

CUSTOMERS



Workday and Marel

Marel is the leading global provider of advanced processing systems and services to the poultry, meat, and fish industries. Its state-of-the-art equipment and systems help food processors of all sizes and in all markets operate at peak productivity. The company's team is comprised of approximately 4,800 employees worldwide, with offices and subsidiaries in 30 countries across 6 continents and a network of more than 100 agents and distributors.

Workday products: [Human Capital Management](#)

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Workday has been a real lifesaver for us. Workday has a 98% customer satisfaction rate and we are definitely part of that group of happy customers.

Maurice Aspers
Global Head of HR Centers of Excellence

OVERVIEW



Challenges

- More than 30 systems and over 200 spreadsheets due to multiple acquisitions
- Limited visibility into the workforce
- Difficulty maintaining the current systems setup
- Lack of flexibility and agility
- Slow systems that were difficult to use and nonintuitive



Solutions

- [Workday Human Capital Management](#)



Results

- Global visibility into the workforce
- One system-of-record with reliable and accurate data
- Global set of processes and roles without exceptions
- Decrease in double data entry, resulting in cost savings
- Increased transparency and speed in reporting

INFOGRAPHIC

See the infographic to learn how Marel has benefited from Workday.

CUSTOMER

WORKDAY APPLICATION

EVALUATION AND SELECTION

Before Workday, Marel didn't have a core HR system; it used various local point solutions, Excel spreadsheets, and manual processes. Finding basic information, such as its total number of employees, was difficult.

When a new, data-oriented CEO came onboard, Marel decided that it needed one simpler, smarter, and faster HR system for its global organization. The company was also looking for a system that would help it design and roll out new HR policies and programs related to talent management, workforce planning, employee engagement, HR technology, and processes. After evaluating solutions, it chose Workday.

BUSINESS CASE AT A GLANCE

- Founded in 1983 in Reykjavik, Iceland
- Leading global provider of advanced processing systems and services to the poultry, meat, and fish industries
- Operates in 30 countries across 6 continents with a network of more than 100 agents and distributors
- 4,800 employees
- Revenue of €969.7 million in 2016

WHY WORKDAY?

- A single HR system
- Fast deployment
- One version of the truth
- Scalable solution to support continued growth
- Improved analytics and insights
- Continuous innovation

WORKDAY IN ACTION

Workday gave Marel global visibility into its workforce. With the transparency and speed of Workday, Marel can answer questions in minutes instead of weeks. And HR is now seen as a strategic partner to the business.

Marel is growing through acquisitions, and the flexibility and agility of Workday makes it easy for the organization to integrate and report on new companies. With less duplicate data entry and Workday as its single source of truth, Marel is saving time and money and improving data quality.

7-month deployment in **30** countries

REALIZING VALUE

Achieved **99%** data accuracy for the first time

Replaced more than **30** systems and more than **200** spreadsheets

Reduced head-count reporting time from **2 weeks to 3 minutes**

Eliminated double data entry, which saved money

Adopted a global set of processes and roles—no exceptions

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—Maurice Aspers, Global Head of HR Centers of Excellence