

## **MEDIAPOST signs up with HR Access for talent management**

*Paris, 16 December 2009* – **HR Access, the international human resources management software publisher and outsourcing services provider, has announced the signature of a contract with MEDIAPOST, the French market leader in targeted mailbox communications. MEDIAPOST has opted for HRa Suite 7 from HR Access to give its HR subsidiary a high-performance HR management and leadership tool.**

**Its main objectives are to centralise all its HR information in a single database and create a single dataset for all employees.**



A specialist in targeted communications, MEDIAPOST has developed a tailor-made approach to mailbox communications, both physical and electronic, with Home Media: media delivered right to the recipient's chosen door. With Home Media, advertisers have direct access to 62 million French customers through the 26

million mailboxes listed in its exclusive database. MEDIAPOST offers a comprehensive range of targeted communications solutions: geo-marketing studies, mapping, distribution of advertising flyers, dissemination of address files classified as BtoB and BtoC, and management and use of data as part of a customer relations campaign. Every year MEDIAPOST distributes 10 billion flyers and advertising samples and generates sales of 430 million euros. MEDIAPOST is a subsidiary of the group La Poste.

**To help MEDIAPOST face its HR challenges, particularly in terms of managing and developing talented staff from among its 11,000 distributors and 2,200 permanent employees, HR Access proposed its latest solution, HRa Suite 7, which has a strong focus on Talent Management.**

**In addition to administrative management, an essential building block for a future HR information system, MEDIAPOST will have access to a comprehensive range of HR functions and processes over the course of 2010, enabling it to respond to the challenges of optimising information flows between the HR subsidiary and head office, decentralising some HR processes by handing them over to managers, and simplifying the production of HR reports and scorecards (social balance sheet, monitoring training, etc.).**

The roll-out will begin with training management, followed by recruitment, jobs and skills management, labour relations and social dialogue, occupational health and workplace risks, wage-bill simulation, compensation and HR management.

*"We wanted to work with a major player with an established reputation in the human resources market. The quality of the bid, the range of functions available and sector-specific expertise were key factors that unquestionably influenced our decision to opt for HRa Suite 7, as well as HR Access reputation",* explain both **Stéphane Rossi, Director of Information Systems** and **Philippe Barrière, Director of HR Economics at Mediapost.**

HR Access already has experience in this area of activity and is able to capitalise on its good practices: combining these with the HRa Suite 7 solution, it is in an excellent position to offer

a practical response to the HR issues MEDIAPOST is facing.

This new contract further strengthens the position of HR Access, which is increasingly being selected for the relevance of its Talent Management offering. Its solution was recently chosen by the Société du Canal de Provence and has been implemented by the SNCF in France, as well as by international clients operating in a diverse range of activities, including the food industry in Spain and the media sector in Belgium. Today, HR Access has established itself as an essential player in the Talent Management sector.

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**About MEDIAPOST :**

For further information: [www.mediapost.fr](http://www.mediapost.fr)

**A propos de HR Access :**

HR Access is a global company, leader in the HR Services industry. HR Access designs, develops, implements and delivers Payroll and HR solutions and services. To address local and international markets, HR Access has almost 900 employees based in France, Spain, Germany, Belgium, Italy, Luxembourg, Great Britain, Ireland, Switzerland, Morocco and Tunisia – HR Access has more than 600 customers spread over 54 countries on every continent, in all industries, from mid-sized companies to large organizations.

HR expertise, consultancy, applications software, professional services, outsourcing services, regulatory intelligence, and maintenance: result of 35 years of experience, HR Access offers a comprehensive range of solutions and services, combining local expertise and international management.

Today, over 9 million employees throughout the world are managed by HR Access.

HR Access is a registered trademark of HR Access Solutions