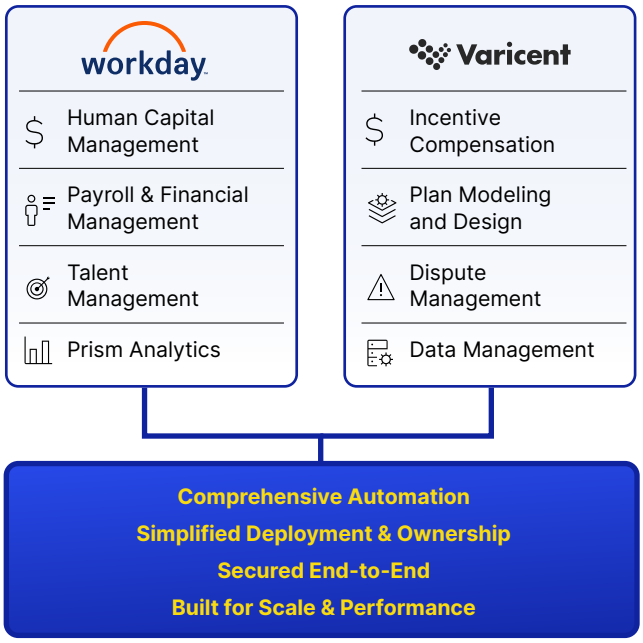
Joint Solution Overview | Retail

Direct store behavior to attachment, margin, and growth.

A joint solution for retailers running Workday HCM, Financials, and Scheduling & Labor Optimization.

In retail, strategy is set at headquarters, but execution happens on the sales floor. Every promotion, vendor SPIF, and product launch depends on the actions of store managers, district leaders, and frontline associates. Yet most store-level compensation systems fail at the source: frontline associates don't understand which behaviors drive their comp, so they optimize for volume and speed, not attachment, margin, and digital growth. Workday's unified people, labor, and financial data combined with Varicent's incentive design engine lets you create promotions, SPIFs, and MBOs that associates understand—calibrated to drive profitable store performance.



When the store floor, incentives,and strategy fall out of sync,revenue suffers

- Incentives misaligned to what matters: Promotions and SPIFs that don't clearly reward attachment, margin, and digital growth drive volume without protecting profit.
- Associates don't understand the logic: Limited visibility into how incentives influence store behavior makes it difficult to predict sales growth and manage incentive spend across locations.
- Manual processes create operational drag and audit risk: Programs across banners, regions, vendor partners, and channels managed in disconnected systems = errors, disputes, compliance exposure.
- Forecasting becomes unpredictable: You can't model how a promotion or SPIF change will shift associate behavior, so you can't forecast incentive expense or same-store margin impact.

Connect corporate strategy, floor behavior, and outcomes in one system

Workday serves as the system of record for the frontline workforce and financial structure, including rosters, labor plans, scheduling, and financial targets. Varicent extends these workflows with incentive design and performance management capabilities that connect strategic goals to associate behavior and store economics.

Together, they enable retailers to design and manage promotional, SPIF, attachment, and multi-tier MBO programs using real-time store, role, labor, and financial data; align incentives to drive attachment, margin, and digital growth—not just volume; and govern store-level compensation with transparency, vendor accrual tracking, omnichannel attribution, and audit-ready reporting.

Proven in complex, high-scale environments

50%	8%	8 weeks	300K+
Faster payout processing	Revenue growth achieved	Plan rollout time	Transactions processed monthly

Aggregate results reported by Varicent customers across industries; patterns directly applicable to retail field operations and multi-banner, vendor-funded program management. Individual results may vary.

Turn connection into competitive advantage

The result is a force multiplier for retail execution. Retailers gain the agility to launch programs in days, the predictability to forecast incentive expense and vendor reimbursement, and the control to align floor behavior with strategic priorities.



Together, Workday and Varicent Deliver

A closed-loop system from strategy to execution

Connect workforce, labor, and financial planning to store-level incentive execution in a single flow, so every promotion, SPIF, and MBO reflects consistently across plans, payouts, and reconciliation.

Built for retail program velocity and complexity

Support multi-banner operations, vendor-funded SPIFs, attachment and ticket logic, omnichannel attribution, and multi-currency international footprints without adding operational overhead.

Governed by design, audit-ready and pay-transparent

Maintain full transparency, auditability, and effective-dated control across store-level comp — supporting state and local pay transparency regulation, vendor program audit, wage-and-hour compliance, and internal financial control.

One foundation for producers, incentives, and premium

Unify Workday's system of record for the frontline workforce, scheduling, and financials with Varicent's store-level incentive engine.

Drive outcomes that move your business forward

Direct floor behavior to attachment, margin, and digital

Align incentive design to attachment rate, ticket, margin SKUs, and omnichannel growth — not just volume — with effort directed where it most affects same-store economics.

Improve same-store and incentive expense predictability

Align SPIF and promotion design to attachment rate, ticket, margin SKUs, and omnichannel growth—not just transaction volume—with effort directed where it affects margin most. Model how changes shift associate behavior and same-store economics before you launch.

Launch programs with floor-ready speed

Model and execute promotional, SPIF, and MBO program changes quickly across thousands of locations using connected store, labor, and financial data.

Reduce field comp operations effort

Automate program configuration, associate inquiry resolution, and vendor reconciliation with AI-supported workflows that keep field leaders in control of every decision affecting the floor.

Turn strategy into floor behavior, and behavior into same-store margin.

Transform how your field organization plans, executes, and optimizes store-level incentives with a more connected, intelligent approach.

Speak to an Expert