

## Case Study

# Staffbase



**Industry:** Technology



**Employees:** 1,000+

### Company Summary:

Staffbase is a leading employee communication platform serving global organizations with tools to engage, align, and inform their workforce. Headquartered in Germany and operating across 10 countries, Staffbase has grown rapidly to a team of over 1,000 employees, serving enterprise clients worldwide.

## From Stagnation to Transformation

Staffbase's Finance Transformation Lead, Dr Agnieszka Grzywna, recognized the need for a fundamental reset with the goal of rebuilding trust in the system, automating manual work, and transforming the finance team into a true strategic partner. Kognitiv empowered the team for success by proposing an 18-month, three-phase journey focusing on stabilization. Including updating the core Financial Data Model (FDM), and driving automation through standardization and Workday Financial Management AI feature adoption.

### Phase 1 Enhancements + Stabilization:

Address key accounting team pain points through expert support needed to streamline processes and ensure long-term success.

### Phase 2 Automation + Optimization:

Enhanced the Financial Data Model to streamline reporting, Accounts Payable, expenses, and revenue workflow processes, while implementing guardrails for compliance and audit readiness.

### Phase 3 Empower + Scale:

Implement a cross-functional collaboration and automation-first mindset to allow Staffbase to leverage Workday across reporting, month-end, budgeting, and cash management—empowering Finance with greater visibility and efficiency.

## Success Beyond Go-Live

Kognitiv's phased approach and expert-guided optimization demonstrate the value of a finely tuned Workday system that allowed Staffbase's internal finance team to become completely autonomous through:



### Cost Savings

Direct and indirect spend optimization.  
**Over €1.6 Million** in savings opportunities across 1 year.



### Productivity

Elimination of time spent on manual, repetitive tasks.  
**216+ Hours per week** unblocked (equivalent to ~3 FTEs).



### Team Satisfaction

Improved workload and engagement for the finance team.  
Internal Employee **NPS increased to +45** (from negative).

## THE CHALLENGE

## THE SOLUTION

## THE IMPACT

The Staffbase journey to automation is a powerful reminder that the true ROI is a product of continuous, expert-led optimization.



### Invest in Power Users

Targeted, hands-on enablement for accountants and controllers is non-negotiable.



### The Right Partner Matters

Deep, cross-module Workday expertise that covers Finance, HCM, and Planning is essential to avoid common pitfalls and achieve 'what good looks like.'



### Empower the Internal Team

Post-go-live finance systems teams must be properly equipped to bridge and own the roadmap for continuous improvement.



Today, finance is no longer perceived as a bottleneck. We've become a true strategic partner to the business, able to support growth, decisions with real-time insights.

– **Dr Agnieszka Grzywna,**

*Director, Global Finance Transformation*

