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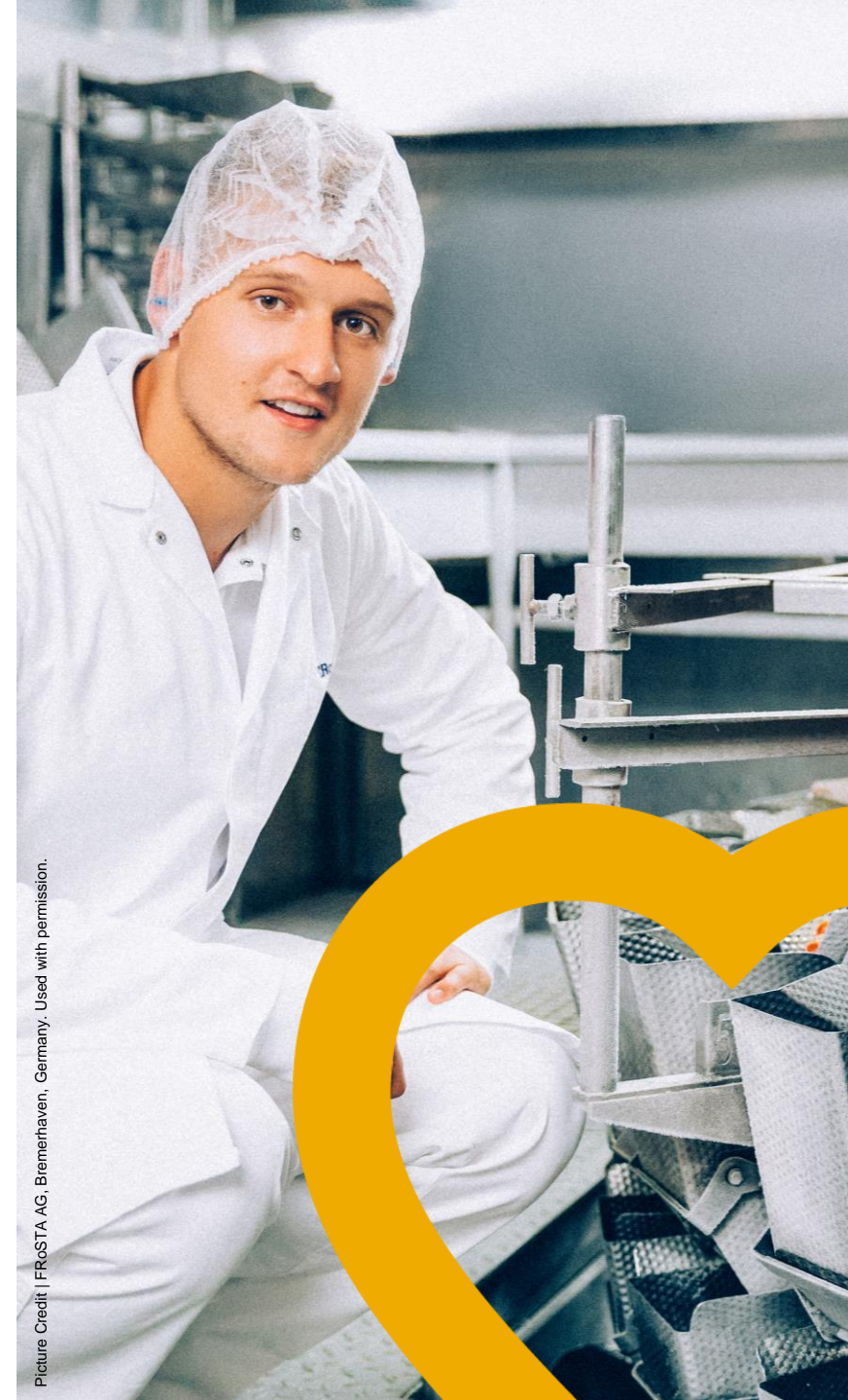
FRoSTA AG: Engaging Employees to Reduce Environmental Impact and Build a More Sustainable Future

FRoSTA AG is one of Europe's leading frozen-food brands and is committed to sustainability and environmental protection. The company's goal is to be a digital champion in the frozen-food sector by 2025 – and HR supports this vision. Ultimately, it is FRoSTA's employees who will help bring about this change, reduce the company's environmental impact, and drive its success. To achieve this vision, the company looked to implement a new, ultramodern HR system that would help it gain the agility and transparency it needs to **engage employees in its digital transformation program**. The new system would also help support employees as FRoSTA transitions into a lean, green, and intelligent enterprise.

SAP SuccessFactors 

pentos

THE BEST RUN 



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Nurturing Employee Engagement in Digital Transformation with SAP® SuccessFactors® Solutions



Before: Challenges and Opportunities

- Harmonize HR processes across the company
- Engage employees in the digital transformation journey
- Increase transparency and sustainability

Why SAP and Pentos AG

- Complete portfolio of SAP® solutions to enable an intelligent enterprise
- Smooth integration of SAP SuccessFactors solutions® with SAP S/4HANA® through SAP Cloud Platform
- Depth and breadth of functionality across the entire employee lifecycle
- First-class support from Pentos before, during, and after the implementation and rapid deployment with the LaunchNOW! solution from Pentos, featuring proven best practices

After: Value-Driven Results

- Transformed into a connected, intelligent enterprise
- Accelerated HR, giving employees access to information within seconds, at any time
- Eliminated paper-based processes and increased transparency with digital workflows
- Enabled managers and employees to access HR services and data in real time using the SAP SuccessFactors Mobile app
- Enhanced reporting capabilities, supporting faster, more-informed decision-making
- Digitalized training, giving employees the flexibility to learn at their own pace and at their own convenience
- Enhanced the employee experience, increasing engagement in FRoSTA's digital transformation program

“For digital transformation to be successful, you need the **trust and support of your employees**. SAP SuccessFactors solutions are helping us engage with our employees and give them the right tools to do a great job.”

Ben Windhorst, DTO & IT Director, FRoSTA AG

100%

Of employees supported with digital learning materials

30%

Reduction in recruitment time

Featured Partner



FRoSTA AG
Bremerhaven, Germany
www.frosta-ag.com

Industry
Consumer products

Products and Services
Frozen fish, vegetables, fruit, herbs, and meals

Employees
1,900

Revenue
€523 million (2019)

Featured Solutions
SAP SuccessFactors solutions, SAP SuccessFactors Mobile, and SAP Cloud Platform

SAP® Qualified
Partner-Packaged Solution

THE BEST RUN



Delivering a **People-Centric** Digital Transformation

FRoSTA AG is one of the largest frozen-food brands in Europe and the first to adopt sustainable sourcing practices and to eliminate food additives.

Today, the FRoSTA “Purity Command” ensures the highest standards of quality and taste. The company publishes the carbon footprint of all its products and is transitioning from plastic to paper packaging to reduce its environmental impact.

“We are also transitioning from paper processes to an ultramodern, digital HR system,” says Ben Windhorst, DTO and IT director at FRoSTA. “Sustainability and digital transformation are big competitive advantages in our industry. But keeping customers happy is only half the challenge. We also need to **keep our employees happy, engaged, and productive**. After all, they are the real drivers of our success.”

“Digital transformation is not just about technology but also about people and culture,” he continues. “To bring our employees with us on this journey, we need to understand their needs and gain their trust. We must support them with changes to processes, systems and technology, job roles and responsibilities, capabilities and competencies.”

Previously, HR was managed on a country-by-country basis and was a predominantly manual process. This resulted in a distinct lack of speed and transparency. User acceptance of the existing HR tools was generally low, as they didn’t offer the functionality and ease of use that most employees have come to expect – particularly younger generations.





Partnering with the Best to Enable an Intelligent Enterprise

FRoSTA selected SAP® technology to underpin its digital transformation, including SAP S/4HANA®, SAP Cloud Platform, and SAP SuccessFactors® solutions.

“What initially attracted us to the SAP SuccessFactors portfolio was that it is made up of **scalable, cloud-based solutions** that we could integrate into our core on-premise ERP system,” recalls Windhorst. “We were also impressed by the depth and breadth of functionality across the employee lifecycle.”

FRoSTA engaged SAP gold partner Pentos AG for the implementation and to replace its existing on-premise SAP ERP application with the SAP SuccessFactors Employee Central solution.

Integrated with SAP S/4HANA through SAP Cloud Platform, as well as FRoSTA’s Microsoft Azure environment, SAP SuccessFactors Employee Central serves as a central repository for employee data.

FRoSTA’s new company-wide HR system also incorporates the SAP SuccessFactors Recruiting, SAP SuccessFactors Performance & Goals, and SAP SuccessFactors Learning solutions.

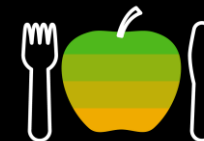
Thanks to comprehensive expert support and the LaunchNOW! offering from Pentos, which features tried-and-tested best practices and integrated processes, FRoSTA was able to complete the implementation in record time.



>100
Years of experience



First
Frozen-food company to adopt sustainable sourcing



Zero
Food additives used in FRoSTA’s product range



Engaging Employees in Change

Implementing the SAP SuccessFactors portfolio marks the beginning of a new era of digital HR.

Both white- and blue-collar workers now have real-time access to HR services. Windhorst says, “The SAP SuccessFactors Mobile app has proven very popular. Everybody loves the convenience of **having HR in their pocket.**”

Data quality was an issue in the past. But with SAP SuccessFactors Employee Central, managers have the very latest data at their fingertips and can generate reports at the touch of a button. The speed, agility, and efficiency of HR has increased significantly as a result.

By digitalizing processes, FROSTA also successfully increased transparency of HR. For example, managers can now follow the recruitment process and work hand in hand with HR. This has reduced the time taken to recruit new people by 30%.

With the SAP SuccessFactors Learning solution, FROSTA **offers engaging digital training material** in a matter of hours, not weeks. Managers can also accurately track course completion for legal and compliance purposes.

Employees also use the SAP SuccessFactors Learning solution to complete training on how to operate production machinery. Videos showing how machines should be used safely are uploaded to the system, and employees can watch these videos at their convenience, enabling them to complete their training at a time that suits them.

What’s more, employees can access training material through the SAP SuccessFactors Mobile app and thus extend their skills and knowledge regardless of time and place.



4 months

To implement SAP SuccessFactors solutions at nine sites



Enabling a **Bright Future**

With SAP SuccessFactors solutions, FRoSTA has **transformed HR** from a manual administrative function into a cornerstone of the company's digital transformation program.

The company is also planning to correlate employee data from SAP SuccessFactors solutions with operational data to generate new insights. For example, FRoSTA will blend data on employee absence with the output of certain production machinery to determine if there is any correlation between employee absence and overall production line performance.

"We are **implementing changes sustainably** to give employees the chance to adapt to the new technology and a new way of working," explains Windhorst. "This is how we will bring them with us on our digital transformation journey."

"Employees are very enthusiastic about the new HR system, recognizing the value it brings, how it makes their lives easier, and how it supports our transition into a modern, intelligent enterprise," Windhorst concludes. "Our employees are proud to work for a company that not only is sustainable but also uses the **latest and greatest technology**."

"SAP SuccessFactors solutions have completely **changed the way that we engage with our employees**, giving them greater flexibility and freedom."

Ben Windhorst, DTO & IT Director, FRoSTA AG



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