Sustainability involves nearly every department in companies today: research and development, manufacturing, human resources, accounting and finance, operations, customer service, government and community relations, legal and facilities. That’s why managing sustainability data across an enterprise and from a diverse supply chain can be tedious and time consuming.

Our Wdesk productivity platform solves this problem. Users can harness unstructured data and streamline and automate data collection and reporting. Wdesk also helps customers conserve resources. Universal access to Wdesk enables collaboration from anywhere with an internet connection, eliminating excess travel. Wdesk is paperless, which allows our customers to cut their carbon footprint and waste by reducing printing and shipping of physical documents.

As Wdesk expands across risk, audit, finance and compliance teams, time and resource efficiencies improve throughout the organization.

Wdesk also makes our employees more productive, which gives us more time to focus on our customers. Our Customer Success Managers essentially become embedded in our customers’ teams as they work together through all the processes and controls necessary for high-quality data management, reporting and decision making.

Workiva follows a Human Asset Management approach to employee relations, which focuses first on improving our employees’ quality of life. This culture of care for our employees is passed on to our customers at the highest level, which is why our customer satisfaction scores are among the best in any industry.

We built Workiva on the core ethic of doing the right thing every time: from how we serve our customers to how we treat our employees to how we respect our surroundings.

My best,

Matthew Rizai
Chairman and Chief Executive Officer
Workiva Inc.
Workiva invented something so new that in just five years it’s being used by more than 65% of the Fortune 500.
In 2008, our founders decided to change the way corporations were managing and reporting business data. We released our first cloud-based software solution in 2010 at a time when most Fortune 500 companies were hesitant to place their trust in the cloud. That quickly changed. In just five years, we achieved a rare milestone: earning more than $100 million in annual revenue.*

We built our own word processor, spreadsheet and presentation applications on top of our data-management engine. It’s a next-generation productivity platform called Wdesk.

Using Wdesk to build our sustainability report has significantly cut down the time we spend reviewing and collecting data, making the process more efficient. Not only can I get the info I need faster, but I’m confident that I have the latest data.

–Linda Qian
Intel Corporation

Wdesk brings the consumer experience to the workplace: Speed, access, sharing, linking.

*The Kauffman Foundation reports fewer than 250 of the more than 550,000 new firms created each year are able to earn more than $100 million annually within a reasonable time frame. (Paul Kedrosky, “The Constant: Companies that Matter,” Ewing Marion Kauffman Foundation, May 2013.)
Data-linking pioneers

What makes Wdesk different is all of the data inside the platform – in spreadsheets, word documents and presentation decks – is linked together. Wdesk records every change by every user, providing a full audit trail.

With a powerful data-collection tool, our users can gather data from any format and link it inside of a centralized platform; no more emailing around rolling versions. Wdesk helps mitigate enterprise risk because data is entered just once and then available to be referenced or distributed wherever it’s needed.

Wdesk enhancements over the past year have helped drive adoption across risk, audit, finance and compliance teams. These features include tasks, evidence management, paper trails, data collection, flowcharts, visualizations, dashboards, and expanded mobile compatibility.

Consumer experience at work

Wdesk brings the consumer experience to the workplace. The technology features people have come to expect in their personal lives – speed, access, sharing, linking – are now available at work with Wdesk.

Wdesk is so flexible and scalable that users can easily adapt it to redefine their business processes and optimize workflows on the fly.

Thousands of corporations, including more than 65 percent of the Fortune 500, use our integrated, collaboration solutions around the world because they can collect, manage, report and analyze complex business data with control and accountability.
Customer-driven innovation

We don’t just develop technology; we listen to our customers and create solutions to meet their needs. We create very lightweight data elements that store numbers and text so they can quickly be found and used in multiple ways.

We employ Agile software development methods that place customers at the heart of the design process. This includes constant collaboration and iteration that delivers new software functionality at a very fast pace.

Sustainable and secure

Workiva does not mine raw materials nor do we manufacture physical goods. We develop software that is stored in the cloud and delivered through the internet. Therefore, the largest environmental impact from our operations comes from the data centers that support our solutions. Even so, Google estimates that cloud-based storage uses between 68 and 78 percent less energy than traditional, on-premise servers. In addition, the data centers we rely on are strong advocates of clean energy. One of our providers reports that more than 35 percent of its energy comes from renewable sources, with plans to increase its use of sustainable power. For example, two of the data-center regions we use are powered 100 percent by solar and wind energy.

The largest corporations in the world trust us with their most sensitive data, and we take that responsibility very seriously. We employ stringent data security, reliability, integrity and privacy practices at every level. We aggressively test the security of our operations by subjecting them to ongoing penetration and vulnerability testing. The quality of our data security efforts is validated by our annual completion of the rigorous SSAE 16 SOC 1 Type 2 audit process.

Wdesk helps collaborators understand and trust their data.
More than 1,100 customers attended our user conference, The Exchange Community, in September 2014.
We help our customers be more efficient in ways that save time and conserve resources.
Wdesk is paperless.

I use Wdesk to replace a 600-spreadsheet process. I have the ability to update a piece of data in one spot and have it flow through the entire SOX program.

— Jeramie Taylor
Noble Energy

Your product is excellent; I cannot imagine doing it the old way again.

— Grace C Walter
Four Oaks Fincorp, Inc.

Wdesk helps our customers lower their carbon footprint and waste by reducing printing and overnight delivery of physical documents. In 2014, Wdesk produced 13,723 digital documents that were viewed an average of more than three times, saving an estimated 3,326,160 printed pages. This represents a savings of 283 trees.

The technology behind Wdesk also helps customers be more efficient. Users streamline complex data collection and reporting processes that normally require large investments of time and resources. With Wdesk, customers work seamlessly with colleagues from around the world in an efficient, secure and controlled system. Wdesk can be accessed from anywhere with an internet connection, saving on transportation and other costly means of legacy-style financial controls and collaboration.

Wdesk saved over 3.3 million pages from printing in 2014.
Trusted partners

We help risk, audit, finance and compliance teams manage business data that has to be gathered from many different departments, often across disparate locations. Our customer success managers essentially become embedded in our customers’ teams as they work together through all the processes and controls necessary for high-stakes reporting and decision making.

Our customers love our personal attention to detail and how we respond to them around the clock. Our customer satisfaction scores are greater than 95 percent,* and our revenue retention rates exceed 97 percent,* which confirms that we are trusted partners. When we receive poems, cards and gifts from our customers, we know we are making lasting improvements.

* Data are as of December 31, 2014.

The Workiva Customer Success team is fantastic. I’m a big fan of Wdesk, and I think it has done wonderful things for us. The solution just makes sense.

–Herb Musser
MidWestOne Financial Group, Inc.
Our culture is based on an innate caring and understanding of our customers’ needs. We created an annual user conference, called The Exchange Community, so our customers could learn from each other and from us in person. In 2014, our conference offered 81 breakout sessions, and more than 1,100 people earned over 11,000 Continuing Professional Education credits.

Our conference also allows us to work face-to-face with our customers to continue incorporating their ideas and requests into Wdesk.

With Wdesk, the review time has decreased significantly for our management team. Our process is now less tedious, and we are confident in our reviews knowing that our information is consistent.

– Mike Beckner
Republic Airways

95% customer satisfaction score*

97% revenue retention rate*

* Data are as of December 31, 2014.
Our culture fosters collaboration and nurtures fresh ideas.

Our People
Our work style nurtures ingenuity and world-class customer service. It also wins awards. In 2014, we were cited by Gartner as a “best-of-breed” vendor of enhanced financial controls and automation, were recognized by CIO Review magazine as one of the 20 Most Promising Compliance Technology Providers and won our seventh Prometheus Award from the Iowa Technology Association. They recognized our rapid adoption within the world’s largest enterprises and the fast growth of our business: By the end of 2014, we had 953 full-time employees with offices in 15 cities.

Our workplace is an accepting environment, where employees can freely share ideas and opinions.

Workiva’s service just floors me. It’s night and day from any experience I’ve had with any provider.

—Steve Harms
American Equity Life Holding Company

We encourage our employees to take ownership and make decisions.
As we scale our company, we know that an educated workforce is essential to our growth. Workiva University is our in-house, e-learning curriculum designed to keep employees up to date on industry and technology topics. In 2014, employees spent 11,303 hours learning in Workiva University online courses or in-person classes led by instructors. We also pay for continuing education for employees’ professional certifications and host bi-weekly employee education sessions on current industry, technology and workplace topics.

Workiva is a digital and mobile workplace. Currently, one in seven employees is a telecommuter. In 2014, we collectively logged 32,903 hours in teleconferencing, allowing employees to work from remote locations. This conserves the fossil fuel that would otherwise be consumed by transportation.

Our sales teams and solution architects are frequent fliers because they spend most of their time in our customers’ offices. While this face-to-face approach is important to our customers’ success, it also represents one of the largest environmental impacts from our business. Our employees flew 9,311,225 miles in 2014, equating to 2,086 metric tons of carbon emitted.* This impact is second to our energy consumption at the data centers we use (see page 7).

*Metric tons of carbon emitted from airline travel is based on EPA Greenhouse Gas Inventory Protocol Core Module Guidance.

Workiva is a digital and mobile workplace. One in seven employees is a telecommuter.
Quality of life matters

Workiva follows a Human Asset Management approach to employee relations. It is different from traditional HR models because it focuses first on improving our employees’ quality of life. This has been a founding principle of our culture from day one: creating an extra level of care for our employees. We believe this is essential to the level of care that is passed on to our customers and why our customer satisfaction scores are among the highest in any industry.

We created a Human Asset Management Advisory Group, consisting of employees at all levels from across the company. This group meets monthly to present ideas and create solutions for improvement. Subcommittees work within the group to present their findings and recommendations to executive management. Recent work includes:

- Parental Leave Policy
- Diversity and Inclusion Statement
- Office Cohesion Solutions

Workiva Offices

Ames
Amsterdam
Boulder
Bozeman
Chicago
Columbus
Dallas
Denver
Missoula
Mountain View
New York
Saskatoon
Sault Ste. Marie
Scottsdale
Seattle
Employees have a voice

At Workiva, employees are actively involved in maintaining an accepting and listening culture.

- **First Friends** are assigned to new hires to help them on a personal level.
- **HAMbassadors** are peer-selected culture representatives in all 15 offices who work to listen, share and improve ways to enrich employees’ experiences.
- **Forums and blogs** on our company intranet allow employees to express thoughts and share common interests.

Our headquarters campus is located in Ames, Iowa, home to Iowa State University and the birthplace of the first digital computer. Our Scottsdale, Arizona employees have strong connections to Arizona State University, and our teams in Bozeman, Montana have close ties to Montana State University. These world-renown research and teaching facilities foster a vast knowledge base that is a daily inspiration to our employees.

Employees spent 11,303 hours in Workiva University
Collaboration culture

Hard work is rewarded at Workiva. Teams are encouraged to schedule regular team outings and retreats to celebrate successes and build camaraderie in and out of the office. We also support programs across our offices that encourage teamwork, nurture innovation and have fun.

One perfect example of this is our annual Maker’s Challenge competition, which includes a trio of team-based feats that rely on collaboration, creativity and skill.

“I love Wdesk. I love the people at Workiva. I think that is one of the huge huge positives of the company—it’s the customer service and the ability to call your Customer Success Manager anytime.”

—Stacy Gilbert
FirstMerit Bank
Healthy choices

We place a priority on health and fitness. We offer gym facilities and memberships and provide healthy food items throughout our offices. In November, we established a Healthy Holiday Challenge to help employees meet fitness goals. Each office also has its own way to stay active and inspire others. For example, our Amsterdam office promotes the benefits of walking and biking to work.

Others take advantage of their surroundings and naturally include outdoor activities into their office dynamic. In our Bozeman, Scottsdale, Seattle and Denver offices, employees enjoy time together hiking, rock climbing and skiing. Our Scottsdale employees created a healthy living challenge for the month of April, and Denver employees periodically lead the office in 15-minute workouts called “shakeouts” to help reduce stress during heavy work cycles.

We provide many opportunities for employees to be active and establish healthy habits.
The League of American Bicyclists awarded us a bronze distinction in bicycle friendliness in 2014. Our Ames and Scottsdale offices hosted Bike-to-Work weeks, promoting bicycle commuting. All of our U.S. offices participated in the National Bike Challenge from May to September and logged just under 6,000 miles. Workiva corporate bicycles are provided in five of our offices.

Home grown

At our headquarters office, we source products from local farmers wherever possible. In 2014, we also had our first full year of organic produce from the Workiva garden. As part of our healthy habits initiatives, we gave dozens of tomato and pepper plants to employees to grow in their own gardens. Ames employees also lent a hand to shuck 1,300 ears of sweet corn for their meals as a way to share in a mutually beneficial environment of teamwork.
Our headquarters campus in Ames, Iowa reveres the native, tallgrass prairie.
At home on the prairie

At the entrance to our headquarters campus in Ames, Iowa, there are more than 50 species of tallgrass prairie plants, which are native to Iowa and require minimal care.

Our twin buildings with sweeping roof lines flow like the waves of the prairie grass that fill the grounds. Energy-efficient, north-south windows are oversized to maximize natural daylight and reduce electricity use. Above-grade insulation improves heating and cooling efficiency. Inside and out, are a variety of locally sourced and environmentally friendly materials, such as coverings of Iowa limestone and recycled aluminum. Many furnishings, including carpet, were chosen because they were cradle-to-cradle recyclables.

Our hospitable, mobile atmosphere is designed to make daily work and collaboration enjoyable in relaxed settings. We even work outside when weather permits. In June 2014, we opened our second building, which includes an atrium of trees and light, with patio furniture made from recycled plastics. We also added four car-charging stations for commuters with electric cars. Workiva bicycles are always available for employees to ride as a break in their day.

Our Ames headquarters kitchen has state-of-the-art, energy-efficient appliances. We partner with local farmers and Community Supported Agriculture programs to source food items, and we pick from our organic herb and vegetable gardens, which are within steps from our Café.

145 trees saved with our Shred-it office paper recycling program

13 trees saved by software that limited paper during Ames headquarters construction

10,385 pounds of cardboard recycled
Where we live and work

We give our employees the flexibility to achieve a genuine work-life balance so they have time to give back to their communities. We support a wide variety of hands-on community service projects as well as office-based fundraisers. Our annual United Way campaign is one way that our employees can support charities in their own communities, no matter where they live in the U.S. In 2014, through activities like fun runs, sports and game tournaments, and monetary pledges, we increased our United Way contributions by 40 percent over the prior year.

We strongly believe in nurturing the next generation of scientists and engineers. In 2014, we employed more than 60 interns. We mentored technology students by participating in several “hackathons” that help students collaborate on software projects and benefit charities. We also sponsored a Wcode event to prepare students for MIT’s Battlecode, an annual programming competition. Just over 300 students took part in Wcode from Iowa State University, Arizona State, Montana State, University of Montana and Algona University.

Our close ties to universities have allowed us to participate on the panel of a Senior Design Industry Review at ISU and serve on the MSU Employee Advisory Board.

Twenty-six Workiva volunteers helped plant 100 trees throughout Ames parks as part of the city’s Sesquicentennial celebration.
After moving into our second headquarters building, and changing our heating and cooling system, we reduced natural gas carbon emissions by 25 percent from 2013 to 2014. The carbon-dioxide equivalent for measuring emissions from our electricity use in our operations is estimated to total 1,797 metric tons in 2014. The perimeter for our environmental data are our offices in Bozeman, Montana; Chicago, Illinois; New York, New York; and Ames, Iowa. These offices collectively host 48 percent of employees. Because we have offices in multi-tenant buildings, we cannot obtain precise information in Dallas, Texas; Denver, Colorado; and Scottsdale, Arizona, as well as in our other smaller offices.

*Based on U.S. Energy Information Administration multipliers.

### Headquarters building

- Energy-efficient, north-south windows
- Above-grade insulation
- Locally sourced Iowa limestone
- Furnishings of cradle-to-cradle recyclables
Prairie grasses and other plants grow densely throughout our Iowa campus to reduce topsoil erosion from nearby streams. Bioswales in the parking lots help filter out oils and other debris that would otherwise flow directly into the storm-water system. We also pay close attention to water usage. Our solar-powered irrigation system has sensors that measure the moisture content of soil and only water the grounds when it is truly needed. Water conservation systems are also incorporated in our buildings, including a dish-washing system that recycles its water. We reduced our overall water use at our Ames headquarters by 19 percent from 2013 to 2014.

More than 10,000 native prairie plants flank our headquarters to help conserve topsoil and filter pollutants from entering nearby streams.
Waste

We look for many ways to conserve resources. As a cloud-based software company, Workiva prints very little paper. At our headquarters, our trash goes to the Ames Resource Recovery Plant, where 70 percent of the waste they receive generates electricity for the municipal utility. In 2014, Workiva generated 7,981 kWh of electricity with our trash.*

In 2013, we committed to reduce our carry-off waste by 30 percent over the following three years (2013 to 2015). To do so, we implemented two initiatives: phase out disposable cups at all offices and compost a portion of our food waste from the Ames kitchen. In 2014, we reduced the average amount of trash per capita by 42 percent at our headquarters.

We also know that electronic waste is one of the fastest growing sectors of solid waste in the U.S., and we follow strict guidelines for disposal of electronic devices. In Ames, the local recycling company separates all raw materials for a separate processor that follows the Responsible Recycling Practices (R2) certification. To help our employees do the same, we created Workiva Unplugged, a collection drive for recycling unwanted electronic devices. In 2014, we recovered 71 devices that we, in turn, donated, re-purposed or recycled in a responsible manner.

In 2014, we reduced the average amount of trash per capita by 42% at our headquarters.

*According to the Ames Resource Recovery Plant, every pound of Refuse Derived Fuel (RDF) generates 0.225 kWh of electricity.
The Workiva Sustainability Report was created with Wdesk.

We started by using our integrated workbook and data collection templates to track and gather data from multiple sources. This was especially helpful in collecting and analyzing energy use and per capita waste on a daily basis.

A Wdesk word processing document was then created to write the text. Data from the workbook was live-linked within the text, providing accuracy and confidence in the collected information. Directed comments were used among collaborators to clarify messages.

To aid in the design and review process, Wdesk binders were used across team members for commenting and mark-ups.

Wdesk certifications were used to get final sign-off from multiple teams and executive management. The file was then exported from Wdesk into a format for publishing on our website.