

## True Potential Transforms Business Operations with Workday To Drive Smarter Growth

*Fast-growing financial services firm streamlines finance and HR  
to drive efficiency and smarter decision-making*

**LONDON, UK - April 14, 2025**— [Workday Inc.](#) (NASDAQ: WDAY), the AI platform for managing [people](#), [money](#), and [agents](#), today announced that financial services firm [True Potential](#) has selected [Workday Human Capital Management \(HCM\)](#) and [Workday Financial Management](#) to strengthen operations, improve decision-making, and support its continued growth.

### A Smarter System for Growth

As a fast growing wealth management firm, True Potential needed to upgrade legacy systems and manual processes with a modern HR and finance solution to scale for further growth. Like many small and midsize businesses (SMBs), it sought a cloud-based solution that could improve efficiency, provide real-time insights, and scale without the complexity of traditional enterprise software. With Workday, True Potential is investing in a modern, integrated system that will evolve alongside its business needs.

### Building a Stronger Foundation

The company's transformation began with the rapid deployment of Workday Financial Management in just six months, including [Workday Accounting Center](#), [Workday Prism Analytics](#), and [Workday Expenses](#). To support this rollout, [Albida](#), True Potential's Workday implementation partner, developed a tailored solution to streamline and automate high-volume transactional journal processing. Leveraging Workday Accounting Center, the solution provides a seamless and auditable link between financial data and reporting, supporting True Potential's need for accuracy and compliance in financial operations. The company can now:

- Automate financial processes to increase accuracy and compliance.
- Gain real-time financial insights for better forecasting.
- Free teams from manual tasks to focus on strategic growth.
- Establish drillable links from the general ledger directly to underlying transactions, enhancing transparency and auditability.

The next phase will focus on modernising workforce operations with Workday HCM, integrating [Workday Human Resource Management](#), [Workday Payroll](#), and [Workday Benefits](#) into a single intelligent system. This will provide real-time workforce insights, automate key HR processes, and improve the employee experience. By streamlining these operations, leaders can focus on business growth rather than administrative complexity.

"As a digital business with our own proprietary technology, we carefully select our software solutions and partners to enrich our wider technology stack. Workday is helping us transform the way we manage our people and financial reporting, giving us the agility and intelligence we need to support our growth," said Ben Sciberras, Group Financial Controller, True Potential. "By bringing our financial reporting and HR together in a single platform, we can make smarter decisions, automate key processes, and focus on delivering value to our clients."

"True Potential is expanding rapidly and needs technology that simplifies financial operations, strengthens regulatory compliance, and delivers real-time insights," said Ben Carter, Vice President, Emerging Enterprise, Workday. "With Workday, it can scale efficiently, automate key processes, and stay agile, enabling the company to focus on delivering exceptional service to their customers and employees."

This project was also delivered by Workday's advisory partner [Continue](#). The company provided end-to-end advisory support to ensure a smooth transition and alignment with best practices. This included programme management, requirements gathering, selection advice, and contract management.

More information on Workday's offerings for small and midsize businesses can be found [here](#).

### About Workday

[Workday](#) is the AI platform for managing [people](#), [money](#), and [agents](#). 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 organisations 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](#).

### Forward Looking Statements

This press release contains forward-looking statements including, among other things, statements regarding Workday's plans, beliefs, and expectations. These forward-looking statements are based only on currently available information and our current beliefs, expectations, and assumptions. Because forward-looking statements relate to the future, they are subject to inherent risks, uncertainties, assumptions, and changes in circumstances that are difficult to predict and many of which are outside of our control. If the risks materialise, assumptions prove incorrect, or we experience unexpected changes in circumstances, actual results could differ materially from the results implied by these forward-looking statements, and therefore you should not rely on

any forward-looking statements. Risks include, but are not limited to, risks described in our filings with the Securities and Exchange Commission ("SEC"), including our most recent report on Form 10-Q or Form 10-K and other reports that we have filed and will file with the SEC from time to time, which could cause actual results to vary from expectations. Workday assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release, except as required by law.

Any unreleased services, features, or functions referenced in this document, our website, or other press releases or public statements that are not currently available are subject to change at Workday's discretion and may not be delivered as planned or at all. Customers who purchase Workday services should make their purchase decisions based upon services, features, and functions that are currently available.

**Media contact:**

[Media@workday.com](mailto:Media@workday.com)

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