



**Made to Order:**  
Noodles & Company  
and Workiva

**wdesk**

**N**oodles & Company is known by its millions of fans across the country as the place to go for fresh, delicious, handcrafted noodle bowls, sandwiches, and salads. Based on its innovative approach to fast-casual dining, Noodles & Company has grown from its first location in Denver in 1995 to nearly 500 establishments around the country today.

The chain's innovative spirit extends well beyond its restaurants—it's also known in the industry for its forward-thinking business practices. Noodles & Company runs lean, uses creative business approaches, and is an early adopter of technologies that can drive the company forward.

That's why Workiva is made to order for Noodles & Company.

When Noodles & Company went public in 2013, the playing field changed for its two-person financial reporting team. Carrie Hart, Senior Director of Financial Reporting and Compliance, and Melissa Bracken, Technical Accountant, produce all of the company's external reporting, technical accounting, financial statements, and more. Now they have to prepare for Sarbanes-Oxley (SOX) compliance, too.

### A strategic switch

When it came time for Noodles & Company's S-1 filing, the process with its printer was not as smooth as expected. With the demands of financial reporting as a public company looming large, the team decided it needed a brand-new approach. "We did a thorough reference check from our network to figure out what is the best resource to use when you go public," says Hart. "By and large, it was Wdesk."

The team switched to Wdesk, and had Workiva employees quickly and

efficiently transfer its documents and spreadsheets into the application.

Now Hart and Bracken handle all of their SEC and Section 16 reports, XBRL tagging, certifications, presentations, and audit committee decks within Wdesk. "I like that everything is all in one place," says Bracken. "It's really easy to go in to the workbook and just update all your numbers there." They've also opened up Wdesk to the company's external auditors, general counsel, and CFO for review and input. All of the company's financial

*"You can have one source for your financial numbers, and it flows out to everything across the company. You can't put a price on that."*

—MELISSA **BRACKEN**  
Technical Accountant



data is in one paperless place—using as little paper as possible is one of the company's goals. "We strive greatly in all aspects of our accounting department, from accounts payable through treasury, not to keep paper," explains Hart.

In the past, weekly reports from individual restaurants were kept on paper. Now everything has been digitized as part of the company's focus on going paperless—which Wdesk helps support.

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—CARRIE **HART**, Senior Director of Financial Reporting and Compliance

*“It’s the freedom to do your own filings when you want and to make changes up to the last minute if you need to.”*

—CARRIE HART, Senior Director of Financial Reporting and Compliance



Consolidating data digitally not only saves paper, it also solves version control and streamlines data collection from the supply chain team. Now information owners can log in to Wdesk and upload data and support right in to the reports. “We don’t have to worry about miskeying or misinterpreting a piece of information that came from those teams,” says Hart.

In addition, executives and auditors review and comment on the reports right in the solution. “It’s become the

one place where everybody can know which document is live,” explains Hart. “It gets rid of the redundancy of paper and who owns the live document.”

Hart says Wdesk has had a big impact on the bottom line. “It’s saved us countless hours.

#### **Wdesk for SOX**

Because Noodles & Company went public under the Jumpstart Our Business Startups (JOBS) Act, it has five years until external auditors begin

looking at their reports. To ensure the company is well prepared for SOX compliance, Hart is taking a phased-in approach to the process, starting with having an external auditor assess its processes. Results of the audit pointed to some processes that could be streamlined.

#### **Once again, Wdesk was the answer.**

The Noodles & Company team is using Wdesk to prepare for its first SOX compliance and audit. In its first phase, the team is setting up risk control

## **NOODLES & COMPANY**

World Kitchen

### **Company:**

Noodles & Company, Broomfield, Colorado

### **Business profile:**

Founded in 1995, Noodles & Company is a fast-casual restaurant chain that serves classic noodle and pasta dishes from around the world with 472 locations across 35 states, the District of Columbia, and Canada. Noodles & Company’s globally-inspired menu consists of more than 25 fresh, customizable noodle bowls, salads, soups, and sandwiches that are prepared quickly using quality ingredients.

### **Situation:**

When the company went public, the small financial accounting team needed better, more efficient ways to manage new demands for SEC reporting, data collection, and preparing for Sarbanes-Oxley (SOX) compliance.

### **Solution:**

Let technology do the work. Implement Wdesk to consolidate data collection and facilitate SEC filing and handle SOX compliance.

### **Results:**

- One platform that handles all data collection and financial reporting needs
- Paperless reporting process
- Consolidated data collection
- Reduced the need for two full-time positions
- Ultimate flexibility and control over SEC and SOX compliance

matrices and narratives in Wdesk, and it's using the application to collect data, documentation, and sign-offs from meetings in the system, too.

"I thought it would take a month—but it took two days" says Hart. "It was amazing. Everything was perfect...I highly recommend using Workiva for the implementation."

Hart and Bracken plan to expand their use into risk assessments, dashboards, evidence management, company presentations, and more. With live-linking, the narratives, risk control matrix, and revenue process flowcharts are connected, so that if information needs to be changed, the team can edit the source and all related instances will update automatically.

### **An exciting partnership**

Workiva shares Noodles & Company's innovative spirit. That's why, when a new feature is added to any of its solutions, the Noodles & Company

team is one of the first to try it. "We love to test all new functionality—we immediately jump at a chance to improve our work," says Hart.

She encourages other companies to join in and leverage all the services and innovation offered by Workiva.

"I absolutely would recommend Workiva to any company thinking of going public or that's already public that needs software to do its filings."

The logo for Workiva, featuring the word "workiva" in a white, lowercase, sans-serif font. The letter "i" is stylized with a dot that is a small circle. The logo is set against a solid green background.

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