



SAP roll out

The Nielsen Company offers professional services in the field of market behaviors and information. Nielsen incorporates a wide range of sources, advanced information management tools, tested methodologies, and sophisticated analytical systems to render an integrated suite of data that helps clients understand their markets better. Nielsen's operations cover 100+ countries. With headquarters in New York, their major regional business centers are in Schaumburg, Illinois; Wavre, Belgium; Hong Kong; Sydney, Australia; Buenos Aires, Argentina; and Nicosia, Cyprus.

The challenge

As an organization with operations in over 100 countries, Nielsen was running 300 applications on over 60 platforms. To ensure seamless information flow, data integrity across geographies and faster decision making, Nielsen decided to roll out SAP for its finance divisions across the globe. Most importantly, the SAP rollout was part of the One Nielsen Vision.

The SAP rollout would replace their legacy systems and help streamline their processes uniformly across geographies and hence achieve higher operational efficiencies. This would also enable Nielsen to move some processes at a global level to the shared services centers.

The solution

TIS initiated the end user training by conducting a detailed Training Needs Analysis (TNA) for a period of 6 weeks. As part of the TNA, TIS proposed a blended learning approach which included Instructor Led Training, Web Based Training and post Go-Live support.

CASE STUDY



TATA INTERACTIVE SYSTEMS

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The SAP rollout was divided into geographical releases. Release 1 covered 2 countries in North America and 19 countries in Europe. Release 1 included development of 45 hours of Instructor Led Training (ILT) and 15 hrs of Web Based Training (WBT). As part of training delivery, TIS was responsible for classroom training in 6 locations, Live Meeting Training in 19 locations and providing access to the WBT using the TIS LMS to over 2500 users.

The results

- Web-based and instructor-led programs developed and deployed in phases across Nielsen offices worldwide
- Localization of programs for different geographies
- Over 30,000 Nielsen employees received training via ILT and WBT.

