



How B&S now has one version of the truth thanks to ADP Marketplace

Founded in 1974, B&S is a technology company in the premium consumer goods industry that boasts a strong global network across 100 countries and five continents. With its digitised supply chain set-up, B&S helps the world's premium consumer brands in beauty, liquors, personal care, food, health and consumer electronics serve millions of customers daily. Either directly or through a wealth of wholesaler and reseller partners.

Its story can be traced back to a small local shipping company that thought big. Determined to expand its growth potential, B&S scaled up and grew its product and service portfolio rapidly. Because of its drive to reach beyond the ordinary, it quickly became the global player it is today. One that excels in making premium consumer goods available to everyone, anywhere.

The challenges

With almost 2000 employees spread across five continents, B&S was struggling to get people onto its systems promptly. It was a process beset by multiple systems, partners, data replication, minimal automation and clunky user interfaces.


"Sometimes teams would forget to enter new starters onto all the requisite systems. This meant we would have many versions of organizational charts roaming the business. As the HR landscape grew, the problem grew too," said Van Loo.


"It became difficult for us to train up staff to use our disparate systems across all the territories. The system is only as good as the quality of the data it holds. It was, therefore, imperative to have one version of the truth and to only need to update one system if an error was found."


Tim Van Loo
HR IT Specialist at B&S

Quick facts

 **Company:** B&S

 **Headquarters:** Rondeboslaan 35,
9936 BJ Farmsum, The Netherlands

 **Industry:** FMCG: Fast-Moving
Consumer Goods

 **Employees:** 2,000+

 **Product:** ADP Marketplace

Learn more about B&S
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for People®

B&S

The solution

ADP Marketplace is an open HR ecosystem that enables businesses such as B&S connect and share data across all their HR solutions. Simplifying HR processes, reducing data errors and driving the business forward.

The award-winning ADP Marketplace platform allows organizations to extend their ADP solution with a curated set of vetted and pre-integrated third-party HR applications and a comprehensive set of APIs to build custom integrations. By facilitating the connectivity between HR tools, it saves administration time, boosts efficiency, and allows HR managers to spend more time generating insights, and planning so they can focus on helping their employees progress in their careers.

Through ADP Marketplace, B&S has implemented fully integrated new HR systems for recruitment, performance, time and learning. It has also integrated its central IT system and several web apps such as Identity and Access Management (IAM).

At the core of B&S operations is ADP Workforce — ADP's flexible, secure, and integrated HCM solution. "ADP Workforce is our central personnel system. It helps us keep our data in order. Now, I only have to train our HR teams how to input data onto one system rather than six," said Van Loo.

"Not having to enter personnel data several times, prevents errors and helps make it more accurate. Because of ADP Workforce, the data is the same across all our systems. Now we only need to ensure we spell a name correct once, rather than six times," he said.

The results

Hiring used to be a cumbersome process for B&S, especially if multiple datapoints such as a car, phone or laptop, needed to be recorded. "We generally have around 20 new starters per month," explained Van Loo. "We used to need a three-day lead time to enter them onto our systems, now we just need one because no data needs to be retyped. If we assume input takes a minimum of five minutes even when done correctly, not needing to retype the data five times means we save at least 25 minutes per new starter. That equates to over 12 working days saved per year — a considerable amount."

By only needing to input data once, the error percentage has reduced by 90%. "ADP takes us to the next level. Using ADP Workforce as the source for all our other systems enables further growth and professionalization."

Of course, having one version of the truth is extremely powerful to the business. "Not only does having the correct data provide us with more accurate insight, but it helps us comply with regulations such as GDPR as only the necessary data is recorded."

ADP Marketplace has had a positive impact throughout B&S, allowing them to work and seamlessly integrate with partner software and services.



Not having to enter data several times prevents errors and helps make our data more reliable and our processes more efficient."

Tim Van Loo

HR IT Specialist at B&S



B&S

"More and more senior people within the business now have better data insights and are able to make more accurate and informed business decisions using the reliable merged data provided by the integrations enabled by ADP Marketplace. It could not be easier.

With it, we recently added a new interface within a month, where the documentation was sufficient first time and the partner did not have any questions, said Van Loo.

"Throughout, the support we have had from the ADP Marketplace team was exemplary and very clear."



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