



Beesline[®]

APITHERAPY



INSPIRED BY BEES
prescribed by nature



BEESLINE INTERNATIONAL
SUCCESS STORY

"Committed to nurturing talent and fostering a productive work environment, Beesline implemented People365's Payroll and Performance Management solutions. This strategic move streamlined payroll processes, improved performance tracking, and empowered us to make data-driven decisions about our workforce. We are excited about the upcoming implementation of People365's Recruitment Module, which we believe will further elevate our talent acquisition strategy and support our growth."

– Jana Abou Diab- Talent Management Officer | Beesline International

THE CUSTOMER



For over 30 years, Beesline International S.A.L. has been a leader in clean formulation for skincare, making its mark in over 25 countries across six continents. Founded by a chemist and a pharmacist in 1993, Beesline is dedicated to redefining the beauty industry while prioritizing environmental sustainability. With a commitment to organic ingredients, cruelty-free practices, and the innovative use of bee byproducts inspired by Apitherapy, the brand's products are certified Cosmos Organic and dermatologically tested. Recent expansions into five European countries and significant growth in China highlight Beesline's global impact. Beesline boasts a workforce of 185 employees and operates through four distinct entities.

PEOPLE365

Being a leading HCM provider in the Middle East, Africa, and Eastern Europe, with over 35 years of experience, People365 is a comprehensive solution that combines Time and Workforce Management, Scheduling, Payroll, Human Resources, and Mobility modules, designed to smoothly integrate key aspects of business operations. Having more than 1,200 references coming from leading companies across verticals, People365 is compliant with more than 82 countries' rules and regulations. The system helps companies manage the complete work cycle, from headhunting human talents all the way to retirement. People365 operates both regionally and globally, covering the EMEA region through offices in UAE, KSA, Egypt and Lebanon.

THE BUSINESS NEEDS

Driven by the need for greater efficiency and streamlined operations, Beesline decided to turn to an innovative Human Capital Management (HCM) system to address their growing HR operations' demands and overcome the existing system's constraints.

Beesline wanted to reduce reliance on auditors, cutting down on the time and effort for accurate payroll processing. They also needed to automate workforce management by eliminating repetitive tasks and operational complexities, allowing HR resources to focus on strategic initiatives.

Beesline sought to revolutionize their approach to performance management. They needed a solution for comprehensive performance tracking, empowering managers to set measurable goals, provide regular feedback, and create a culture of continuous improvement. By automating these processes, Beesline aimed to shift from periodic appraisals to ongoing, real-time assessments, creating a more responsive environment aligned with evolving business objectives.

Beesline's vision required an HCM solution that could automate these functions, support a seamless workflow, and foster an agile, efficient operational landscape.

THE CHALLENGE

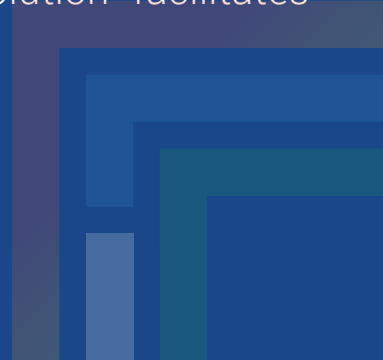
Beesline developed an effective performance management and development program, emphasizing the need for software that could streamline and automate processes efficiently. To achieve this, they sought a user-friendly performance management solution that integrates seamlessly with existing workflows while aligning with their strategic goals. Additionally, as Beesline exports to numerous markets, they required efficient payroll software that supports multiple currencies, ensuring smooth handling of exchange rates and meeting diverse financial reporting needs.

THE SOLUTION

Beesline has strategically selected People365 Payroll & Performance Management Modules as the foundation of its HR digital transformation. This decision was taken after a thorough evaluation process taking into account factors such as cost-effectiveness, vendor expertise, technical capabilities, and the software's adaptability to automate Beesline's innovative programs.

People365 emerged as the optimal choice due to its robust features, scalability, and seamless integration with existing systems. By integrating with Beesline's existing ERP system, People365 will streamline payroll processes, ensuring accurate and timely compensation. Additionally, the solution's capability to integrate with Beesline's Active Directory will enhance security and access control, protecting sensitive employee data.

People365's comprehensive reporting capabilities empower Beesline to track key performance indicators and comply with regulatory requirements. By consolidating employee data into a unified platform, the solution facilitates efficient workforce management and seamless data access.



BENEFITS

Beesline has experienced impactful changes since integrating People365 solutions into their HR operations including:

- **Efficiency:** Automating payroll, reducing manual work and administrative tasks.
- **Accuracy:** Minimizing payroll calculation errors for correct payments.
- **Compliance:** Adhering to labor laws and tax regulations.
- **Data Security:** Safeguarding employee information.
- **Integration:** Syncing with ERP for accurate data management.
- **Scalability:** Adapting to payroll evolving requirements.
- **Goal Alignment:** Linking individual performance goals with organizational objectives.
- **Continuous Feedback:** Promoting ongoing feedback, fostering employee growth.
- **Data-Driven Decisions:** Providing insights to guide talent development.
- **Accountability:** Tracking goals, achievements, and areas for improvement.
- **Development Focused:** Identifying training needs and career development paths.

"Partnering with People365 has proven to be a rewarding experience for Beesline. Their team consistently offers accessible and timely support, ensuring we receive valuable assistance whenever necessary. This level of dedication has significantly transformed our operations, and we definitely recommend People365 as a reliable partner for organizations seeking to enhance their HR capabilities."

— *Lozane Maamary*-Personnel Manager | Beesline International



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HCM

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