

Case Study

patagonia®



Industry: Retail



Employees: 10,000

Company Summary:

Patagonia, founded in 1973 and headquartered in Reno, Nevada, operates as an apparel store offering clothing suitable for alpine climbing, fly fishing, hiking, skiing and snowboarding, surfing, trail running, and yoga, as well as other outdoor activities. Dedicated to building the best products, while also protecting nature, by striving to cause no unnecessary harm without bounds by convention.

Patagonia collaborated with Kognitiv to create a comprehensive solution for their annual EEO-1 reporting process. Previously, the process was labor-intensive, and Patagonia lacked the resources to effectively produce and file the data in Workday®. Manual validation was also needed to avoid errors.

Furthermore, like many businesses, Patagonia struggled to keep up with changing government requirements. “[We needed] a tool that automates something that was a manually driven process in the past” explained Cynthia Hartmann, a Workday superuser in Patagonia’s HR team. “We had never explored doing it any other way.” The entire filing process required significant time and effort for manual management and validation of data from various sources.

Patagonia partnered Kognitiv in 2021 to develop powerful integrations and expert post-production support for their Workday systems. As a result, Patagonia engaged the Kognitiv team to deliver a reporting solution, and ultimately served as an instrumental part in the development of the Kognitiv compliance for EEO-1 reporting tool. Together, we were able to:

- ✓ Reduce overall EEO-1 filing time
- ✓ Create a streamlined and automated filing process
- ✓ Enhance education and develop best practice methods for data maintenance

The Kognitiv compliance solution streamlined Patagonia’s filing process, making it swift and efficient. It transformed a manual, segmented process into a simple, one-click solution with data in an electronic, ready-to-file format. With the data now compiled internally, Patagonia can use the report for internal purposes and better prepare for future filings.

Estimated time and effort savings

- ✓ Since implementing the tool, Patagonia has been able to reduce their total filing time by 25%.
- ✓ The time savings enabled Patagonia to reallocate resources and build an internal team to manage and prepare the data annually, laying the foundation for future uses.
- ✓ The addition of the Kognitiv Compliance tool has assisted in streamlining these reports which allows for a quick and seamless filing process. Patagonia is now able to produce and file their reports internally within a matter of hours, not days, with one comprehensive workflow.

Preparation for next year’s filing- Ongoing data reviews and analysis

- ✓ With expert guidance, Patagonia is better equipped for EEO-1 reporting. Looking ahead, superuser Cynthia explains that “[next year’s filing] should be pretty fast, a fraction of the time that was required in the past. There is another person in our team that was interested in working with the data, possibly looking at doing that going forward to have someone else other than myself on the report. The presentation is very user-friendly.” Kognitiv’s one-click solution provides more visibility into the data, helping Patagonia manage and validate reports year-round. This also reduces the burden of the yearly process and allows for more internal use.
- ✓ Kognitiv elevated the annual requirement by cleaning up and validating the manually managed data. We also implemented best practices and provided expert support to ensure that even those with “limited understanding [will] be able to take this process over successfully.”.

Seamless Transition and Immediate Benefits

- ✓ The Kognitiv team will continue to enhance the process by handling updated government EEO requirements and new Workday functionality, eliminating the need for relearning each year. Cynthia said, “she learned a lot this year” about preparation, data tracking, and reporting. Our experts were able to deploy the solution in a matter of days, with customizable reports and dashboards to ensure data accuracy.
- ✓ Even as the company continues to grow nationwide, the team relies on the guidance and support from Kognitiv to help maintain and improve the process overtime. With over 100 new employees in just a few months, the data is constantly evolving. However, end use is seamless and Kylie from the Patagonia Digital Solutions team states that “the biggest [benefit]- took something manual that lived with Cynthia and made it something that can be easily transitioned to someone else.”.

Used to spend about 10 hours start to finish. Cut it down to 25% of the time it used to take.



I can see how it will allow us to come into it more prepared next year by reviewing reports throughout the year and when it comes to filing it should be a quick, smooth, and easy process.



I think the tool is beautiful, it really took the annual requirement to a whole new level and made it easier in so many ways, and visibility of the data was incredible.



- Cynthia Hartmann,

a Workday superuser in Patagonia’s HR team

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THE CHALLENGE

THE SOLUTION