

EQUINITI

CASE STUDY

MIGRATING SAINSBURY'S TO EQUINITI'S MARKET LEADING SHARE REGISTRATION AND SHARE PLAN PLATFORMS



Trusted UK retailer chooses Equiniti for shareholder and employee share plan services

Sainsbury's was founded in 1869 by John James Sainsbury and has since become one of the UK's largest food retailers employing 195,000 staff with over 600 supermarkets, 800 convenience stores and 250,000 online orders every week. In 2016, they also acquired HRG which includes the brands Argos and Habitat.

Executive Summary

In March 2017, Equiniti won the contract to provide Sainsbury's with a range of innovative and cost effective shareholder and share plan services, underpinned by our technology and fresh way of working with clients. The services included Share Registration, Share Incentive Plans (SIP), Save-As-You-Earn (SAYE), Discretionary Plans, Corporate Nominee and Employee Benefit Trust. Transferring these services to Equiniti after four decades with the previous incumbent, involved migrating share plans covering 30,700 SAYE participants, 9,500 SIP participants and 2,500 Discretionary Share Plan participants. In addition, we migrated their share register with over 330,000 active and historic shareholders.

A Seamless Migration Experience

A seamless share register and share plan migration was achieved with a dedicated Project Manager and an Equiniti team of experts to manage the process step-by-step.

We had strong project governance in place, consisting of project reporting, effective communication between all stakeholders, tracking of meetings, risk workshops, managing change and escalation to management displayed throughout the entire project. The project governance included fortnightly Sainsbury's client and Equiniti Steering Group meetings with executive sponsors.

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Teresa James

SAINSBURY'S TRANSFER CLIENT PROJECT MANAGER, COMMENTED ON THE MIGRATION

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This is the largest migration project I have worked on and it was fantastic working with the Equiniti team. Ensuring we had a smooth migration from start to finish with all stakeholders was key. The Equiniti project team were great, meaning all stakeholders were fully engaged and working closely together to complete the project on time and successfully”

Mike Best

EQUINITI PROJECT MANAGER, COMMENTED ON THE OVERALL PROJECT APPROACH

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The smooth, almost transparent, transition from the client and Sainsbury's employee and shareholder perspective was paramount. The detailed, comprehensive and diligent work undertaken by the Equiniti team enabled a successful delivery of all aspects of the project. All 13 Equiniti work streams worked as one team, supporting each other with a shared outcome in mind”.

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Delivering the Sainsbury's Experience

Sainsbury's gave Equiniti the challenge to migrate by mid-September following the contract award in March.

To deliver on this challenge, there were four critical steps for the migration team:

01

Test data loaded and assessed (full transfer of all data and reconciliation reports loaded to test environment)

02

Define all processes and administration arrangements. Agree transitional arrangements and ongoing 'ways of working' with the incumbents

03

Dry run/dress rehearsal (performed over a weekend a month before the live load)

04

Live load (performed over a weekend to the production environment)

Equiniti communicated regularly with Sainsbury's, giving them the opportunity to review the migration process. This included the facilitation of a risk workshop with Sainsbury's and the tracking of key risks at the fortnightly Sainsbury's project progress meeting.

The purpose of this approach was to ensure sign-off through the various business areas and integrity checks. This allowed time to identify outstanding issues and provided confidence when the live migration was undertaken.

To ensure all client requirements were effectively delivered and all project actions were complete and the services fully transitioned to Operations (BAU), Post Implementation Reviews were held both internally with our Project Team and with Sainsbury's. This enabled us to continue to refine and enhance our migration process and experience for the benefit of future clients.

Marcus Brunton

CLIENT RELATIONSHIP MANAGER AT EQUINITI, PROVIDES INSIGHT ON THE ONGOING RELATIONSHIP

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Having been a key contributor throughout the migration of this prestigious new client, I am now equally excited to have the opportunity to work with the Sainsbury's team day-to-day, as we take service to a new level. My commitment to a transition to safe and steady BAU delivery, is mirrored by that of innovation and driving new ideas to continually challenge for improvement. Throughout the project one eye has always been on the next 6, 12, 24, 48 months and I am pleased that we already have firm plans for implementing a range of new and innovative strategies across our services in partnership with the Sainsbury's team. It is great to now finally be 'living' with these shared goals, post a faultless take on”.

Tony Guthrie

HEAD OF SECRETARIAT AND CLIENT SPONSOR, SAINSBURY'S

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After four decades with the same provider, we chose to move both our share registration and share plans to Equiniti. Due to the high visibility of the transfer from both a shareholder and colleague perspective a successful transfer was paramount. The support, careful planning and the expertise of the Equiniti team resulted in a seamless transfer. I am very excited to be working with Equiniti who are leaders in innovation and digitalisation”.

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The Result

Equiniti and Sainsbury's celebrated a successful and seamless migration, during mid-September, with all the key deliverables being met within the timeframes agreed.

Sainsbury's, their shareholders and colleagues are now benefitting from a much enhanced offering through our technology, innovation and fresh way of working.

Summary

Sainsbury's and Equiniti have built a valuable partnership which will continue to grow in the years to come. They worked as a team to achieve a seamless migration which was completed within the targeted timelines, with full engagement from all stakeholders throughout the end-to-end project and transition into BAU. Using our advanced technology and innovative thinking, Equiniti continues to provide added value and enhanced services.

Guy Wakeley

CHIEF EXECUTIVE OFFICER OF EQUINITI, SHARED HIS THOUGHTS OF THE NEW PARTNERSHIP



Sainsbury's is a business with strong values, a customer centred culture, and a desire to create a great place to work. Together we have partnered to create value in share registration and a leading employee share plan solution built around a digital solution for colleagues. We are proud to be associated with Sainsbury's, and look forward to a shared journey in the digital space".

Tim Fallowfield

COMPANY SECRETARY AND CORPORATE SERVICES DIRECTOR, SAINSBURY'S



I am delighted that the transition went so well. The Sainsbury's and Equiniti teams worked seamlessly together to deliver a great result for our colleagues and shareholders. I have been impressed by the way Equiniti have started to forge the relationship with us. Sainsbury's is a business with strong values and we look forward to working with Equiniti in the future".

