



INSPIRED BY THE SPIRIT OF ADVENTURE

“Finding a provider who can be a true partner has allowed us to have a fully scalable payroll solution globally, for all our countries.” – Superdry HR & Payroll Operations Manager

SUPERDRY® 冒險魂

Executive Summary

Superdry is a contemporary international clothing retailer with over 564 locations in the UK, Europe, Asia, and the US.

After operating a fragmented global payroll for eight years, they came to iiPay to help with their rapidly expanding global adventure.

iiPay was running payroll in 11 countries in just 8 months.

Why iiPay

Superdry considers it fundamental to their relationship with employees worldwide to pay accurately, on time, and in compliance with local legislation. iiPay is unique in our consultative approach and ability to establish tailored payroll operations that deliver the flexibility and responsiveness required in the volatile retail industry.

Success at a Glance

Industry: Retail Apparel

Challenges:

- No consistent processes across each country.
- Inconsistent performance levels.
- Inability to access and learn from payroll data.
- Unpredictable payroll charges.
- Payroll data not aligned with Finance for reporting.

Business Impact:

- The most significant advantage is the consistency of the processes, from input and contacts to reports and data. It has made a substantial difference by saving time and reducing mistakes.
- The HR director has fully documented payroll operations performance metrics.
- The dedicated Service Delivery Manager (SDM) and team handle queries quickly and efficiently.
- Access to real-time payroll data through the intuitive interface allows us to make fact-based business decisions.
- Finance can correctly code back payments from Journals and Gross to Nets back to reports.

The Challenges

Consistent processes across each country

Superdry operates in a shared service environment, so it's essential to transfer payroll data consistently, following the same pattern for each country and payroll.

Performance

Transparency of performance ensures that any correction will be dealt with quickly.

Payroll Insight

Payroll data is imperative to support business decisions and provide stores with clear visibility of costs associated with running stores.

Clear visibility of payroll charges and invoicing process

It's key to efficient planning to have a clear and consistent budgeting process across all countries and currencies.

Consistent and accurate process for paying our employees and the whole payroll cycle (Finance Accounts)

With employees based worldwide, Superdry needs robust methods to ensure that employees receive payments, and our finance team can correctly code back payments from Journals and Gross-to-Net back to reports.

The Solution

- Project management met all critical milestones planned through a deep and comprehensive due diligence process before deal closure.
- The implementation and operations teams worked together with the Superdry payroll team through setup and parallel runs, guiding the way.
- Every new country is simple to onboard. The partnership that has grown up between the iiPay operations and Superdry's teams makes everything run smooth even with tight deadlines.

The Results

- ✓ Employees are paid on time and accurately around the globe.
- ✓ iiPay's knowledge and access to country regulatory agencies have significantly reduced the risks of delays and fines.
- ✓ iiPay is responsive and deals with the changeable retail environment. They resolve last-minute and sometimes complex requests quickly.
- ✓ Consistent processes, from input and contacts to reports and data, made a significant difference, saving time and reducing mistakes.
- ✓ Integration with Finance has simplified procedures to correctly code back payments from Journals and Gross-to-Net back to reports.
- ✓ iiPay has become a reliable ally of the Superdry payroll team.

Takeaways for Others

Consistency and standardization in structure, processes, and reports across all payrolls worldwide – and integration with HR and Finance – are critical during the global expansion of operations and retail outlets.

