NEWS RELEASE

TalkTalk Selects Workday Human Capital Management

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Leading UK Provider of TV, Broadband, Mobile, and Home Phone Services to Streamline HR With Workday in the Cloud

PLEASANTON, CA and LONDON, UNITED KINGDOM--(Marketwired - Oct 8, 2014) - **Workday, Inc.** (NYSE: WDAY), a leader in enterprise cloud applications for **finance** and **human resources**, today announced that **TalkTalk** (LSE: TALK), Britain's best value broadband, home phone, TV and mobile services provider, has selected Workday Human Capital Management (HCM), Workday Time Tracking, and Workday Recruiting. Moving from an on-premise legacy system to Workday's unified suite of cloud applications for human resources (HR), TalkTalk will gain the flexibility and speed it needs to keep pace with growth, through greater insights into its talent pool, to improve workforce planning and to make faster and smarter business decisions.

Foundation Built for Growth and Change

Since creating a shared service HR function in 2011, TalkTalk has been challenged by a rigid legacy HR information system unable to support the evolving needs of the business. With Workday, TalkTalk will have an agile technology foundation delivered in the cloud that can easily adapt to organizational and market changes. Workday's unique business process framework will enable TalkTalk to automate HR processes while maintaining the flexibility to easily adapt to new or changing business requirements, such as configuring a new approval workflow or adding and amending steps in a particular process.

Robust Workforce Planning and Analytics

Workday will also provide TalkTalk with a single source for data, capturing information at every stage of the talent lifecycle in one complete seamless system, from recruiting and onboarding to performance and succession. With

this rich base of data, TalkTalk will have a holistic view of its workforce, empowering managers with greater visibility into their talent. For example, with Workday Recruiting, hiring managers will be able to identify the best internal and external candidates for jobs in one system. In addition, managers will have greater insight into their teams to better measure performance and recognize top talent, while matching skill sets with the right roles and opportunities in the organization.

With analytics built into the core of Workday HCM, TalkTalk executives and managers will now have access to real-time data about the workforce. Executives will be able to view accurate information in the moment of a decision, such as current headcount and employee costs, minimizing risks and enabling faster and smarter decision-making. HR managers will also have greater insights into the workforce, such as current and projected capacity and capability gaps, for more robust workforce planning.

A Mobile and Empowered Workforce

With the introduction of Workday, managers and employees will have greater self-service capabilities to perform tasks, explore information, and take action from any mobile device. For example, managers can easily complete administrative tasks, such as approving time off and managing annual pay reviews, anywhere, from any device, enabling them to make timely decisions on the move. Employees will also be able to easily access information and complete tasks, such as updating personal data or requesting time off, at any time and from anywhere, creating a more mobile, empowered workforce.

Comments on the News

"As one of the UK's fastest-growing TV and broadband companies, we pride ourselves on delivering innovative products and the best value and service to our customers. We take great care to deliver the same level of service for our people too, which is why we're really excited to be introducing Workday," said Nigel Sullivan, Group HRD, TalkTalk. "Our employees are critical to our success, we are investing in Workday HCM to not only support our development and growth, but also to give us the workforce insights we need to better manage talent and help inform business decisions."

"With Workday, TalkTalk will transform the way it manages its workforce, gaining greater flexibility, workforce insights, and self-service capabilities for a more strategic HR organization," said Chano Fernandez, president, EMEA, Workday. "From sourcing to succession, Workday will help TalkTalk create and enrich the workforce it needs to support future growth and deliver business outcomes."

About Workday

Workday is a leading provider of enterprise cloud applications for finance and human resources. Founded in 2005, Workday delivers financial management, human capital management, and analytics applications designed for the world's largest companies, educational institutions, and government agencies. Hundreds of organizations, ranging

from medium-sized businesses to Fortune 50 enterprises, have selected Workday.

Forward-Looking Statements

This press release contains forward-looking statements including, among other things, statements regarding the expected performance and benefits of Workday's offerings. The words "believe," "may," "will," "plan," "expect," and similar expressions are intended to identify forward-looking statements. These forward-looking statements are subject to risks, uncertainties, and assumptions. If the risks materialize or assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. Risks include, but are not limited to, risks described in our filings with the Securities and Exchange Commission (SEC), including our Form 10-Q for the quarter ended July 31, 2014 and our future reports that we may 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.

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, Inc. services should make their purchase decisions based upon services, features and functions that are currently available.

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