

## CASE STUDY

# SYNCRON LAUNCHES WORKDAY FINANCE MANAGEMENT GLOBALLY TO MODERNISE BUSINESS

## Project requirements

Deploy Workday Finance in under 7 months

Improve ease & quality of financial reporting

Enhance data availability & user experience

## Project results

6

month go-live

400

users supported

100%

global locations live



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**Dominika Michalska-Najbert, Group Chief Accountant at Synchron**

Synchron empowers the world's leading manufacturers to maximize product uptime and deliver exceptional after-sales service experiences, while driving significant revenue and profit improvements. From industry-leading investments in research and development, to providing the fastest time-to-value, Synchron's award-winning, cloud-based service parts inventory, price and uptime management solutions are designed to continually exceed customer expectations. Top brands from around the world trust Synchron to transform their after-sales service operations into competitive differentiators. For more information, visit [synchron.com](https://synchron.com)

## System stagnation hampers business insights and growth

As a fast growing SaaS company Synchron needs a robust modern solution in Human Capital and Financials Management.

By early 2018 deficiencies in the current platform and its inability to serve Synchron's evolving needs had become too pronounced to ignore any longer. Among these was feature stagnation.

Dominika Michalska-Najbert, Group Chief Accountant at Synchron, explains. "The solution had started to feel outdated, and we realized that while it was cloud-based, it wasn't a true SaaS solution. We had not been given any new features in four years, and there were no signs that was going to change. Our business was growing and we kept expanding globally. We needed greater tracking of our data, we needed better reporting functionality, and we realised that without new features to provide a more accurate, insightful picture of the business, we could not continue to improve. We also knew we were going to need an HCM solution soon, and we thought this was a good opportunity to explore the market for a single system that could cover everything we needed."

## Workday stands out with candour and coverage

Synchron wanted to ensure its new solution would deliver the hallmark benefits of SaaS (scalability, frequent new features, and cost savings) as well as have longevity. So, the procurement team carried out extensive requirements research with senior leadership to inform their RFP (Request For Proposal)—identifying team needs, pains, current gaps, and how they'd like to work in the future.

"Our selection process included vendor presentations, product demos, and testing different bits of their functionality. Workday did really well. Not only did they tick a lot of boxes, but they were very honest about which criteria they couldn't meet. And that transparency gave us a lot of confidence about working with them." says Dominika.

## Working with Kainos to deploy Workday Finance

Synchron bought Workday Finance and Core HCM in late 2018 and kicked off the deployment project for Finance in early 2019. Synchron needed a partner who could:

- launch Workday Financials in a compressed timescale;
- provide local support throughout the project; and
- demonstrate experience and insight about EU-specific requirements.

" We chose Kainos not just because they could provide support in our time zone, but because they have a strong reputation and experience deploying in Europe "

With help from Kainos, Synchron successfully launched on time, enjoyed real-time customer support, and launched a system that satisfied its multi-faceted regional needs.

## Speedy delivery with financials know-how

Synchron's deployment project kicked off in late February 2019 with go-live in just 6 months. By working with Kainos, Synchron benefited from an experienced partner with a record of Workday Finance deployment and the ability to deliver with speed and efficiency.

"At Kainos, we're a Workday customer ourselves, and like Synchron, we also deployed Finance first," says Peiter la Cour Freiesleben, Engagement Manager at Kainos. "We've also successfully deployed Workday Finance and HCM to other customers worldwide, so we're extremely well acquainted with the issues that can arise, what works and what doesn't. These insights were hugely beneficial during Synchron's project."

Not only did Synchron launch Workday within six months, but using Kainos' deep financials expertise, Synchron was able to confidently make decisions to ensure it was set up for success. "Because of our aggressive timeline, we had to make our scoping decisions carefully," says Dominika. "With Kainos, we were able to have open and informed discussions with the team and use their experience to determine what was feasible to include in our first phase. They really understood the financial aspects of the project, what the main driver and risks were, and the communication was clear."

## Local support, regional insights, and deep experience

Local support and keen understanding of localisation issues were also critical to project success. "We needed a strong European partner," Dominika explains, "because we knew we'd be leading our implementation from Poland and that we'd need help navigating the numerous and varied regional requirements globally, including entities across Europe, North America and Asia. We chose them not just because they could provide support in our time zone, but also because they have a strong reputation and experience deploying in Europe compared to other global vendors."



Synchron was also impressed with Kainos' robust approach to project resourcing. "Kainos was an engaged partner, and they definitely had a good approach to getting work done efficiently but to a high standard," she says. "They made it very easy to communicate with the right people. At the beginning of our project, for example, during our planning and design sessions, not only did we have the Kainos staff who would be hands-on executing the deployment, but we also had direct engagement from senior, experienced consultants who were driving the whole team. Having their insights to define direction before tactical staff moved on with execution was invaluable. And access to that deep bench of knowledge continued throughout the project. Whenever some capability might have been missing in the core team, the Kainos staff always had resources within their organisation that they could reach out to, to get the answers they needed. It left us feeling that we were receiving the right amount of expertise.

## Steady system growth supports business growth

With Workday, new features and functionality are regularly delivered throughout the year helping to scale alongside the company's growth.

"Workday is really devoted to developing their solution," says Dominika. "Every month we hear of new features that would be good for us to have. We always discover something that Workday are planning with the next upgrade that solves our current problem or challenge."

"As Workday is one source for everything, it's also so much easier to maintain and develop further without having to look at different systems every time we need to update, and that is a great advantage."

As part of the implementation project, Kainos integrated Workday Finance with Synchron's bank, Active Directory and other systems, ensuring it is set up to support continued business growth.

## Instant access to data and reports

With Workday, Synchron now enjoys access to data that improves business efficiency and quality of work. With Kainos' support, Synchron was able to migrate its financial & headcount data to ensure the correct information needed for its reporting.

"The instant advantage is that our team now get information from Workday that previously was not available," says Dominika. "Even information on headcounts or reporting structures that seem obvious now, was data we did not have easy access to pre-Workday. Workday is a robust tool to have at your fingertips. Our employees use it in their own way and learn from it, discovering new things they like and that make it easier to do their job better."

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## Getting the best user experience

The positive impact of Workday is now being experienced across Synchron.

Dominika explains, "User experience was high on our priorities. It's not just Finance and HR specialists who work on our system but all our employees. Since deploying Workday, the instant difference is the dramatic drop in negative comments from users."

"As a technology company ourselves, we develop solutions that look and feel good for our customers, so it was important that our employees have a good experience when using our finance system. With Workday we get that. Everyone enjoys using it, knows how to get things done, and the system is quick and responsive."

## The right partner for business success

"I'm a huge fan of Workday," says Dominika. "The fact that with Kainos we were able to implement the solution quickly across all our locations, and all the functionality and benefits it has delivered, is great."

She also adds that Kainos were instrumental in the success of the project. "Kainos has a lot of experienced team members and a great knowledge-sharing culture. We felt that we had the right team and support throughout the project. The whole Kainos team was engaged from the very beginning, driving the project and taking the right approach to get everything done with agility and to a high standard."



