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—Deb Wolf, Senior Director of Marketing

Workday produces seamless corporate launch with WebEx Production Services.



INDUSTRY

Software

WEBEX APPLICATIONS

WebEx Event Center,
Meeting Center and
Production Services

SUMMARY

Workday turned to WebEx Production Services when its online meeting solution failed to perform the day before a web-based corporate launch with key industry analysts and press. WebEx Production Services seamlessly transitioned the complex launch presentation to WebEx Event Center, delivering a polished event that generated press coverage by at least half of the attendees. As a result, Workday now uses Production Services for lead generation events, and WebEx solutions have become an integral part of the Workday organization.

- **ABOUT WORKDAY**
Line of Business
On-demand enterprise software
- **Headquarters**
Walnut Creek, CA
- **Number of Employees**
70
- **Target Market**
Medium-size and large enterprises
- **WebEx Customer Since 2006**

Founded in 2005, Workday recently introduced the next generation of ERP solutions to meet the needs of today's growing global businesses. Uniquely offering ERP solutions as on-demand, 24x7, web-based services that include hosting, implementation, and support, Workday eliminates the heavy infrastructure and upgrade costs associated with traditional systems. Workday Enterprise Business Services™ include solutions for Human Capital Management, Revenue Management, Resource Management, and Financial Management.

The Challenge

To launch the company and introduce its revolutionary software to the press and analyst communities, Workday planned a sizable web event scheduled for a Monday in early November 2006. Invitees included 200 of the most influential press and industry analysts—including Gartner, Forrester, Business Week, and The Wall Street Journal—80 of which pre-registered to attend. “We designed the event to serve as our primary communications vehicle. We wanted an effective, efficient way to brief the press on the launch of our company for the first time,” says Deb Wolf, Senior Director of Marketing for Workday. During a dry run on the Friday before the event, however, Wolf discovered that the launch presentation did not work on the system the company was using at the time. “The online meeting solution we normally used couldn't handle the animated presentation graphics, and the system crashed continually,” she recalls. With a

room full of Workday executives witnessing the situation, Wolf needed to find and implement a reliable solution as quickly as possible.

The Solution

Wolf was very familiar with WebEx. At the company where she previously worked, she had used the solution extensively for demand generation programs. In addition, the Workday sales team was already using WebEx Meeting Center successfully to conduct client meetings. Wolf called the company's WebEx sales representative directly. She says, “Within two minutes, the rep had our launch presentation running perfectly on WebEx Event Center. There were no technological issues whatsoever.”

As soon as Wolf decided to change solution vendors, WebEx Production Services immediately began working to ensure the transition was seamless for everyone involved—including Workday employees, the 80 registered attendees, and the rest of the 120 invitees. Production Services reworked the backend so all attendees would be able to log into WebEx on the day of the event. According to Wolf, “We called everyone who had already registered, letting them know they would receive a new invitation with new login instructions. WebEx Production Services handled everything else, and on the very same day we called.” Production Services sent out new invitations and created a new WebEx portal that linked transparently to the Workday web site, enabling new attendees to pre-register or log into the presentation on the day of the event.



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Production Services also helped Workday with every stage of event execution, from rehearsal to live presentation. The dry run went smoothly even though one of the Workday managers working on the launch event was not familiar with WebEx. “The WebEx Production Services team worked closely with our manager throughout the day and even answered her questions during the weekend,” says Wolf. On the day of the launch, a Production Services producer managed the event, ensuring that the presentation worked properly, speakers were comfortable, and attendees logged in easily.

As a result of the successful corporate launch, Workday decided to use WebEx to kick off its demand generation programs a week later. “We turned to WebEx Production Services again to help us with two targeted web events, one focused on human resource professionals and the other on IT managers,” explains Wolf. Production Services recorded the events and posted them on the WebEx portal for on-demand viewing. “We also used each recorded session as an offer for those people who didn’t attend the event. Using the recorded WebEx sessions in this way gives us an additional opportunity to follow-up with our prospects, provides a great call to action, and increases our visibility,” she remarks.

The Benefits

WebEx provided Workday with the technological strength and web service expertise the company required to execute a polished corporate launch. When things went wrong with the Workday event rehearsal, Wolf immediately knew it was time to turn to WebEx. “WebEx is the industry leader. When the name of a company becomes a verb, you know you should really be using it,” she states. On the day of the event, attendees logged into the WebEx presentation without a single problem. The animation and the product demonstration that had been problematic when using the original online meeting solution ran smoothly. “WebEx Production Services saved us from what could have been a disastrous situation, and instead helped us create a corporate launch that instilled confidence in our company. And with less than a day lead time,” says Wolf.

Workday is already seeing results from the events executed using WebEx. According to Wolf, “The press coverage we received on our corporate launch was phenomenal. At least half of the press that attended our WebEx-managed launch event wrote about Workday in their respective publications.” Workday has also built a healthy pipeline of qualified leads as a result of the two demand generation events. “Hundreds of prospects registered, and more than 50% of the registrants attended each of our lead generation events.

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Within a month of the Workday launch, WebEx has already become an integral part of the organization. “So far, we’ve integrated WebEx into the different stages of our lengthy sales cycle. We use it for lead generation as well as for product demonstrations and client meetings that are key to closing sales,” explains Wolf. In addition to the sales and marketing teams, Workday application development and customer service departments use WebEx. “WebEx saves our organization time. With WebEx, we know that every meeting and event will be productive,” she says.

The Future

As the company continues to grow, Workday intends to leverage WebEx solutions and services fully to optimize its programs. “WebEx will continue to play a crucial role in our corporate initiative to focus on demand generation,” says Wolf. In the future, Workday also intends to use WebEx for customer and partner training and for new product launches. “We definitely will continue to use WebEx Production Services for our events,” she says, adding, “WebEx lends an invisible hand in ensuring the public sees our company’s strengths clearly.”

HIGHLIGHTS

- WebEx Production Services enabled Workday to produce a polished corporate launch that resulted in press coverage by at least half of the event attendees.
- Production Services helped Workday execute its first lead generation event, yielding hundreds of registered prospects and a higher than 50% attendance rate.
- WebEx solutions and services are an integral part of the Workday organization, saving time and optimizing enterprise productivity.