

Guide

Why Workday for Automotive?

A competitive advantage for managing talent, operations, and today's evolving challenges.



Table of Contents

New Challenges Across Manufacturing	3
Unique Challenges in Automotive Manufacturing	4
How Workday Serves the Auto Manufacturing Industry	5
Workday Is the Platform of Choice Across Automotive	7
How Workday Serves All Your Stakeholders	9
Workday Illuminate™: Next-Gen AI at the Platform Core	10
Conclusion	12

The automotive industry is one of the world's largest economic forces, with many diverse manufacturers working in harmony to push the limits of technology. From leading global OEMs to various tiers of supporting technologies and materials, this is an exceptionally demanding manufacturing ecosystem.

Unfortunately, when saddled with older digital environments, auto companies find that innovation and profit are much harder to achieve. This is largely because their ability to attract, cultivate, and retain the right talent is a challenge.

This guide highlights how Workday takes auto companies forward, with a focus on the stakeholders within your organization who take on significant responsibility in times of change.



New challenges across manufacturing.

Like those in many other industries, auto manufacturing companies and their suppliers face constant hurdles, such as:

Pressure to plan and forecast: With workforce changes and economic volatility, companies struggle to map their business strategies to available talent and remove challenges to business performance.

Scarcity of talent: As talent pools shrink, the ability to attract and retain the best workforce becomes a key challenge that impacts the bottom line.

Global operations: Many manufacturers also operate in global supply chains, which requires them to optimize development and production and comply with regional regulations.

Scattered data and disparate, laborious systems: Many manufacturers suffer from fragmented data derived from many sources, resulting in tedious manual processes and ineffective decision-making. Without a single source of truth, their globally distributed operations lack efficiency.

Consolidation and expansion: With mergers, acquisitions, and divestitures expanding in many areas, companies need digital and operational foundations to adapt quickly as their organization—and the competitive landscape—changes.

Workday leadership in manufacturing.

12.2M+

core users around
the globe

1,000+

manufacturing
companies



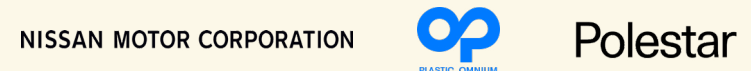
Companies of many
types, from midsize
to global giants

Unique challenges in automotive manufacturing.

In addition to the new struggles mentioned above, auto manufacturers face tough challenges unique to the industry, such as:

- **Complex, highly synchronized supply chains:** Intricate global supply chains for parts and components create interdependencies and vulnerabilities, as disruptions in one part of the world can affect production elsewhere.
- **Relentless technological advancement:** The industry is experiencing rapid technological development, including electric vehicles (EVs), autonomous driving, and connected car technologies. These advancements are reshaping the industry, creating new opportunities that also add challenges.
- **High-capital intensity:** Manufacturing automobiles requires significant investments in research and development, production facilities, and advanced technologies. Misplaced investments can derail company finances in difficult market environments.
- **Heavy competition:** The industry is highly competitive, with numerous players vying for market share and limited talent pools that not only drives innovation and efficiency but also puts pressure on profit margins.
- **Economic and consumer sensitivity:** Demand for automobiles is closely tied to economic conditions. During economic downturns, sales tend to decline, while periods of growth often see increased demand. Also, consumer preferences are evolving, with increasing demand for SUVs, crossovers, and fuel-efficient vehicles. Automakers are constantly adapting to these externalities to remain competitive.
- **Difficult regulatory demands:** The industry is subject to stringent safety, emissions, and fuel efficiency regulations, which vary across countries, change often, and can significantly impact vehicle design and production.

Trusted by global auto leaders.



How Workday serves the auto manufacturing industry.

Workday is a leading enterprise platform that helps organizations manage their most important assets: their people and money. Workday excels at leading organizations through the industry's complexities. Its robust, interoperable suite of products provides adaptability and scalability for organizations of all sizes and growth journeys.

In addition to deployments with large, multinational auto companies, more than 70% of our customer base has fewer than 3,500 employees. Workday really is for everyone, which is important because of the natural diversity within the auto sector. The common thread among all these organizations is that they have chosen a platform that is endlessly adaptable and continuously innovating.

Workday addresses the unique challenges in automotive by helping you to:

Improve your talent supply chain and retention.

- Automotive manufacturing is a highly competitive talent environment, and Workday helps you quickly identify and recruit individuals with exactly the right skills, reduce voluntary turnover, and significantly improve the speed and effectiveness of internal hiring.
- Workday drives talent acquisition through AI built into the core of its architecture. It also addresses workforce planning with clear visibility across the entire business into gaps, opportunities, and solutions to short- and long-term talent needs. This includes various workforce compositions, from hourly frontline workers to contingent, gig, and corporate positions.
- Workday Talent Management improves retention through robust performance tools and career development paths.



Gain visibility into the total cost of work—and reduce it.

- Workday provides previously impossible insights into total workforce planning, labor costs—including contingent workers and non-salaried workers—production efficiency, and other financial metrics. This enables a complete picture of total cost of work and better resource allocation.
- Companies improve their ability to manage fluctuating supply and demand across skills or certifications, leading to reduced costs, improved productivity, and more targeted allocation of skilled personnel.
- The high interoperability of the Workday platform allows for the integration of external data through Workday Prism Analytics. This significantly streamlines processes and reduces manual effort, resulting in additional cost savings.

Delight your workforce with engaging experiences.

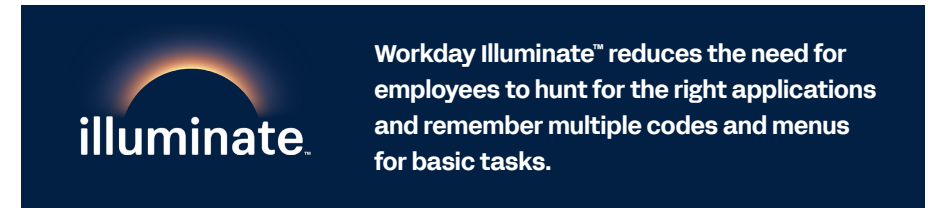
- Workday expands the quality and range of digital tools available to frontline workers—from payroll and time tracking to scheduling and professional development—adding new support and self-service capabilities. This is especially critical for organizations with high-volume hiring and large frontline workforces.
- Workday is built for cloud infrastructures and optimized for performance across geographies, device types, work environments, and user preferences. Employee feedback features, including active listening through Workday Peakon Employee Voice, engage employees in the flow of their work, improving engagement whether they're on the road or at company headquarters.
- With security and business process automation built in across the platform, Workday ensures that data integrity and context are preserved across functional teams and device types.
- Our next-generation AI, Workday Illuminate™, facilitates simpler search and task completion processes using conversational language and a unified operating environment. This reduces the need for employees to hunt for the right applications or remember multiple codes and menus for basic tasks.

Make compliance and safety simpler and less risky.

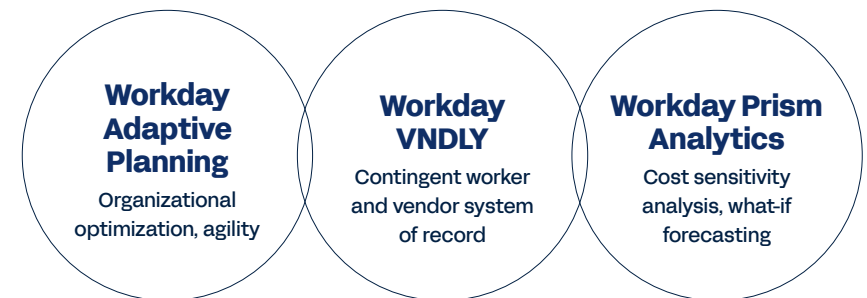
- Workday provides tools for managing critical data, qualifications, and certifications, helping to align employees with company standards and support broader reporting.
- Workday also offers audit trails and documentation capabilities to support inspections and stay ahead of changing regulatory environments.
- Unification provides new efficiencies in managing production workers, contingent workers, vendors, and so on—further protecting compliance and reducing total cost of work.
- Safety processes and accountability are also streamlined, supporting improvements in DART, TRIR, and other important evaluation frameworks.

Accelerate your research and development.

- Workday supports powerful project management and financial tracking functions for R&D activities, helping tech companies bring new products to market efficiently.



An ecosystem for managed total cost of work.



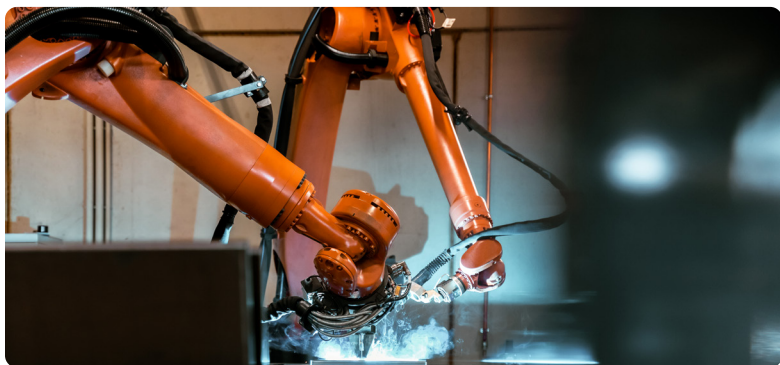
Managed total cost of work.

Hidden costs | Organizational layers | Contractor spend and utilization | Scaling/reduction in force

Workday is the platform of choice across automotive.

Compared to legacy on-premise platforms—or other HR and finance products—Workday offers significant advantages for auto organizations:

- **Adaptable platform:** The Workday architecture provides scalability, flexibility, and accessibility, enabling companies to adapt to changing business needs and access data from anywhere. It has industry-leading AI capabilities built into the core instead of bolted on later and welcomes all users to an intuitive experience.
- **Data unification:** Workday integrates HR, finance, and operations into a unified platform with one source of truth. This is a stark contrast to the system proliferation many organizations manage and enables a reliable, holistic view of the business while eliminating data silos.
- **Continuous innovation:** Workday regularly updates its platform with new features and functionalities, ensuring companies stay ahead of the curve in technology and compliance. Because all users operate on the same version of Workday, everyone benefits from the most impressive innovations.



Power of the platform: integrating HiredScore AI for Recruiting* from Workday.

HiredScore brings AI, automation, and deep integrations to further improve recruitment efficiency, enabling you to:

- Harmonize talent data from all systems, instantly sourcing internal leads
- Use nudges, smart alerts, or track and chase functions to keep hiring managers in line with service-level agreements and on time
- Accelerate screening of top candidates and automatically resurface high-potential talent already stored in Workday
- Use the talent coach function to help hiring teams identify opportunities that can be filled by a different talent type within the company pool

*HiredScore is a Workday company.



Freudenberg Group reinvents HR with Workday.

With 50,000 employees spread across 60 countries, the Freudenberg Group relied on fragmented HR systems and manual processes that slowed decision-making and complicated workforce management. The lack of a unified system made it difficult to access reliable data, streamline hiring, or implement diversity initiatives.

By replacing outdated systems with a centralized, digital platform that made data accessible in real time, tasks that once took weeks were reduced to seconds, and intuitive tools empowered employees and managers to navigate the platform with ease. Workday also brought consistency to the hiring process, creating a unified external image and improving collaboration across teams.

Since deploying Workday, Freudenberg has achieved faster, more efficient HR operations, gained critical workforce insights, and launched strategic diversity programs, including a plan to increase the number of women in senior roles from 5% to 20% over the next decade. With Workday, Freudenberg is building a stronger, more inclusive workforce while saving time and improving employee experience.

Playing well with others: the Workday ecosystem at a glance.

Workday ecosystem + customer's industry ecosystem.

Benefit	Example products or integrations
Extensibility and interoperability	<ul style="list-style-type: none">• Workday Extend• Workday Integration Cloud
Modern user experiences	<ul style="list-style-type: none">• Conversational AI• Web• Omni-channel• Mobile
Comprehensive product suite	<p>HR + Finance + Operations</p> <ul style="list-style-type: none">• Planning and forecasting• BoB industry solutions• Advanced analytics
Workday Illuminate built into the core	<ul style="list-style-type: none">• Next-gen AI features across the suite• Enterprise LLMs• RAI and simplified governance
Data unification from the intelligent data core	<ul style="list-style-type: none">• Unified security• Resiliency• Core business processes• Data model integrity• Unified source of truth among internal and external data sources



How Workday serves all your stakeholders.

Today, auto companies are pressured to become more unified, collaborative, efficient, and adaptive—no easy task across the many geographical, cultural, and technological environments typical of a multinational organization.

Workday can support your many important stakeholders. Here are some of the typical cross-functional departments and concerns involved:

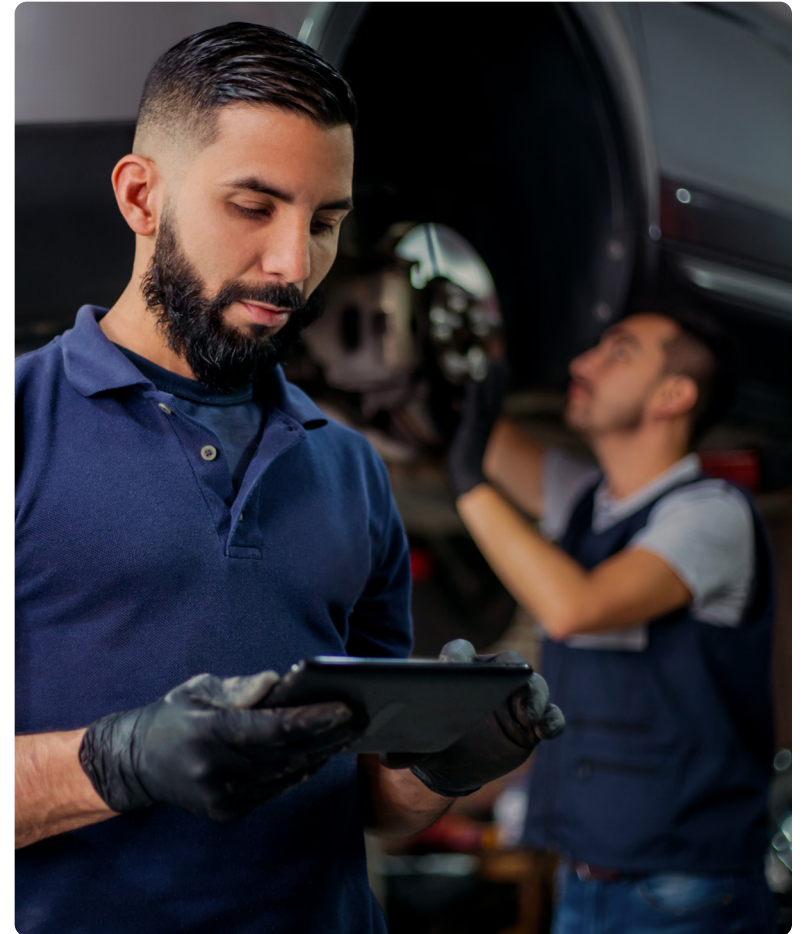
CIO	COO	CFO	CHRO
Simplified IT landscape, reduced complexity and maintenance costs	Modern workforce planning, scheduling, and payroll	Accurate, efficient reporting enabled by new automations and labor reduction	Strategic workforce planning, skills mapping and cultivation, and needs forecasting
Enhanced security to meet specific regulatory and threat changes	Skills and certifications management for risk reduction and skills deployment	Improved cost management with insight into labor cost, overhead, and other cost parameters	More efficient recruitment, internal hire, and retention approaches
System integration to bring in external data and create seamless interoperability	Reduction in total cost of work through global workforce visibility and better decision-making	Significantly improved financial planning, scenario planning, and forecasting	Robust employee development and engagement, and succession planning
Insights from next-gen AI to elevate human talent and enable automation	Increased integration and efficiency among various leadership teams and divisions	Analytics powered by AI for trend analyses and performance projections	AI tools for identifying high-potential employees, mitigating turnover, and getting the most from everyone

Workday Illuminate: next-gen AI at the platform core.

Workday Illuminate offers a range of capabilities that can be applied across various functions within an auto manufacturer—from frontline and contingent workers gaining more intuitive, self-service systems to company leadership taking a more holistic, future-aware view of the business.

Unlike other platforms, Workday is mature technology rooted in the largest dataset available for training and optimizing these AI solutions. Here's how AI benefits your company:

- **Predictive analytics:** Gain a better understanding of workflow and performance across the whole business to improve talent acquisition and retention, productivity, scaling, and future needs.
- **Process efficiency:** Automate many time-consuming and repetitive tasks such as data entry, document review, and report generation to free up your talent to focus on using their best skills and making strategic contributions.
- **Natural language processing:** Analyze unstructured data such as clinical trial notes and research papers to extract valuable insights. Benefit your teams with more natural, conversational interfaces that make searching and learning much simpler and faster.





Renault leans into automotive's natural evolution.

"Evolution is constant; now we have a kind of acceleration. The business model needs to evolve," says Suzanne Consigny, digital HR VP, who helps Renault find "new competencies, new talents," and the hidden value within the time-tested organization that has allowed it to outpace some of its competition.

Specifically, Renault used Workday to reinvent how it understands, cultivates, and empowers its 183,000 employees. "If you recruit new talent . . . and they enter into a company that works as in old times, it won't work. Maybe we will be able to attract them, but we won't retain them," Consigny says.

So Renault uses Workday to give employees a unified platform for managing their work lives—leading to more simplicity and agility. Consigny also says Workday analytics and reporting capabilities are "far beyond the competitors" that were also under consideration.

Consigny summarizes: "Moving forward with Workday will enable us to [obtain] the benefit of the best asset the company has: its human capital."

Responsible AI built in.

Workday is a longtime pioneer in responsible AI (RAI) practices and governance frameworks. We embed these principles into every AI tool we develop and empower companies to create their own governance practices.

See how we manage RAI and how to use our research as a springboard to develop your own RAI charter in these resources:

- [How to Create Your Responsible AI Charter](#)
- [Explore responsible AI resources](#)



Global OEM reshapes its talent recruitment to support a company mission.

One large, multinational brand receives 1 to 2 million candidates per year, and its internal recruiters struggled to identify and convert top talent. This resulted in many thousands of wasted candidates each year, prolonged time-to-fill performance, and a poor candidate experience.

Compounding this challenge was a new company commitment to transition away from internal combustion and develop more electric vehicles augmented by AI to combat crashes, emissions, and congestion. This required recruiters to become experts at hiring for new skill sets and experience that would support such a strategic objective.

The company deployed HiredScore from Workday to enhance recruiter productivity and the candidate experience without adding headcount. By bringing AI to recruiting, newer and seasoned recruiters alike became experts on day one, pinpointing and cultivating the right candidates in the right ways.

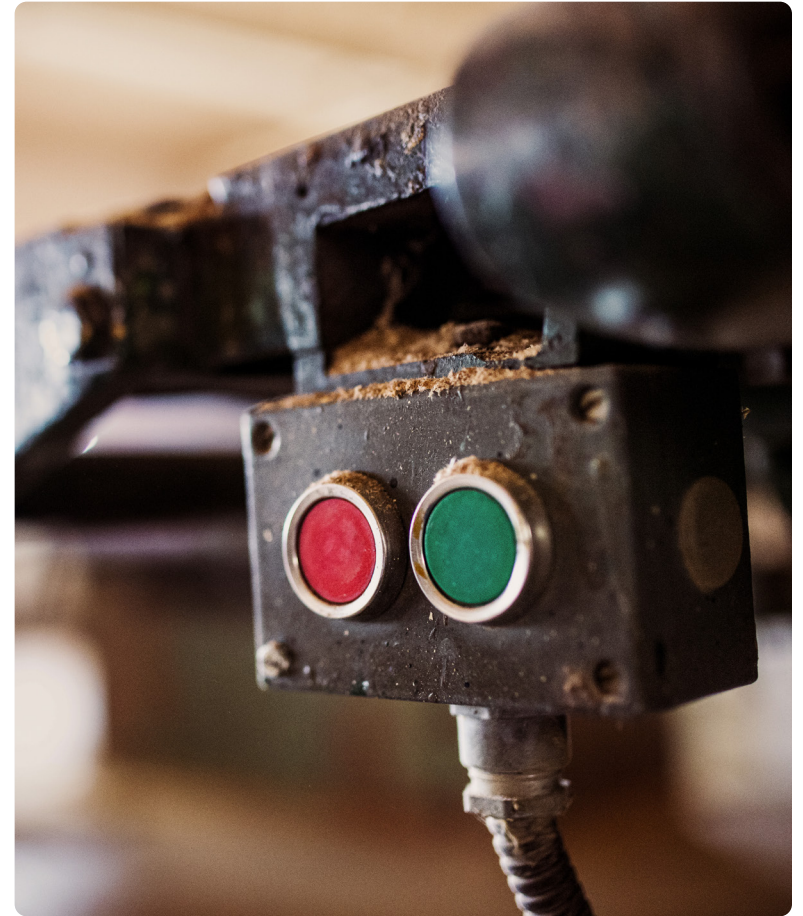
Additionally, HiredScore's fetch tool helped reengage past prospects, ensuring they were not overlooked and enhancing the talent pool with applicants who had already demonstrated interest. This increased hiring efficiency, since the company could now convert many still-warm applicants instead of relying on cold outreach.

Conclusion.

Why Workday for automotive?

- **Solve the right problems, right now:** Workday addresses the most pressing and specific challenges you face, such as skills and labor shortages, creating accurate insights across the workforce, cost control, and operational efficiency, and moving beyond complex and costly legacy systems.
- **Free yourself from overly complex systems:** Workday helps you significantly consolidate and integrate your systems, decluttering your tech stack, driving visibility into your total cost of work, and empowering everyone involved to focus on making their best contributions.
- **Adopt next-gen AI safely and quickly:** Workday Illuminate democratizes next-gen AI, allowing you to embrace its many benefits without fear of undue complexity, side effects, or weak governance and ethics.
- **Unify the company:** Workday safely brings your whole company into a new era of platform unification and efficiency. With industry-leading extensibility tools and a robust community of users and developers, Workday never expires.
- **Benefit from our experience:** Workday is trusted by leading auto manufacturers around the globe, from the multinational giants to smaller innovators, with [many inspiring customer stories that you can review here.](#)

Learn more: workday.com/manufacturing



+1-925-951-9000 +1-877-WORKDAY (+1-877-967-5329) Fax: +1-925-951-9001 [workday.com](https://www.workday.com)

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