

Success Story

Sage People ensures Daniel Wellington operates like clockwork

Watch and Accessory brand automates and digitally transforms HR and People function

Daniel Wellington is a Swedish watch and accessory brand founded in 2011. All products are designed in-house in Stockholm, highlighting a commitment to perfected minimalist design and providing the world with timeless style through affordable luxury. Since its inception, Daniel Wellington has sold over 12 million watches, and established itself as one of the most beloved brands in the industry.

With headquarters in Stockholm, today the company has offices around the world with 1700 employees globally. Daniel Wellington offers a wide product portfolio, that has expanded over the first decade. The global company now offers the perfect watches for men and women as well as an accessory line that includes rings, bracelets, necklaces and earrings.



Key outcomes

- Streamlined reporting reduced from two days to just a few clicks
- Complete visibility of the global workforce across 24 countries
- Global monthly payroll processes significantly reduced
- Smoother onboarding due to automation and integration with company systems

Company
Daniel Wellington

Location
HQ Stockholm Sweden

Industry
Retail

Sage Products
Sage People

DANIEL
WELLINGTON

About Daniel Wellington

Daniel Wellington is a Swedish watch and accessory brand founded in 2011. The company has offices around the world with 1700 employees globally.

Sage



Keeping pace with the brand's growth

Initially powered by a predominantly online sales model trailblazing the use of social media and influencer marketing, the brand's popularity grew fast — along with its headcount. Growing from 200 employees in 2014 to over 2000 in 2018 across multiple locations created significant challenges for the HR and People team, particularly around maintaining visibility over the global workforce.

Not only that, but all of the company's HR processes were previously manual, involving siloed information and spreadsheets, which meant simple tasks such as checking the total headcount required a lead time of two days and was open to inaccuracies. Daniel Wellington knew they needed the right technology to help them digitise their HR processes and keep pace with their growing workforce.

"Everything was manual, and at the pace we were growing, it was hard to keep track of how many employees we were per country, per location and what the office split looked like between retail workers and office workers," says Bashar Jirges, HR Digitalisation Specialist at Daniel Wellington.

A flexible configurable single source of truth

Impressed by the level of flexibility and configuration that Sage People offered over and above the competition, Daniel Wellington chose to implement the Sage People system in 2017, creating a single source of truth for all its HR data.

"Sage People instantly allowed us to store all our employee records in one central place and ensured we had accurate, up-to-date data," says Bashar.

He was also impressed by the level of configuration he was able to do himself within the system. "It was important we had a solution we could adapt to our way of working. Sage People has been easy for me to add different fields and configure it to the 'Daniel Wellington way' so that it's flexible for all of us — not just in Sweden — but in our global offices as well."

Great employee experiences

The whole employee lifecycle has been improved and made smoother thanks to Sage People, says Bashar. In fact, prior to implementing Sage People, onboarding a new starter would involve multiple steps and many different departments to get everything set up ready for the new employee.

"My manager was constantly having to speak to payroll, speak to finance, speak to the office team to get ready for a new starter. Now we have a much smoother onboarding process and also a more secure leaving process; with Sage People, we can instantly deactivate someone's access to the system when they leave the company," he says.

Employees can also book leave, and manage and make changes to their own personal information stored within Sage People, such as their address and bank details. This helps Daniel Wellington be more efficient and create better experiences for employees and managers. The time saved using Sage People means they can focus on the things that really matter.



Daniel Wellington have saved time on compiling common reports with Sage People.

Managers lives made easier

For managers, requesting employee-related information is also a better experience; previously, if they wanted a report on their whole department with key information such as start date, age, gender and so on, they would have to submit a request to the HR team and wait for all of that information to be collated manually.

“Managers are surprised how good the data is and how fast we can get it to them; now it takes just minutes to pull a report and forward it to them, instead of several hours or even a day when we operated manually,” says Bashar.

The annual Daniel Wellington salary review is also much easier for managers to complete. It used to be done in Excel and had to be shared between managers and HR, so wasn’t the most secure way of doing such a confidential task, explains Bashar. “With Sage People’s compensation management module, we give managers access to drill down into the suggested salary increases for their team and their region, and then approve it, all from within the system. It’s quicker and more secure, and we don’t have to chase everyone via email to send back their updates,” he adds.

Faster efficient processes

Prior to implementing Sage People, Daniel Wellington’s payroll specialists used to have to collect payroll information from different managers across different regions, making the monthly payroll process laborious and time-consuming.

“One of our payroll specialists informs me that she used to have to set aside at least a day a month to collate and process the group’s payroll. Sage People works efficiently with all our different payroll systems, so running payroll is much quicker now,” says Bashar.

Another example of time saving is around compiling common reports, such as full time employees (FTE) per country. Prior to Sage People, Bashar estimates that this used to take around eight hours to pull together with no global system in place. “This is a common report for us that we do once a month and now it takes us just minutes to produce,” he adds.

Data driving business intelligence

With Sage People as the organisation’s single source of truth, the data is not just benefitting the HR and People team but helping the different levels of management make more data-lead decisions.

“Our management teams use this data on a monthly basis at meetings to go through each region and each department, looking at whether we are increasing or decreasing headcount, and what our gender diversity ratio is, for example,” says Bashar. The data can also be correlated with the company’s sales data and its engagement surveys.

Daniel Wellington also share a lot of the HR and People data with line managers through dashboards so that they are aware of how many employees there are across each region and what the age and gender splits are. “We can slice and dice the data easily. This is really key when we are looking at salary data and need to separate out the information for our retail staff and our office staff for management to review in relation to inflation,” says Bashar.



“We love the functionality and flexibility of Sage People. It has already had a huge impact on the way we work.”

Bashar Jirges

HR Digitalisation Specialist, Daniel Wellington

Highly recommended HR platform

Another benefit of choosing Sage People has been the smooth integration of the software with some of the company’s existing systems, such as its IT and finance systems, and Tableau, a visual analytics tool. “The integrations were pretty key to get right, making sure that Sage People is the master data and updates the rest.”

For a company growing as fast as Daniel Wellington, the solutions it chooses must also be able to evolve with the organisation. “We love the functionality and flexibility of Sage People. It has already had a huge impact on the way we work,” says Bashar.

He says he would definitely recommend Sage People to other fast-growing multinational organisations, particularly for the “high level of configurability to make the software meet your needs.”



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