

Case study

Supporting rapid global expansion

Founded in 1992, SDL is a leader in global customer experience. Through its web content management, analytics, social intelligence, campaign management and translation services, SDL helps global businesses create a seamless customer experience across all devices, geographies, channels and languages.



Challenges

With SDL experiencing rapid global expansion, including significant growth through M&A activity, its HR team was tasked with managing a number of offices operating in different countries. Its HR team wanted to provide a consistent experience for all 3,000 employees via a single, global HR solution. It had also inherited several incumbent HR systems, which offered no integration and meant teams had no single set of HR processes.

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Global Business Applications
Director, SDL

Roddy Temperley, Group HR Director, said: “SDL is a company that has acquired lots of other businesses throughout its history. We have done a lot of M&A work, and until the middle of last year we ran as highly autonomous divisions.”

“It could take up to three days to work out the headcount in just one division”, added Temperley..

Solution

Paul Harris, Global Business Applications Director at SDL commented: “A HR system was an immediate and high priority. HR was paper-based in some offices and there were a few HR systems in different countries, largely linked to payroll.”

As a result, SDL selected Sage People, part of Sage Business Cloud, due to its international capacity and ability to implement a cost-efficient HR platform across an array of languages and currencies. Along with this, SDL opted to use Payflow, a data aggregator, across all the regions it operates in to gain automatic access to critical HR information such as salaries or headcounts, with no manual intervention.

“SDL chose Sage People over other leading SaaS vendors due to its depth of functionality and Sage People’s ability to support a rapid global deployment,” says Harris. The company looked at 12 potential suppliers and drew up a shortlist of 4 before selecting Sage People.

Temperley said: “Compared to some of the other suppliers on the market, it was a very good value, very attractive offering.” Other suppliers offered SaaS tools, but were quoting timescales of 18 to 24 months for delivery, while Sage People said it could switch on in a week

Benefits

With Sage People now in place, HR teams can now focus on strategy and productivity, rather than struggling with manual processes. The project has given SDL’s employees a clear picture of the overall company and created a sense of unity in its geographically diverse workforce.

Temperley explains: “SDL prides itself on providing international capability and we needed a HR system to reflect this. The response from our HR managers has been great, they love being able to see a neat cross section of information about their teams in one place. I’m confident that Sage People will become the backbone of our HR strategy and we’re very much



looking forward to working together to develop an efficient HR system that allows visibility of our global workforce.”

The new system has also freed up SDL’s HR team from administrative tasks, allowing them to spend more time consulting with employees and managers. For example, reports for the board can now be produced every day at the touch of a button. “It has been noticeable how HR has changed,” said Harris. “It was very much an admin function previously. Now you get HR people reaching out to you, asking how they can help.”

Sage People has also freed up IT staff for more productive work.

Previously, 12 developers spent 30% of their time just keeping the HR databases running; Sage People requires just one.

About SDL

SDL (LSE: SDL) allows companies to optimize their customers’ experience across the entire buyer journey.

Through its web content management, analytics, social intelligence, campaign management and translation services, SDL helps organizations leverage data-driven insights to understand what their customers want, orchestrate relevant content

and communications, and deliver engaging and contextual experiences across languages, cultures, channels and devices.

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