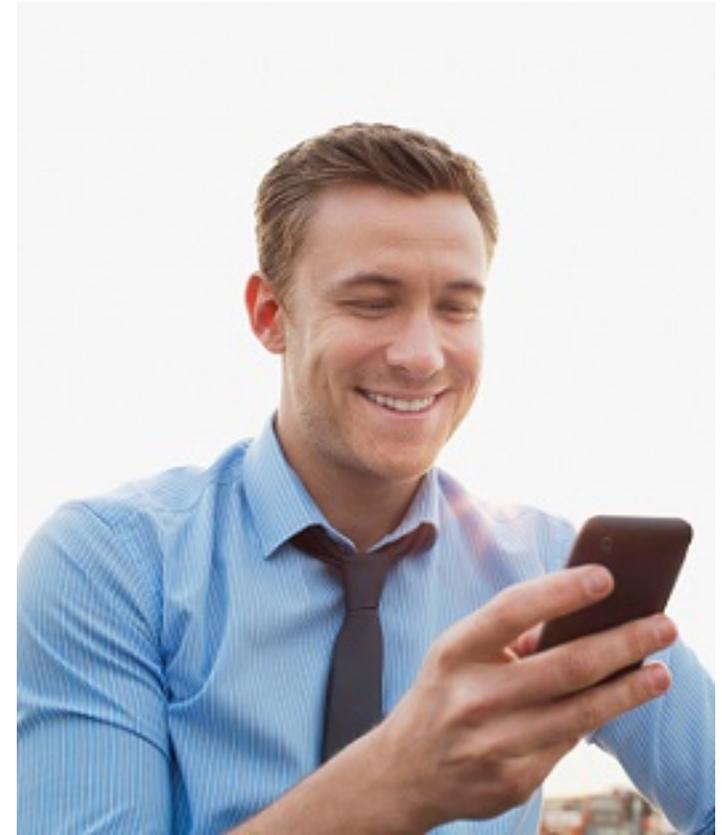


Brooks Brothers: Moving Fashion Forward on a Global Scale with SAP® SuccessFactors® Solutions

Americans with a taste for luxury fashion have been choosing to be outfitted by Brooks Brothers Group Inc. for nearly 200 years. Today, the brand is global, with as many stores outside the United States as inside. Its workforce celebrates a legacy as both maker and merchant, a rare distinction among modern retailers. To manage and accelerate growth, Brooks Brothers sought a solution to further its HR strategy while ensuring compliance across its manufacturing, retail, and corporate talent pools.

Thanks to SAP® SuccessFactors® HR solutions, employees and managers are now empowered with direct access to the information they want. With SAP SuccessFactors Employee Central, SAP SuccessFactors Performance & Goals, and SAP SuccessFactors Onboarding solutions, company leaders have greater insight into their data. This enables them to contribute to increased team productivity, talent development, and longer employee tenure at all levels.



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A performance culture suits Brooks Brothers well

Company

Brooks Brothers Group Inc.

Headquarters

New York City

Industry

Retail – clothing

Products and Services

Luxury fashion for men, women, and children

Employees

5,500

Web Site

www.brooksbrothers.com

Partner

IBM Global Services

www.ibm.com/services

Objectives

- Establish a company culture that motivates employees to perform
- Improve the accuracy of critical HR information to enable effective, timely decisions
- Strengthen employee loyalty with best-in-class tools that encourage engagement and catalyze career growth
- Establish a simple, single system of record for human capital management activities

Why SAP® SuccessFactors® solutions

- Established user of the SAP® ERP Human Capital Management (SAP ERP HCM) solution
- Easy-to-deploy, powerful, and flexible cloud-based solutions
- Trusted partner IBM Global Services, which harnesses SAP SuccessFactors® solutions to achieve objectives
- Single sign-on to gain access to a complete set of integrated HCM tools

Resolution

- Deployed cloud-based core HR software, including the SAP SuccessFactors Employee Central solution
- Added functionality and value by rolling out the SAP SuccessFactors Onboarding solution
- Reduced administrative workloads across the organization
- Achieved a deeper understanding of existing talent, allowing management to position employees to perform their jobs with long-term meaning

Future plans

Perform global rollout of the SAP SuccessFactors Recruiting solution

Improved

Employee sentiment and engagement

Higher

Performance thanks to a talent-centric company culture

On-time

Global software rollout that was also within budget

One

Unified, consistent platform

"The functionality and insight SAP SuccessFactors solutions offer have resonated deeply with our organization. With information accessible to leaders and staff alike, an authentic performance culture is emerging."

Justin Watras, Director, Talent Management and Organizational Effectiveness, Brooks Brothers Group Inc.

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