



Havas Trains More and Better with Less Investment



Havas is one of the largest communications groups in the world. Havas aims to be the most advanced media communications group in connecting brands and consumers via creativity, media, and innovation expertise.

40
communications
agencies

16,000
employees

100
countries

“We chose Training Orchestra to structure our training offering, professionalize the training teams, and enable us to manage more training sessions.”

**Christine Fourcade,
Training Head, Havas Group**



COMPETITIVE BUSINESS CONDITIONS

Positioned in a sector that is both demanding and competitive, Havas is one of the world’s largest global communications groups. The group, which through the years has seen strong growth, realized that to remain competitive it must maintain and develop the skill level of its employees. To achieve this it delivers close to **30,000 hours of training each year**, including operating its own Corporate University. This ambitious program required a way to manage all of the administration, logistics, and planning on a global scale so Havas turned to Training Orchestra’s Training Resource Management System (TRMS). In addition to managing all of the training operations, the TRMS integrated with the existing Human Resource Information Systems currently being used by Havas.

CHALLENGES

Clients expect the best and in the communications business the best comes from your employees. Havas management was prepared to make the investment in training for their employees and their Corporate University. It was necessary though, that this take place in the most efficient cost effective way possible. To meet this challenge, the communications group adopted Training Orchestra.

The main objectives of Havas were to:

- Have an overall view of its training policy
- Promote interaction between the group’s 40 communications agencies
- Streamline its training management practices
- Increase the volume of training while saving time and automating admin tasks
- Simplify access to certification offerings provided by the Havas University



Havas University is the Havas Group's internal training organization.

It provides some sixty training programs relating to the core business of its agencies and the professional development of its collaborators.

1,200
training initiatives

30,000
training hours

60
certifying programs

“Training Orchestra had the most suitable offering available. It meets all of our expectations, and brought us benefits in both time savings and transversality. The group's HR department is now able to have an overview of the content offered in Havas University and conduct training plan follow-up initiatives.”

Christine Fourcade,
Training Head, Havas Group

Havas chose Training Orchestra's unified Training Resource Management System (TRMS) to optimize their global training programs.

TRAINING ORCHESTRA: THE SOLUTION

In Training Orchestra, Havas has found a comprehensive solution to all of their requirements. The ergonomic interface, simplicity of use, and the expertise of the implementation teams are some of the criteria that attracted the group.

Thanks to the Training Orchestra solution, the training managers have been able to:

- Manage and structure the training catalogue for the group's 40 branches.
- Professionalise the training teams with a multi-user interface.
- Monitor legal requirements.
- Share financial data on the training operation internally.

BENEFITS

Deployed in less than four months, the Training Orchestra Training management software allowed the Havas group and its University to:

- Decentralize training: Since it is accessible by multiple functional groups (Training, HR, Finance, etc.), the system allows sharing of financial and legal dashboards and indicators with a view to promote steering of the training programs and offering a more transverse approach to staff.
- Professionalize training staff: With the simplification and automation of many administrative tasks training leaders can concentrate on activities with higher added value directly related to the company's strategic development.
- Improving employee career tracking: With the entire training process optimized, it is easier for the dedicated staff to focus on the employees and recommend courses of study from the sixty “business core” programs offered through the Havas University.

ABOUT TRAINING ORCHESTRA

Training Orchestra helps learning professionals optimize the performance of their operation while maximizing their training investment. As a leading Training Resource Management System (TRMS) with more than 500 satisfied clients worldwide, Training Orchestra supports the entire training process from planning and budgeting, scheduling and logistics, to sales and reporting. The integrated solution empowers teams to collaborate effortlessly, enabling L&D Departments and Training Companies to **Train More *with Less***.

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