



EXCELLERATEHRO TRANSITIONED PAPER PROCESSES TO WEB IN JUST TWO MONTHS

ASTRAZENECA

CASE STUDY



ExcellerateHRO
The HRO business of EDS & Towers Perrin

AstraZeneca wanted to streamline its paper-based share plan administration processes so it called on ExcellerateHRO. The ExcellerateHRO team deployed an automated Web tool, enabling AstraZeneca employees to view their share portfolios and process sale/transfer transactions online.

CLIENT PROFILE

www.astrazeneca.com

AstraZeneca is one of the world's leading pharmaceutical companies with healthcare sales of \$29.6 billion and is a leader in gastrointestinal, cardiovascular, neuroscience, respiratory, oncology and infectious disease medicines.

Industry: Healthcare

Headquarters: London, England

Employees: 67,000

Annual Sales: \$29.6 billion (2007)

Global Reach: 100 countries

Business Need Addressed:
Productivity

Company wanted to streamline its paper-based share plan processes

One of the world's top pharmaceutical firms, AstraZeneca produces breakthrough medications for cancer, heart disease, mental illness, gastrointestinal disorders, infections and respiratory conditions. The company owes its success in part to a corporate climate of continued scientific innovation and an award-winning employee culture. As the only major pharmaceutical company included in *FORTUNE* Magazine's "100 Best Companies to Work for," AstraZeneca offers on-site wellness programmes, a child care centre and fitness facilities - all geared to elevating the employee experience so employees can ultimately enhance the patient healthcare experience. Central to its progressive workplace environment is AstraZeneca's share ownership plan, which provides nearly 10,000 employees with the ability to participate in the plan, which forms part of a wide range of long-term incentives.

In an ongoing effort to enhance employee share plan functionality, AstraZeneca has relied on ExcellerateHRO to administer the program since the early 1990s. So when the company set out to streamline its paper-based processes - including the sale and transfer of shares, as well as real-time portfolio access - it again entrusted the job to ExcellerateHRO.

ExcellerateHRO delivered an automated Web solution

To meet the tight two-month go-live date, ExcellerateHRO devised a timetable and implementation strategy based on a proven approach, guaranteeing full transparency to everyone involved. At the core of the solution was ExcellerateHRO's share plan administration Web tool, which provided a modern, user-friendly portal that could be customised to AstraZeneca's specific needs with speed and simplicity.

Services featured

- Benefits Administration Services
- Composite Application and Portal Services
- Contact Center Outsourcing Services
- HR Outsourcing Services
- Share Plan Administration Services

As a result, ExcellerateHRO successfully launched the Web solution within the two-month timeframe, completing portal design and specifications, development, and user acceptance testing.

To minimise strain on the system and ensure a smooth, seamless transition, ExcellerateHRO utilised a phased approach to e-mail migration, transmitting 2,500 e-mails to employees in four phases.

Flexibility proved to be a critical feature of the solution when AstraZeneca requested a change to the solution's password functionality prior to launch. Due to the portal's agility, ExcellerateHRO was able to complete the process change without impacting the timetable or other go-live activities.

In order to ensure a smooth transition to the new Web solution, ExcellerateHRO established a contact centre to manage increased communication with participants.

Employees can now sell and transfer shares online in just one day

The ExcellerateHRO solution now offers AstraZeneca's 10,000 share plan participants online access to their portfolios, allowing them to view this real-time information from any location. The solution also harnesses automated technologies to enable employees to sell and transfer shares online. Before, employees had to submit requests to sell/transfer shares by mail, which took up to one week to process and up to another week to receive confirmation that the transaction had been completed. The market fluctuates on a daily basis, and under this system, employees had no way of knowing the actual amount for which their shares sold until they received confirmation in the mail. Today, employees can submit requests online in just minutes, and within 24 hours, their transactions are complete. Proceeds are then mailed on the settlement day so there are no more surprises as to the final share price.

In addition, the solution provides e-mail confirmation to employees at every step of the transaction. With all communication regarding share plan administration now transitioned to the Web, AstraZeneca has been able to significantly reduce postage costs and improve responsiveness to employees.

What's more, the Web solution provides a platform for informing and mobilising participants. For instance, AstraZeneca introduced online voting during the site launch, which engaged employees to vote on everything from the re-election of directors to the approval of dividends and other relevant general meeting matters.

The ExcellerateHRO solution provides a more positive, user-friendly share plan experience, enhancing AstraZeneca's reputation as an award-winning employer and its ability to serve customers.

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