

StarHub Elevates Financial Planning with Workday Adaptive Planning

Leading Singapore Telco Achieves Faster, More Accurate Financial Insights with Workday

PLEASANTON, Calif., Feb. 26, 2025 /PRNewswire/ -- **Workday, Inc.** (NASDAQ: WDAY), the AI platform for managing **people** and **money**, today announced that leading telecoms provider StarHub has deployed **Workday Adaptive Planning** to increase the efficiency and accuracy of its financial planning processes. Headquartered in Singapore, Starhub delivers world-class communications, entertainment, and digital services with customers across consumer, enterprise, and government segments.

StarHub recognised the need to streamline its operations with accurate and timely information, as its financial team grappled with siloed data often presented in inconsistent formats leading to delays in reporting and difficulties in forecasting. Consolidating financial data into a single source quickly became a critical success factor in the organisation's business transformation agenda.

Jacky Lo, Chief Financial Officer at StarHub highlighted the transformative impact of the implementation. He noted, "Workday Adaptive Planning has transformed our financial reporting, forecasting, and budgeting by providing comprehensive and consistent data that enables faster and more accurate decisions. This solution not only supports all staff but also aligns with our vision and broader transformation efforts, enhancing our operational efficiency and helping us remain agile in an increasingly competitive environment."

Following the successful deployment of Workday Adaptive Planning, StarHub was able to successfully consolidate its financial data, creating a single source of truth for financial forecasting and planning. This transformation improved the company's decision-making capabilities, enabling faster and more informed responses to business needs, and improved the accuracy and timeliness of its financial reports.

Beyond operational improvements, leveraging Workday sparked a transformation in StarHub's approach to business planning. The organisation strengthened its data-driven processes and adopted a proactive approach to business planning, fostering greater collaboration among teams. This shift was underpinned by a newfound culture and skills transformation driven by enhanced access to quality data, enabling employees to make more informed decisions and adapt to evolving business needs.

Simon Tate, President, Asia Pacific at Workday noted, "Workday remains deeply committed to Workday Adaptive Planning, and we're continuing to deliver a highly flexible planning solution to help our more than 6,800 Adaptive Planning customers globally, including StarHub and other businesses in Singapore, automate their key processes, drive efficiency and accuracy, and ultimately enable better business decision-making."

About Workday

Workday is the AI platform that helps organizations manage their most important assets – their **people** and **money**. The Workday platform is built with AI at the core to help customers elevate people, supercharge work, and move their business forever forward. Workday is used by more than 11,000 organizations around the world and across industries – from medium-sized businesses to more than 60% of the Fortune 500. For more information about Workday, visit [workday.com](https://www.workday.com)

For further information: Investor Relations Contact: ir@workday.com; Media Inquiries: media@workday.com

<https://en-sg.newsroom.workday.com/2025-02-26-StarHub-Elevates-Financial-Planning-with-Workday-Adaptive-Planning>