COMPLETE WORKDAY BUYING GUIDE

WHAT YOU ARE ACTUALLY BUYING

A Workday purchase is several separate deals, not one price.
Unlike one line item on a budget, you are committing to:

- ✓ Subscription, priced on worker count
- ✓ Deployment, a separate services deal
- ✓ Success Plans, an add-on subscription
- ✓ AI, priced by usage credits
- ✓ Extra tenants, an add-on
- ✓ Training and certification seats

Old view: one price for the software	Reality: separate deals, separate leverage

THE 5 BUYING STAGES

BUILD THE CASE → SET REQUIREMENTS → SCRIPTED DEMOS → NEGOTIATE → SIGN

IF SCOPE MOVES, REPRICE BEFORE SIGNING

Leverage peaks before you name a winner.

WHO SELLS TO YOU

Who	What they want
Account Executive	Total contract value, closed this quarter
Solution Consultant	A demo that avoids your edge cases
Value Engineer	A business case that justifies the price
System Integrator	The largest services scope you allow
Customer Success	Adoption now, renewal later
Your own CFO	A number that does not move later

TWO WAYS THEY PRICE IT

SUBSCRIPTION	FLEX CREDITS
Priced on your worker count	AI agents metered per completed task
Multi-year term, renews on notice	Bulk credits drawn down over the year
No published list price anywhere	Published rate card, credits per action

WHAT DRIVES YOUR PRICE

1. Worker count, and how you count them
2. Which products, not how many users
3. Term length and payment timing
4. What your logo is worth in their market
5. The quarter you sign in
6. Whether they believe you will walk

5 CLAUSES THAT COST YOU LATER

1. An uplift cap on every renewal, in writing
2. Price protection for products added later
3. How workers get counted and recounted
4. The notice window before auto-renewal
5. What happens when you drop a module

KEY TERMS DECODED

Order Form: the document that sets your actual price
Master agreement: the standing terms behind every order
Flex Credits: prepaid units consumed by AI agents
Uplift: the annual increase built into renewal
Workday Launch: fixed-fee preconfigured deployment

THE DEMO IS THEATER, NOT PROOF

WHAT YOU SEE	WHAT TO DEMAND	WHO SHOULD WATCH	HOW TO SCORE IT
A clean demo tenant	Your scenarios, scripted	The people who do the work	Score during, never after
Data that always fits	Your real edge cases	Payroll and close owners	One sheet, same weights
The happy path only	One script, every vendor	Not only the steering group	Write down what failed

THEIR FISCAL CLOCK

Fiscal year ends January 31
Q4 runs November to January
Q4 signs the highest share of deals
97% gross revenue retention

Source: Workday annual report, 2026

EXEC SCORECARD

- ✓ Requirements signed off before demos
- ✓ Every vendor scored on the same sheet
- ✓ Benchmarked price, not just a discount
- ✓ The integrator chosen separately
- ✓ A named owner for the business case

WHERE BUYERS GO WRONG

- ✗ Letting the vendor pick your integrator
- ✗ Negotiating price before scope
- ✗ Signing with no cap on renewals
- ✗ Buying modules nobody will staff
- ✗ Treating the discount as the win

SIGNATURE CHECKLIST

- ✓ Renewal increases capped for the term
- ✓ Products you add later priced today
- ✓ Deployment fees fixed to a written scope
- ✓ The actual delivery team named
- ✓ Notice dates in your own calendar

THE INTEGRATOR IS A SEPARATE DECISION

The software vendor is not the delivery vendor.

You choose: Workday services or a certified partner
Workday Launch is fixed-fee and preconfigured
Run the integrator selection as its own competition
Name the people, not only the firm
A fixed fee only holds if the scope is frozen
Same method, different teams. **The team is the variable.**

AFTER YOU SIGN

- → Renewal math starts the day you sign
- → Track worker counts every quarter
- → Log every product you were promised
- → Diary the notice date, not the end date

ONE-LINE FORMULA

Good Workday Deal = Right Scope + Benchmarked Price + Capped Renewal + An Integrator You Chose

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