

## Business Impact

98% of employees **completed** the performance process and mid-year **review** within the given time frame

The **HR Management System** is the second most used site by Lundbeck employees

Centralized their global HR system with **SuccessFactors**

# CASE STUDY

## Lundbeck's "Big Bang" Implementation Approach for SuccessFactors Drives Global Growth and Performance

### Situation

[Lundbeck](#), a global pharmaceutical company, is highly committed to improving the quality of life of people living with brain diseases. For this purpose, Lundbeck is engaged in the research, development, manufacturing, marketing, and sale of pharmaceuticals across the world. The company's products are targeted at the disease areas within psychiatry and neurology. To better support the HR functions that enable their employees to do their best work, Lundbeck required a global upgrade and alignment of their HR technology.

Lundbeck stakeholders chose SuccessFactors as their central HR platform, requiring a full suite implementation and migration from their collection of legacy tools.

Transforming **technology** to support vital business outcomes and **enhance the employee experience**.



## The Challenge

Due to the scope of the project, delivering full migration and numerous integrations was challenging. GP Strategies® worked together with Lundbeck to ensure that the goals and scope were pre-defined and delivered at high quality.

Originally, Lundbeck had different decentralized HR systems that were complicated to operate as well as withdraw analytical data from. Furthermore, most of their performance data were executed via Excel and none of their existing solutions had self-service features. Today, with SAP SuccessFactors, Lundbeck has applied a global performance process that is used by both white- and blue-collar employees, ensuring that employees have similar evaluation processes and experiences.

Lundbeck's highest priority has been to create a large impact within their processes and systems. SuccessFactors has been implemented globally, covering all affiliates of the organization.

## GP Strategies Solution


It was determined that GP Strategies would complete the implementation of Employee Central, Recruiting, Performance Management, Onboarding, Compensation, and Learning Management with replication to SAP on-premise and several other integrations to third party applications.

The SuccessFactors suite supports Lundbeck's 5,700+ employee base, covering 50 countries, and is Pharmaceutical GxP compliant. The impact of this project will ensure a single point of access for all employee information, enabling faster and easier transactions. With mobile access, employees can connect anytime from anywhere, and simpler tools will provide a great user experience for employees, managers, and new hire candidates. Lundbeck can now focus on business growth with reduced complexity and increased speed and efficiency, with empowered line managers and enabled HR partners.

## Business Impact

Working together with GP Strategies, Lundbeck has successfully implemented SuccessFactors within their organization globally. The new system is now live, supporting over 5,700 employees across 50 countries worldwide. It was important to stakeholders that the SuccessFactors platform be deployed as the single point of access for employee information, enabling faster and easier transactions. But it was also very important that these employees adopted the new technology quickly and integrated it into their daily routines.

Organizational change management was key focus of this implementation. A typical challenge when implementing a new IT system in an organization can be a lack of focus on organizational change management. If it is not prioritized, it can result in the new system never successfully getting integrated into the employees' daily work. In this case, however, Lundbeck emphasized that an important reason behind their successful implementation is that their top management has been cooperative and engaged throughout the process of implementing SuccessFactors. It has created a significant feeling of ownership of the new system between employees.



There has been a huge acceptance and interest from our top management regarding the implementation of SuccessFactors which runs through the whole organization and creates a feeling of ownership. We are really privileged that we have a CEO who is dedicated to using the new system to drive her own processes forward e.g., performance evaluation on direct reports.

- Ditte Lindboe, Senior Director of People Processes & Operations at Lundbeck

## Looking Forward

Lundbeck has high aspirations and expectations regarding their ambitions with SuccessFactors. They are engaged to integrate the SAP People Analytics cloud, taking their technology to the next level. Within SuccessFactors, they are working towards changing current manual processes into automated processes, aiming for their data in the system to be completely reliable. Lundbeck will transition from a reporting approach to a predictive analytical approach. Regarding their existing modules, their attention is primarily on aligning the organization's compensation cycle and ensuring that SuccessFactors supports their organization globally.

## ••• Transform your organization's HR technology

For more information about SuccessFactors services, visit [www.gpstrategies.com](http://www.gpstrategies.com).

### About GP Strategies

GP Strategies is a leading workforce transformation partner—one of the few truly dedicated global providers in the market-place providing custom solutions. We believe our transformation focus, when paired with deep listening, a customer-centric approach, and innovative expertise, enables our clients to routinely achieve superior business and operational results from our evidence-driven and technology agnostic recommendations.

Whether your business success requires a change in employee performance and mindsets, learning technologies, or critical processes, GP Strategies is the transformation partner you can trust.

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