

An innovative system to manage the Worldwide Ownership Plan for WPP plc.



THE CHALLENGE.

When one of the world's largest advertising networks asks you to come up with a user-friendly system for a complex worldwide stock plan involving over 28,000 employees in 102 countries, you need to come up with a pretty good system.

Luckily, when WPP plc invited us to pitch for this business in 2003, we did just that. The reason we won the pitch was because we were able to tailor the management system to their specific needs as well as to differing worldwide stock plan rules.

THE PROCESS.

First, we administered the plan in a paper-based format for eight months, while we designed and built the web-enabled system. This meant we knew the best way to translate the processes from offline to online, and could customise the system to fit the way WPP operate the plan.

The system gives plan participants and their managers online access to all option details – instantly and in real-time.

We also deal directly with Plan Managers to resolve anomalies and questions relating to individual employees, freeing up time for WPP's HR staff.

THE RESULTS.

- The new plan saves WPP personnel hours of time and trouble.
- Data is more accurate, and personnel all over the world can see it instantly and in a user-friendly way.
- WPP can quickly and easily grant and exercise stock options in accordance with the rules, wherever in the world the employee happens to be at the time.

"Everyone at HWC is a pleasure to work with, and I can't say enough about how well the Worldwide Ownership Plan works. It saves hours of time in sending out forms alone. Before, we were inundated with huge boxes that took several people a whole day to unpack, sort and reship. Now we're online it's simple and easy for our employees and us. Only the other morning, I had a phone meeting with our Houston office about the plan. I could answer all their questions just by looking at the master on the website."

*Pat Notine,
Assistant Plan Manager,
WPP Worldwide Ownership Plan,
J Walter Thompson New York*

FURTHER INFORMATION.

To find out how we could help with your staff loyalty programmes or other business processes, please contact:

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