

Retail Data and Insights



User Case Brief

Workday Prism Analytics: Use Cases for Media and Entertainment

From content creation and distribution to monetization, the media and entertainment industry is changing—fast. Online streaming and social networks are picking up momentum. Audiences are spending more time online. And advertisers are adjusting to more performance-based campaign models. To survive and thrive in the new world of media, you need instant access to high volumes of financial, workforce, and operational data for quicker, more informed decision-making.

There's not always easy in a complex data architecture with various legacy data stores and multiple systems for operations, HCM, financial management, and middle office functions. Not to mention the huge volumes of data in inconsistent formats and varying levels of transaction detail. Combining data together through various integrations, IT service requests, and even spreadsheets to uncover insights can be time-consuming, exhausting, and often impossible.

Workday Prism Analytics is a data hub that lets you blend any data source with trusted data from Workday. It ingests and prepares high volumes of operational and historical data, giving you the financial and HR analytics you need in one secure place. Read the following use cases to see what's possible.

Typical data architecture for media companies.



Read this datasheet to learn how Workday Prism Analytics helps retailers blend their financial, HR, and historical data for easier, faster, and more informed decision-making from one secure place.