

CLIENT CASE STUDY

Agrifirm & PSHQ: the right support, at the right time

How an international agricultural cooperative keeps its SuccessFactors environment stable, and how the partnership with People Services HQ grew from second line support into a third line specialist role.

INDUSTRY

Agriculture /
Agribusiness

SIZE

~2,250 employees

PARTNERSHIP

May 2023 to present

PLATFORM

SAP SuccessFactors

1909

year founded

~12

countries on one HR
platform

3 years

of continuous
partnership

~2,250

employees worldwide

01 INTRODUCTION

More than a century of agricultural expertise, worldwide

Royal Agrifirm Group is an international cooperative, founded in 1909 and active in agriculture and livestock farming, with more than 2,250 employees in around twelve countries, among them the Netherlands, Belgium, Poland, Denmark, Brazil, and Uruguay. From its head office in Apeldoorn, Agrifirm supports its members, more than 10,000 Dutch farmers and growers, with products, knowledge, and advice to improve returns and sustainability.

As a cooperative, Agrifirm combines a long history with international scale and modern technology. That combination puts high demands on the HR systems supporting the organization worldwide.

1909

founded

~2,250

employees

~12

countries

3 years

working with PSHQ

02 THE CHALLENGE

A partner that moves with you, not one that just tags along

When Agrifirm started looking for a permanent HR tech partner in May 2023, much of the day to day SuccessFactors administration was still outsourced. Agrifirm wanted more than someone to solve incidents: a partner that keeps the HR landscape stable and ready for what comes next, thinks along about the direction, and adjusts to what the organization needs at that moment. More capacity when things get busy, less when they quiet down, and always the right functional knowledge available for specialist questions.

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PSHQ scales up when we need it and steps back when it can. That gives us peace of mind, especially in periods when we are short-staffed ourselves.

Mariëlle Jans

Group IT Manager Business Applications · Agrifirm

03 THE PARTNERSHIP

A partner that works as an extension of the organization

Since May 2023, People Services HQ has been the permanent HR tech partner of Agrifirm. The collaboration is continuous: no separate projects, but an ongoing partnership in which we work as one team.

- **Administration and optimization** – full management of the SuccessFactors environment, including incident and change management and integrations with systems such as S/4HANA and Payroll.
- **Flexible capacity** – we scale along with Agrifirm's own staffing against a shared roadmap, up as well as down.
- **Always the right expert** – for specialist questions we bring in the right specialist, directly available to Agrifirm.

PSHQ manages and optimizes the entire SuccessFactors landscape of Agrifirm: every digitized HR process, from time off and talent management to integrations and new platform functionality. When SAP releases new functionality, we look together at what is relevant and when the right moment is to set it up.

04 HOW THE PARTNERSHIP GREW

From second line safety net to third line specialist

When the collaboration started in May 2023, Agrifirm outsourced much of its day to day SuccessFactors administration. PSHQ was the second line back then: the first point of contact for most daily questions and changes.

Since then, Agrifirm has invested in an internal team of its own. More and more administration and daily support is now handled in house. PSHQ has grown along with that: from second line support into a third line specialist partner, brought in for the more complex questions, the architecture, and the topics that call for deep SuccessFactors knowledge.

MAY 2023

PSHQ as second line

Much of the administration outsourced. PSHQ is the first point of contact for most daily questions and changes.



TODAY

PSHQ as third line

Agrifirm handles most daily administration itself. PSHQ steps in for specialist questions and architecture.



We were not looking for a vendor that makes us dependent, but for a partner that makes our own team stronger. That is exactly what happened: we do more and more ourselves, and PSHQ has moved up to the questions where their expertise really counts.

Mariëlle Jans

Group IT Manager Business Applications · Agrifirm

05 ARCHITECTURE ADVICE

Looking further than SuccessFactors alone

PSHQ thinks along about the HR IT architecture of Agrifirm in the round: not only about what is possible inside SuccessFactors, but about how HR processes work across all systems, including the integrations with other systems.

01 HR process architecture across systems

We look further than the system boundary of SuccessFactors. Where do systems meet, and how do we make sure that connection holds up, technically as well as in the process?

02 Integrations and interfaces

For new or changed interfaces we think along about the best approach: technically, but also what it means for the processes and the people around them.

03 The SuccessFactors roadmap translated into practice

Which new functionality is relevant for Agrifirm, when is the right moment to set it up, and what does that ask of the wider architecture?

06 RESULTS

What the partnership delivers

The collaboration between Agrifirm and People Services HQ delivers a stable HR landscape, and an Agrifirm organization that has more and more in house.

- A stable SuccessFactors environment with short turnaround times on incidents and changes.
- Flexible capacity against a shared roadmap, without fixed overhead.
- An architecture framework for connecting systems to the SuccessFactors environment.
- Every digitized HR process managed and improved step by step.

07 WHAT PSHQ DOES

How PSHQ helps you with SAP SuccessFactors

The way we work at Agrifirm is one of the ways we help organizations. Our approach depends on where you stand: just started, live for years, or ready for the next step. Together we decide on the right role.

01 · IMPLEMENTATION**From guidance to taking it off your hands**

We support you, up to taking the implementation of SAP SuccessFactors entirely off your hands, with a configuration that really fits your organization.

02 · OPTIMIZATION**Get more out of your existing SuccessFactors**

Through a scan and an inventory we determine which changes are needed to make the platform work at its best.

03 · SUPPORT**Administration, advice, and release impact**

We help you manage your environment and advise on what new release functionality means for your operation.

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A good partner makes itself unnecessary step by step. The stronger the team of the client becomes, the more specialist the work that is left. That is exactly where we want to be.

**Ronald van den Heuvel**

Partner · People Services HQ

Ready to get a grip on your HR processes?

Do you want to keep your SuccessFactors environment stable and ready for what comes next, with a partner that moves along with your organization? Get in touch for an introductory conversation, no strings attached.

Ronald van den Heuvel

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