



## PHILIP MORRIS INTERNATIONAL

### AT A GLANCE

**Lausanne, Switzerland**  
Headquarters

**77,000**  
Multigenerational employees

**100+**  
Countries where the diverse workforce speaks 80+ languages

**38**  
Production facilities worldwide

### **Reducing the global annual training budget and reinvesting the savings in building critical capabilities.**

Philip Morris International (PMI) is in the midst of a company-wide transformation, building its future on smoke-free products. Scrutinising long accustomed spending habits, realising saving opportunities and reinvesting that money fuels transformation. Analysis showed that significant spending on world language training was spread across hundreds of suppliers with various learning models. A clear business need set the stage for the company to reinvent its language training programme.



#### **Reduce Training Costs**

a shift from face-to-face to online learning solutions



#### **Streamline Suppliers**

to reduce vendor costs



#### **Scale Training**

to be accessible across workplace types (office, factory, field-based)

### Solution

The company applied two guiding principles in its search for a refreshed approach to employee language training: aggregation of the global needs and make better use of digital learning. PMI forged a new strategic partnership after measuring Rosetta Stone against well-defined success criteria including cost, functionality, and ease of contracting. A new learning model was set to democratise online world language training for all employees.



**By coming together to deploy an online world language training solution, each year we realise massive savings to reinvest in PMI's transformation. At the same time, making language learning accessible for all colleagues, everywhere.**

—Mike Gower, Head of Capability & Supplier Management at PMI



## Impact

### 1. Reduce training costs

PMI realised a \$2.5million annual saving (against a \$1 million annual target). This resulted in a c.5% reduction of the global annual training budget to be reinvested in building critical capabilities.

### 2. Streamline suppliers

Removing unproductive invoice admin costs and 3rd party procurement costs saves PMI \$182,000 annually.

### 3. Scale training

Moving to Rosetta Stone online language training increased employee access from 2,000 learners annually to all 77,000 permanent employees and contractors globally.

**250%**  
of savings target achieved

**\$182,000**  
vendor management savings

**77,000**  
learners now have access

## Empowering employees to learn a new language

PMI identified the need to build critical new collaboration skills for its diverse workforce. Through its partnership with Rosetta Stone, employees have access to 24 languages and 7,000 hours of content, award-winning mobile apps, instant pronunciation guidance, graded written practice, and much more — available online or for download, 24/7.

In addition, international expatriates and accompanying family can access online learning before, during, and throughout their transition to a new country. Learners also have access to a company funded, upgraded package of Unlimited Live Tutoring with native speakers to sharpen their conversational skills.

Philip Morris International and Rosetta Stone Won Two Gold Brandon Hall Group Excellence Awards for Language Learning Program.

Philip Morris International and Rosetta Stone won a coveted 2020 Brandon Hall Group Gold award for excellence in the Best Results of a Learning Program category and a Gold award for excellence in the Best Unique or Innovative Learning and Development Program category with the World Language Learning program at Philip Morris International.



## About Rosetta Stone

Rosetta Stone is dedicated to using the power of language and literacy education to change people's lives. Millions of inspired learners have used our online and mobile solutions at home, in the workplace, and in schools around the world.

[RosettaStone.co.uk/Enterprise](https://RosettaStone.co.uk/Enterprise)

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