

GROUPON GOES GLOBAL

11% SAVINGS ON PAYROLL COSTS

COUNTRIES: 14

HEADCOUNT: 4,245

HCM: Workday



[Watch the video on CloudPay's YouTube channel](#)

HIGHLIGHTS

As a multinational company, Groupon sought greater control, visibility, and standardization of their payroll and HCM process through a global, integrated approach.

Working with CloudPay and their certified Workday interfaces enabled Groupon to transform their payroll processes and data security.

This integrated strategy enabled a standardized approach to payroll and HR activities that brought greater efficiency and visibility to Groupon.

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BACKGROUND

Since their founding in 2008, Groupon has offered daily deals on events, restaurants, services, and other areas of interest, in pursuit of their mission to become the world's leading commerce operating system. Today, the company employs more than 8,500 individuals across 18 countries, including more than 4,200 outside of the US.

In an effort to proactively manage their multinational workforce through the company's continued growth, Groupon sought a single, integrated solution for their global payroll and HR activities that would streamline processes, increase visibility and control, and reduce overall costs.



I'm very proud that my team and I were able to standardize and centralize all of Groupon's payroll, covering all countries in all their legal, financial, procedural, and organizational complexity, and paving the way to effectively utilizing one single system.



Global Head of Payroll

GROUPON

CHALLENGE

As Groupon grew around the world, the company encountered a number of difficulties in managing their expanding multinational employee base. Their use of 47 disparate solutions and technology providers across various countries proved inefficient on a grand scale and prevented company management from getting the enterprise-wide view required to fully understand payroll operations and costs, and scale appropriately.

Moreover, Groupon lacked sufficient visibility and control over their human capital management and payroll operations, and had little integration capability — which meant inconsistent procedures across locations, enormous

administrative burdens, and data integrity issues.

Groupon manages a complex payroll that includes stock options and loans, so they needed a new approach that could consolidate processes while addressing unique needs.

The senior vice president of Human Resources desired a dashboard and metrics-focused view that could enable better visibility and management of the company's HR capital. Plus, following their IPO in November 2011, Groupon faced even greater pressure to enhance their payroll and HCM workflows to control costs and compliance risks.

To gain greater control, auditability, visibility, and scale, Groupon sought a new partner that could help transform their global payroll and HCM.

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SOLUTION

Key requirements for Groupon included standardized reporting, electronic payslips, and robust interfaces for their Workday HCM and general ledger. The company also needed a single contract, consolidated billing and invoicing, and workflows to ensure compliance amid varying rules and regulations.

After considering a number of payroll providers, Groupon found that CloudPay was uniquely qualified to meet their complex payroll needs and support their current requirements and future growth.

Also setting CloudPay apart was their certified Workday interfaces, which enabled Groupon to deploy Workday HCM as they transitioned to a new global payroll system. These interfaces seamlessly extract HR information from

the Workday system to facilitate the flow of data required for payroll processing by CloudPay. As a result, HR master data and payments and deductions information is directly shared between CloudPay and Workday, facilitating high-quality and fully integrated payroll and HCM data.

This approach also extracts information on absences, pensions, loans, and more — as well as data from Workday's Time Tracking module — and feeds that data directly into CloudPay's secure Connect framework. With a standardized certification process, Groupon can ensure a consistent process across all global locations, using powerful bi-directional integrations to create greater efficiency.

“

We use CloudPay to run payroll in over 42 countries. It is truly the first system our team enjoys using, and everyone in the organization can trust.

”

Global Head of Payroll

GROUPON

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RESULTS

Today Groupon leverages the integrated payroll and HR solution in 14 countries to process payroll for all of their 4,200+ international employees. Having one HR system of record and one payroll system gives Groupon significantly greater control over both functions.

Automated data flow between the two systems means the company can avoid double key entry, thereby reducing data errors and delivering a more accurate, auditable, and compliant payroll process across all countries.

The transformation enabled Groupon's payroll team to reduce their volume of administrative work, allowing them to focus on more value-added activities.

Groupon now also has an effective model that can be replicated in new locations as the company continues to expand. All told, Groupon has reported an 11% cost savings since adopting CloudPay's global payroll solution and integrating it with Workday HCM.

Listen to more of Groupon's global payroll and HR transformation story on the [Payday podcast](#) episode featuring Ricardo Rehkopf.



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GLOBAL PAYROLL PODCAST

GOING GLOBAL

HOW Groupon TRANSFORMED ITS HR AND PAYROLL
with Ricardo Rehkopf, Director of Global Payroll

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