



### About Denny's

For over 60 years, Denny's has been "America's Diner," open for guests to enjoy delicious meals 24/7, 365 days a year. The restaurant company has 3,000 employees across more than 1,600 locations.

### Challenges

Denny's recognized a need to modernize their finance and HR systems to deliver business agility. They then launched a digital transformation and phased deployment of Workday enterprise cloud applications to support their business strategy and goals, including a vigorous refranchising program.

### Results

Since deployment, Denny's has used Workday across the business to deliver more efficient and effective services. Significantly improved functional capabilities have generated both strategic and business benefits.

### Workday Applications

Financial Management, Human Capital Management, Recruiting, Payroll, Time Tracking, Project Billing, Procurement, Projects, Expenses, Adaptive Planning, Prism Analytics



Before Workday, I would never have been able to sit in a strategic meeting and just jump into the system and grab an answer. That ability to answer questions on the spot gets us to faster decision-making.

VP, Chief Accounting Officer and Controller

## Benefits and Results

### A New Data Model for Faster Reports

Denny's deployed a restructured data model that supports reporting and generates accounting automatically. Finance and business users are more efficient and can make faster decisions with fewer manual journals, quicker invoice processing, rapid reconciliation and performance closures, and simpler financial and management reporting.

### Increased Visibility into Franchise Billing

To make the billing in their highly franchised model more efficient and transparent, Denny's deployed a dynamic franchise billing process. This included implementing customer contracts, dated billing, and revenue recognition schedules. Additionally, they configured revenue categories for fees and royalties as well as spend categories for pass-through costs to automatically produce detailed weekly invoices.

### Relieving Project Management Headaches

Denny's uses project worktags to enable real-time expense reporting for individual marketing and capital projects. They imported an annual plan for reporting and budgetary controls, providing project managers with direct access to budget versus actuals. This lets them streamline their approval structure for marketing projects and eliminate steps in their reimbursement process.

### Self-Service Audits

Denny's provides auditors with self-service access to an enterprise system that enables faster access to complete audit trails reducing extensive audit testing.



**50%**  
reduction in manual journal entries



**40%**  
reduction in questions for AP



**95% ⇒ 99%**  
billing accuracy



**\$60K**  
annual cost reduction



**4-day**  
reduction in time for accurate franchisee invoicing



**135%**  
improvement in the number of automated SOX controls