

Verifying and Validating Workday's ABX Target Account List



Bython worked with Workday to help them validate the data supporting Workday's new approach to account prioritization, tactics and marketing spend for their ABX program.

Executive Summary

Workday started using the “Pipeline Predict Score” to prioritize their ABM accounts. This intent score indicated that 40 percent of their “A” accounts were in-market for a Financial Planning solution and likely to buy soon, either from Workday or from a competitor.

Before Workday sent these accounts matched with contact records by Bython to sales, marketing wanted to know if this data did in fact indicate that all these accounts were in-market to buy a Financial Planning solution. Workday wanted to be able to optimize, enhance, and improve the ABX account selection process.

The “Pipeline Predict Score” methodology does not indicate that all the accounts identified are in-market. Bython recommends that before you send the accounts that rated a 90% predict Score” to sales, that you identify them further for their in-market status. A quick way to do that is a telemarketing research project.

Workday Overview

Workday, Inc. provides enterprise cloud applications in the United States and internationally. Its applications help its customers to plan, execute, analyze, and extend to other applications and environments to manage their business and operations. The company offers a suite of financial management applications to maintain accounting information in the general ledger; manage financial processes, such as payables and receivables; identify real-time financial, operational, and management insights; enhance financial consolidation; reduce time-to-close; promote internal control and auditability; and achieve consistency across finance operations. It also provides spend management solutions that help organizations to streamline supplier selection and contracts, manage indirect spend, and build and execute sourcing events, such as requests for proposals; expense management solutions to submit and approve expenses; and a suite of human capital management applications that enables HR teams to hire, onboard, pay, develop, reskill, and provide employee experiences.

In addition, the company offers planning applications; and applications for analytics and reporting comprising augmented analytics to surface insights to the line of business in simple-to-understand stories, machine learning to drive efficiency and automation, and benchmarks to compare performance against other companies. Further, it provides supply chain and inventory solutions to healthcare organizations; solutions to manage the end-to-end student and faculty life-cycle; and Workday Extend for customers and their developers to build custom applications. It serves professional and business services, financial services, healthcare, education, government, technology, media, retail, and hospitality industries. The company was formerly known as North Tahoe Power Tools, Inc. and changed its name to Workday, Inc. in July 2025. Workday, Inc. was incorporated in 2005 and is headquartered in Pleasanton, California. The Total Revenue for FY 2024 was \$7.3 billion, a 17% increase from the previous fiscal year.

Challenges

Workday started using “Pipeline Predict Score” to prioritize their ABM accounts. This intent score indicated that 40 percent of their “A” accounts were in the market for a Financial Planning solution and likely to buy soon, either from Workday or from a competitor. Additionally, these accounts were highly engaged with Workday.

Since the use of this intent score – Pipeline Predict Score – was new to Workday, Workday wanted to validate the data and determine if these “A” accounts would take a meeting with Workday and convert to a stage 1 opportunity. Were these accounts ready to buy? Should these accounts be sent immediately to sales?

The outcome expected from the project was to be able to optimize, enhance, and improve the ABX account selection process, hone Workday models, and continue to improve the overall account selection for ABX programs.

“What we loved right away about working with Bython was going through the discovery process with them.”



Carolyn Wellsfry Cheng

Demand Generation and
ABM Leader - Workday



Vicki McKown

Senior Global Campaigns
Manager, ABX - Workday

Solution

Bython's approach was to create a market research telequalification project for 125 ABX Workday accounts, using a brief survey that would validate whether the account was ready to buy.

Implementation

Workday provided Bython the account names. Bython matched these accounts using their extensive database and found specific individuals to target for their outreach. Bython developed a pre-scripted set of questions with Workday for the callers to ask.

Bython talked to 4,036 contacts and provided a report of the findings standardized for each survey question. Bython notified Workday of any "hot" accounts. There were ongoing updates and optimization to the questionnaire.

Results

Bython provided the calling details for each question to Workday. The information contained call connects, yes and no answers with call notes – "I would like Workday to call back in 6 months."

The yes data - we want to talk to Workday - was shared with the AE/CSD with the name and job title of the contact as they indicated they would like to receive a sales call. Workday is learning what the "no" data means.

Conclusion

The "Pipeline Predict Score" methodology does not indicate that all the accounts identified are in-market. In fact, a number of the accounts had already purchased, were not ready to purchase, or were in the process of looking for a new solution. Bython recommends that before you send the accounts that rated a 90% predict Score" to sales, that you identify them further for their in-market status. A quick way to do that is a telemarketing research project.

[Read the case study](#) – [watch the video](#)

