

## Case Study

### At a glance

Ipsen, a major player in the pharmaceutical industry, has taken up **the strategic challenge of transforming its approach to HR planning** in the face of an ultra-competitive environment and ambitious growth targets. With support from Albert and Akoya, an HR strategy consulting firm, Ipsen adopted a **structured and collaborative Strategic Workforce Planning (SWP) methodology**. The result? A strengthened ability to anticipate, plan, and **act with precision on critical issues** such as talent acquisition and skills reallocation.

### Challenges

Operating in a fast-paced environment, Ipsen recognized that ensuring timely access to **the right capabilities is essential for sustaining performance**. As the organization continued to scale, the need **to further strengthen cross-functional alignment** and create a shared, forward-looking view of workforce demand became increasingly clear.

To support sustainable growth and embed shared accountability across business, finance, strategy, and HR, **Ipsen identified the need for a collaborative, data-driven workforce forecasting platform** as a key enabler of its people strategy.

### Key figures

**3 years**  
of collaboration

**+ 5,500 employees**  
integrated into the database

**150 jobs**

created at the most detailed level of segmentation

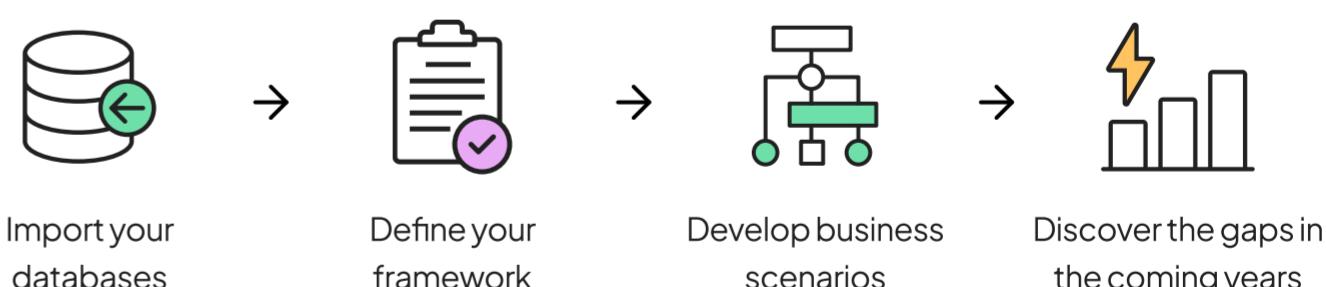
**+20**  
platform users

### Solution

Albert enables Ipsen to fully leverage its HR data, including group history, segmentation (business, geographic, or organizational) and business projects, to develop **scenarios aligned with the corporate strategy**. Ipsen uses Albert in a **complementary manner**:

- **Operational Workforce Planning**: over a one-year horizon, to meet immediate budgetary needs.
- **Strategic Workforce Planning**: over a five-year horizon, to anticipate long-term strategic and human challenges.

This “two-in-one” approach reconciles operational and strategic planning, offering **optimized talent management and a global vision**.



### Testimonial

“We already had the data and analytical tools, but Albert transformed the way we used them—turning raw information into real insight. It raised the bar and reshaped our expectations for Strategic Workforce Planning. Albert also helped us adopt a far more targeted strategy and build a cross-functional perspective, where our previous methods had been too siloed and fragmented.”

  
Fabienne Astier  
Global Head of Talent

### Benefits

#### Stronger collaboration thanks to a shared vision

Joint involvement between HR, Finance, and Strategy thanks to a cross-functional approach and clear, accessible visualizations.

#### Quick wins to lend credibility to the process

Concrete example: An operational staffing plan to respond quickly to peaks in activity

#### Better allocation of resources and skills

Thanks to clear scenarios, Ipsen has optimized its recruitment, upskilling, and internal mobility decisions.

#### Strategic time savings

Automating analyses has allowed us to focus on high-value discussions with leaders.