

# case study

## Procter & Gamble

P&G Experiences Significant Cost Savings With Saba®

### Solution Overview

#### Industry — Consumer Goods

#### Challenge

Need to provide Web-based access to learning for 100,000+ employees in more than 70 countries

#### Benefits

- Reduced costs associated with multiple learning management systems
- Accelerated pace of global learning
- Faster time-to-market for new products
- Projected \$14 million savings over five years

#### Solution

Saba® Learning Suite

Founded in 1837, Procter & Gamble (P&G) is the number one U.S. maker of household products and a recognized leader in the development, manufacturing and marketing of a broad range of superior quality products including Crest toothpaste, Tide laundry detergent, Ivory soap and Pampers™ diapers. P&G was voted the “World’s most admired company” for 14 years straight by *Fortune Magazine* and is frequently listed as one of the top 10 companies to work for.

Based in Cincinnati, Ohio, P&G has operations in over 70 countries and employs more than 100,000 people worldwide. P&G is divided into five separate business units: Beauty Care, Food & Beverage, Fabric & Home Care, Laundry & Cleaning, Baby/Feminine/Family Products and Health Care. Through these units P&G markets approximately 300 brands to nearly 5 billion consumers in over 140 countries totaling \$39.95 billion worth of revenue in 2000.

“ We are impressed with the learning solution Saba provided and the speed and skill with which it was implemented. ”

Larry W. Green, Manager of RapidLEARN and Global Learning Center  
Procter & Gamble

#### The Challenge

Due to the competitive nature of the global consumer products industry that requires employees to constantly grow their skill sets, P&G faced the challenge of quickly sharing knowledge and information about its new products globally, and building knowledge and skills in key competency areas. Compounding this problem was the fact that P&G had multiple, disparate Learning Management Systems (LMS). P&G knew that its existing systems were costly and inefficient and was looking for a better way to provide learning to its employees.

In order to meet these challenges P&G was seeking an LMS that was scalable and featured Web compatibility, financial management tools, competency measuring tools and reflected P&G's core values (Leadership, Integrity, Trust, Passion for Winning and Ownership). After a thorough search for an LMS, P&G chose Saba.

### The Solution

Using Saba Learning to power P&G's RapidLEARN initiative, P&G has reduced costs by consolidating multiple LMSs into a single system that has accelerated the pace of learning globally. With Saba Learning, P&G can quickly inform its employees about new strategies, products and direction with guaranteed consistency. Highlighting the importance of personalized learning as one of the key reasons P&G chose Saba, Larry Green, manager of RapidLEARN and the Global Learning Center at P&G, stated, "Through increased training and knowledge P&G is able to achieve faster time-to-market of our products."

Another benefit P&G enjoys from Saba Learning is its diverse functionality. With online registration, financial management, and online learning, P&G is able to fulfill separate business unit requirements, all in a completely integrated, single system.

### Results and the Future

With Saba Learning powering their RapidLEARN system, P&G is forecasting a 5-year after tax savings of over \$14 million through content consolidation, Web-based and live distance e-learning. Using Saba Learning Enterprise, P&G is also able to achieve its goal of offering 24X7 access to personalized learning opportunities in a variety of forms, bolstering P&G's reputation as an employer of choice. Larry Green stated: "Saba and RapidLEARN have enabled us to 'Change the Face of Learning' at P&G — a key objective. In under a year we have moved from less than 5% use of e-learning to over 25%. E-learning currently represents 59% of the solutions we offer."

Today, with over 100,000 learners "on Saba", the Saba Learning powered RapidLEARN system enables P&G to improve employees existing skills and competencies, thereby increasing employee retention and satisfaction.