Enterprise Information Resources

SuccessFactors® Expertise. Delivering HCM Results.

BRANDT®

Client Overview

Company
Brandt Holdings – Equipment Division

Industry
Agriculture / Hospitality
(Primary: John Deere Dealership Network)

Employees
~1,200 SuccessFactors users

Operations
38 stores across three affiliated companies, primarily in rural Midwest communities

The Business Context

Brandt Holdings is a diversified holdings company with roots in agriculture. It operates one of the region's most recognized John Deere equipment networks. With over 1,200 employees spread across dozens of rural locations, Brandt faces the logistical and operational challenges of supporting a dispersed workforce while maintaining consistency across its HR systems.

Despite investing in SAP SuccessFactors years ago, the promise of integrated, scalable HCM technology was never fully realized. System adoption lagged. Processes were patched together manually. The business had learned to work around the platform—not through it.

CASE STUDY

The Problem: A Fractured System and Mounting Risk

By the time EIR entered the picture, the HR technology environment at Brandt was fragmented and fragile.

The company's prior managed service partner offered little more than surface-level support—slow to respond, slow to act, and unable to move Brandt forward.

Data quality issues plagued the environment, resulting in:

- Inaccurate employee-facing records
- Misaligned workflows and faulty business rules
- A recruiting process run entirely on spreadsheets
- Major features turned off due to unreliable implementation

> *"When SuccessFactors... it needs a lot of babysitting. And when I started, there were a lot of problems. The data wasn't just bad—it was unusable. We had to turn off features just to stop the bleeding."*
> INFRASTRUCTURE & NETWORK MANAGER

This wasn't just a technical problem. It exposed the organization to **risk and inefficiency**:

- Disjointed hiring practices from store to store
- Inconsistent performance tracking
- Unmeasurable benefits utilization
- No insight into workforce trends, productivity, or compliance

The Turning Point: A New Type of Partner

Brandt didn't need another vendor. They needed a partner who could transcend business strategy and technical execution.

EIR offered precisely that.

- Not just implementers but trusted advisors
- Not just responsive but proactive in driving improvement
- Not just technical specialists, but business process thinkers

Unlike the larger firms SAP had recommended, EIR offered boutique service and senior-level depth without the bloated costs or rigid templates of a traditional consultancy.

> *"The other firms were just too big. EIR fits us. They meet us where we are and help us build toward where we're going."*
> EMPLOYEE RESOURCES APPLICATIONS MANAGER

The EIR Difference: Outcomes-Focused, Expert-Driven

From the very first engagement, EIR demonstrated that they weren't just fulfilling requests—they were solving problems with precision and care. Early work focused on stabilizing recruiting and onboarding, but it quickly expanded.

1 Recruiting Reimagined

Brandt's hiring process—once a disconnected set of spreadsheets managed inconsistently across locations—was completely overhauled.

> *"We went from no system to a standardized recruiting engine that drives the entire process now. We can finally track, measure, and report across the enterprise."*
> INFRASTRUCTURE & NETWORK MANAGER

Today, candidate data flows seamlessly into and out of SuccessFactors. Local managers follow a consistent, compliance-ready hiring process. For the first time ever, Brandt has real-time metrics on recruitment pipelines and outcomes.

2 Performance with Purpose

EIR helped Brandt move from a loose, text-only performance process to a consistent, metrics-enabled framework across all three companies.

> *"We had no year-over-year visibility before. Now we can see who's completing reviews on time and needs support."*
> INFRASTRUCTURE & NETWORK MANAGER

3 Benefits Enrollment Breakthrough

Previously, benefits enrollment rates were below 30%—and that assumed employees even understood what was offered. EIR helped Brandt implement the new SAP Global Benefits Experience, resulting in:

- **95%** enrollment participation
- Streamlined election tracking
- Alignment between SuccessFactors and payroll systems
- Elevated employee understanding and engagement

Partnership in Practice

EIR's ability to balance deep system expertise with a consultative, business-aligned approach made them the right partner for Brandt—both now and in the future.

- **Experts** across every SuccessFactors module
- **Boutique Service** that scales to your needs
- **Precision Execution** under pressure—like onboarding six new locations in under three months
- **Proven** results in data cleanup, stabilization, and strategic enablement

> *"When we needed to onboard six stores fast, I called EIR in a panic. They said, 'We've got this'—and they did. That's a true partner."*
> INFRASTRUCTURE & NETWORK MANAGER

Looking Ahead

Brandt continues to expand its use of SuccessFactors—with EIR's guidance—working toward:

- Full Compensation functionality with total rewards statements
- Broader analytics and insights
- Continued standardization across HR processes

> *"We've knocked off issue after issue. We've gone from reacting to planning. And we're not done yet."*
> EMPLOYEE RESOURCES APPLICATIONS MANAGER

© 2025 EIR, ENTERPRISE INFORMATION RESOURCES

Outcomes At-a-Glance

Challenge	Impact Delivered by EIR
Disconnected hiring practices	Centralized recruiting with consistent workflows and metrics
Poor benefits visibility and enrollment	95% participation rate, increased employee awareness
Inconsistent performance reviews	Standardized process with trackable KPIs across all business units
Data chaos and system instability	Rebuilt business rules and improved data governance
Lack of insight across HR functions	Now collecting real-time, enterprise-wide metrics.
Inflexible support from prior partner	Responsive, expert-led service from a boutique team

Conclusion: EIR Delivers More Than Support—They Deliver Confidence

EIR's combination of strategic insight, technical mastery, and boutique client care turned a struggling system into a foundation for HR excellence at Brandt. With a clear focus on outcomes EIR has become more than a service provider. They're a trusted partner in transformation.

781-790-8068
info@eir-inc.com
www.eir-inc.com