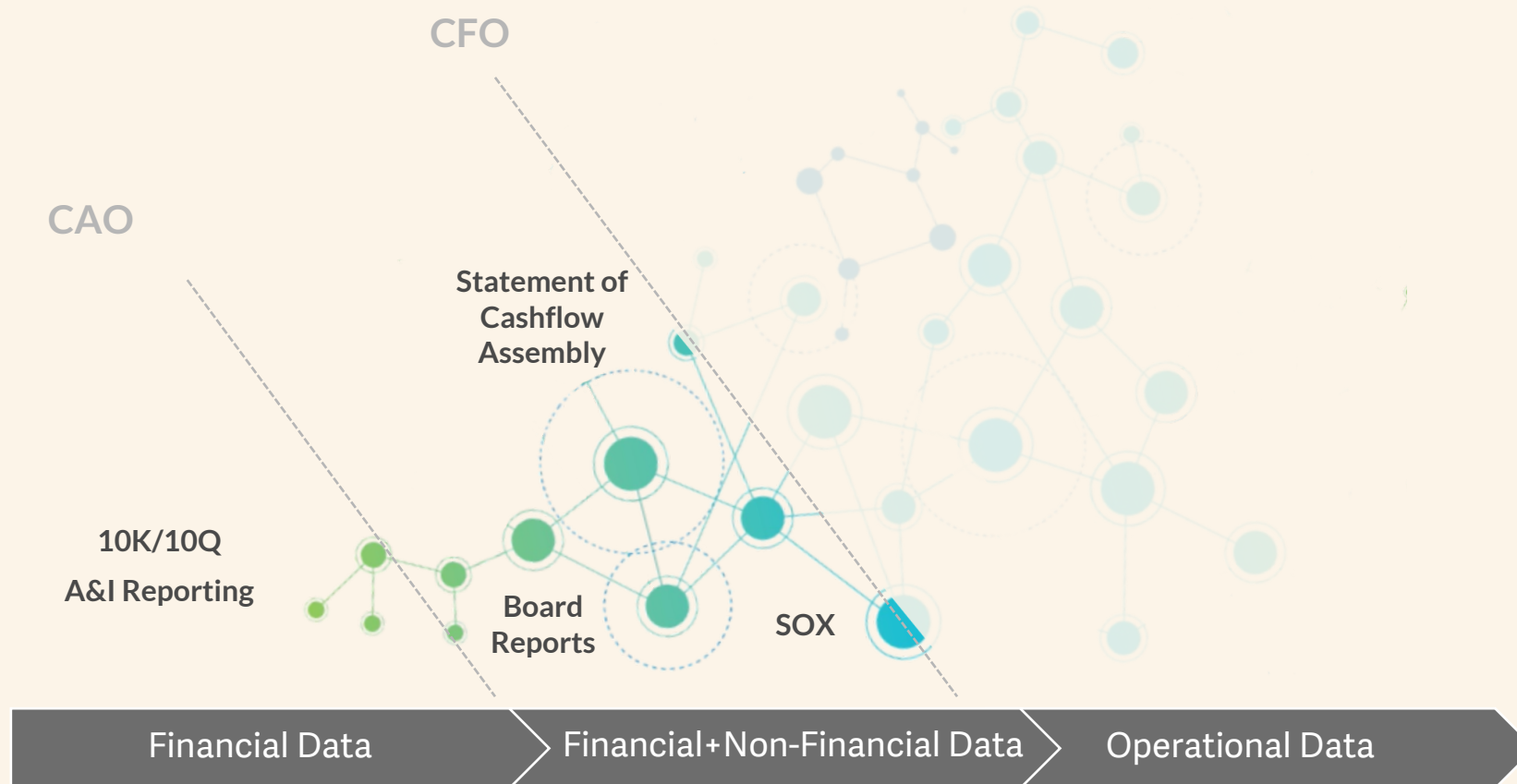
***SPACs don't have grace period**

*Emerging Growth Companies have separate, longer grace periods for Integrated Risk via SPAC deals

It all started by delivering real transformation and value

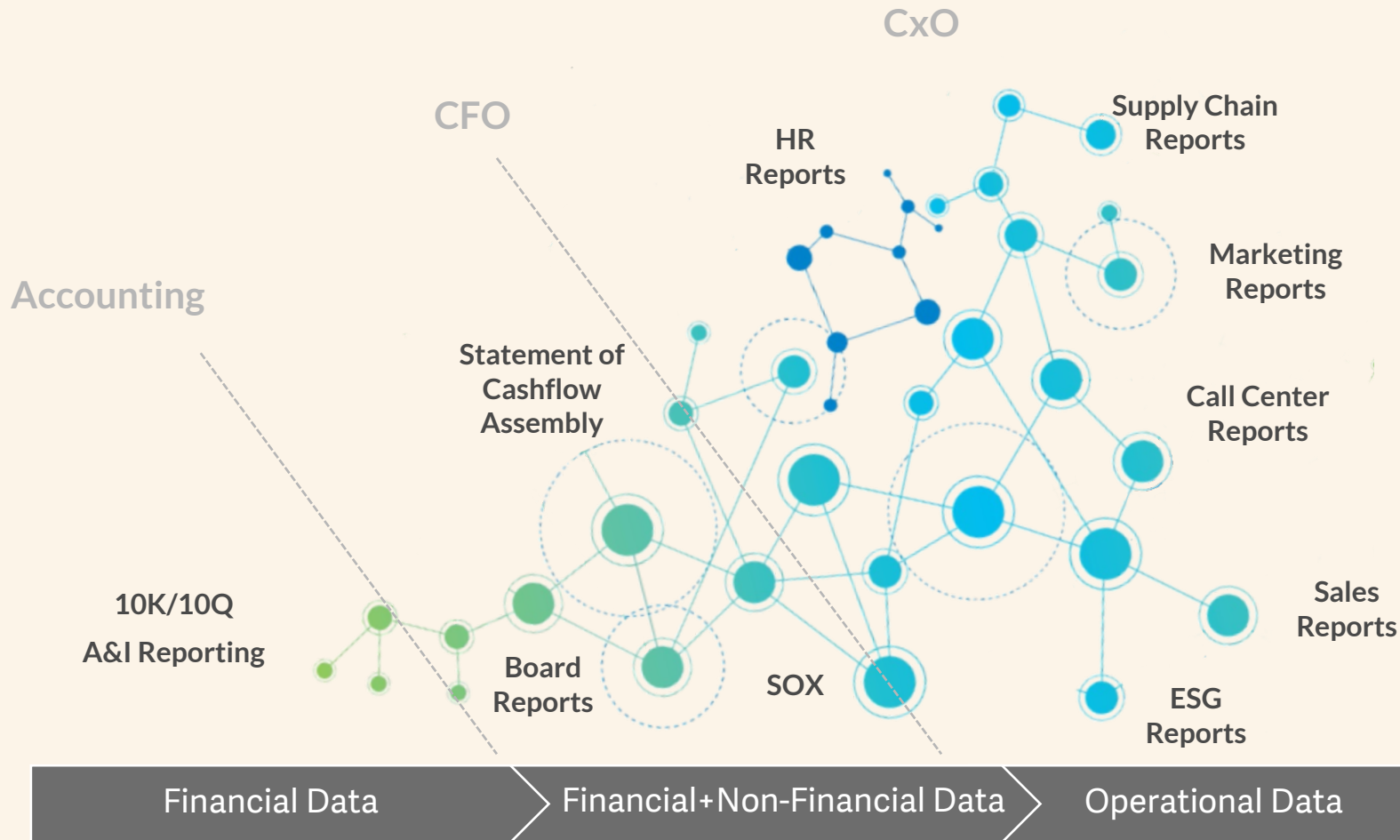


Leveraging network effects to expand into teams



Extending the same benefits beyond the CFO


3,700+
customers



The Workiva Platform in Action: Demo

**Workiva's SEC business has been growing
faster than ever.**

**Workiva's SEC business has been growing
faster than ever.**

And together, we will grow for years to come!



Q&A



Mute



Stop Video



Participants



Chat



Share Screen



Record



Click here

Send your question to "Everyone"



To: Everyone ▾

Type message here...



File

