



Success Story
Manufacturing and Retail Industry



Aligning Employees With Streamlined Total Compensation Processes

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Campari Group is a major player in the global spirits industry, with a portfolio of over 50 premium and super premium brands.

The Group was founded in 1860 and is an industry leader in premium spirits. It has a global distribution reach, trading in over 190 nations around the world with leading positions in Europe and the Americas.

The Group employs approximately 4,000 people.

Need



Campari Group's growth strategy aimed to combine organic growth through strong brand building with shareholder value enhancing acquisitions. The group's strategic thinking was driven by the desire to reach or enhance critical mass in key geographic markets. To make this strategy a reality, Campari knew the importance of implementing a robust compensation system, capable of aligning employees to the goals of the company.

What Campari needed was a single, integrated compensation solution to manage salary and bonus review, as well as mid-term and long-term incentives, across 12 countries.

Solution



To address these challenges, Campari selected beqom's Total Compensation Management solution, to gain tighter control and governance over their total compensation processes. As a result, they now manage salary reviews globally while adhering to local guidelines and policies.

They can also define, model and set-up their own bonus schemes, in line with corporate and regulatory guidelines, providing transparent and fair bonus plans to achieve optimal performance-to-reward balance for both Campari and their employees.

Benefits



- Built common total compensation processes in 12 Countries
- Aligned employees to the company's goals
- Deployed a single, integrated compensation solution to process salary and bonus review, as well as mid-term and long term incentives

Corporate Snapshot

Sector: Manufacturing and Retail

Headquarters: Sesto San Giovanni, Italy

Annual sales: €1,82 million*

Total employees: 4,000

Geography: Present in 20 countries

* in 2017

Roberto Gollin,

Gruppo Campari Head of IT

“After an intense 6 month process we selected beqom for 3 main reasons. First is the ease of use, which is an important point for us since compensation plans need to be updated frequently. Second, beqom is a proven solution in managing multi-country and multi-company projects. It is key for Campari to have a globally consistent compensation process covering different local operations with specific requirements. The third reason is beqom's experience complementing the SAP HR suites.”



Happiness is the best driver of success

Our mission is to make the workforce of our customers happy. beqom drives happiness by allowing business managers to lead, align and motivate employees and partners. The beqom Total Compensation solution is used globally across all industry sectors by over 100 large companies such as Microsoft and Vodafone. It addresses all performance and compensation aspects such as salary review, bonus, long-term incentives, commissions, benefits, non-cash rewards and all key drivers towards employee performance and sales performance.

HR, sales and finance departments leverage our platform to drive performance, retention, cost optimization and... happiness among their people.

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