

# HR Leader's Playbook for Digital Transformation

Defining the Business Value and Top Five Ways to Start

Damon O'Neill, Senior Specialist, Cloud HCM, SAP SuccessFactors  
SAP Forum, Sofia

SAP SuccessFactors 

# A Question for You....

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# Agenda

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**Defining 'Digital Transformation' and Its Business Value**

**Top Five Ways to Drive Digital Transformation**

**How SAP SuccessFactors Helps**



# Defining Digital Transformation and Value

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## Digital Transformation – Defined

“Transformation is a more caterpillar to butterfly process, **moving gracefully from one way of working to an entirely new one**, replacing ways of functioning completely to capture far more value than was possible.”

Dion Hinchcliffe  
Technologist strategist

# Digital Transformation doesn't equal "Automation"

More is needed to move beyond automation and begin digital transforming

## AUTOMATION

Repeatable

Often Easier

"Self-Service"

Faster, But Often Outdated

Fragmented and Disconnected



## DIGITAL TRANSFORMATION

"All-In" Workforce

Improved Business Agility

More Competitive/ Effective

Automated/ Intelligent Services

Diverse and Included Workforce

# New Cloud HCM solutions capabilities are required to digitally transform

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# Top Five Ways to Drive Digital Transformation and Close the Gap

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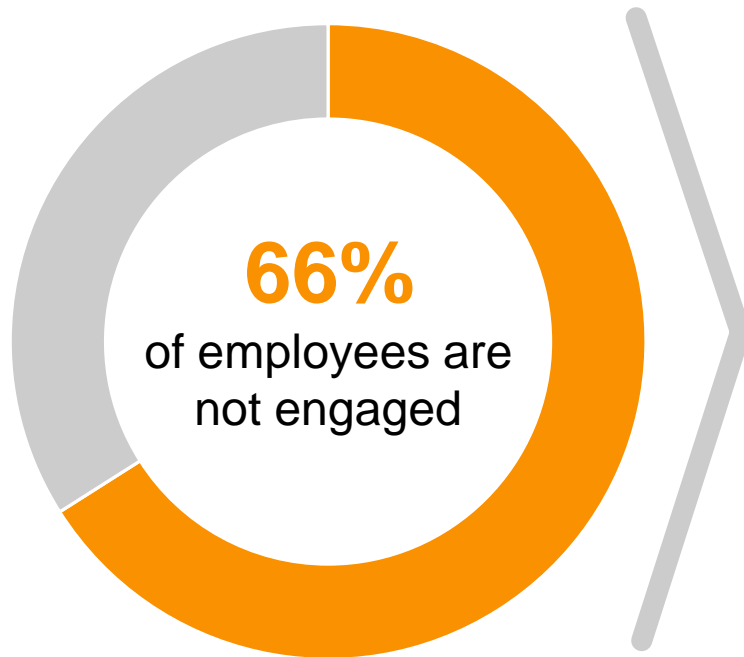


# Top five ways to drive Digital Transformation and close the leadership gap

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# 1. Engage employees



- Make sure the right people are in right roles with the right capabilities
- Identify and develop next generation talent
- Provide easy systems that connect people, with consumer-like experiences

## Improved

Employee sentiment and engagement

“

...SAP SuccessFactors solutions have resonated deeply with our organization. **With information accessible to leaders and staff alike, an authentic performance culture is emerging.**

*Justin Watras,  
Director, Talent Management & Organizational  
Effectiveness, Brooks Brothers*

”

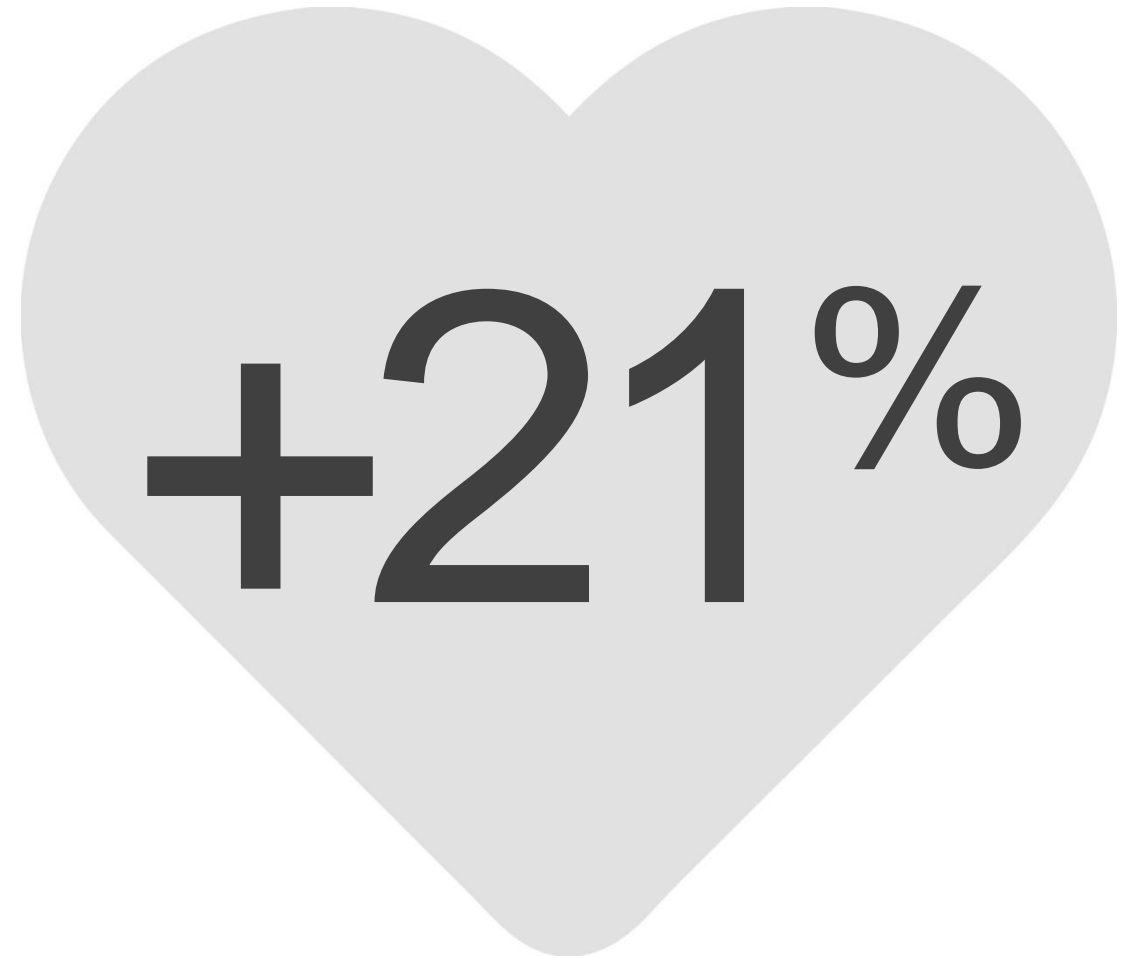
This heartbeat proves ...

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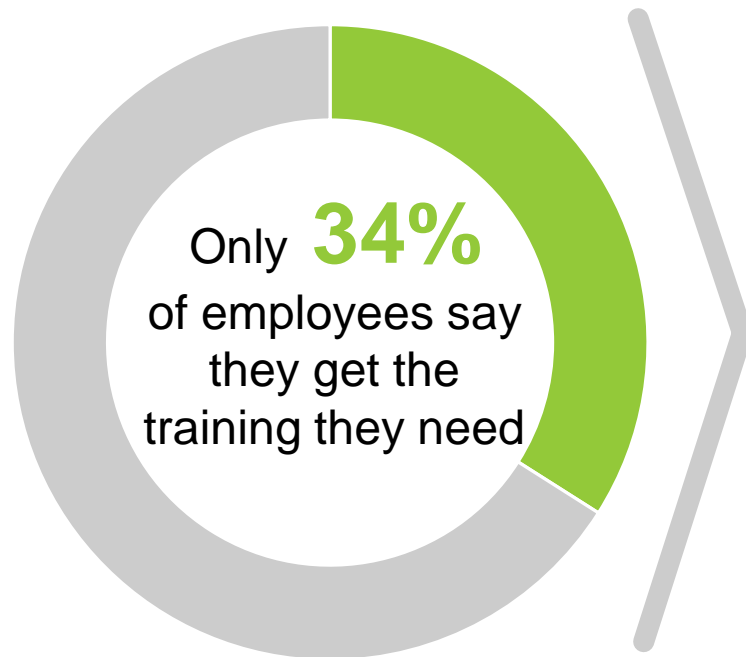
## All-in People = Extraordinary Results

High employee engagement results in up to **21%** higher profitability, and has positive impact on customer loyalty, productivity and quality.

*Gallup Q<sup>12</sup>® Meta Analysis, 2016*



## 2. Promote a culture of learning



- Create a culture of continuous learning and collaboration
- Embrace collaboration and mentoring to share and spread knowledge
- Offer incentives (gamification)

**90%**

Reduction in labor for compliance training; can now focus on talent development

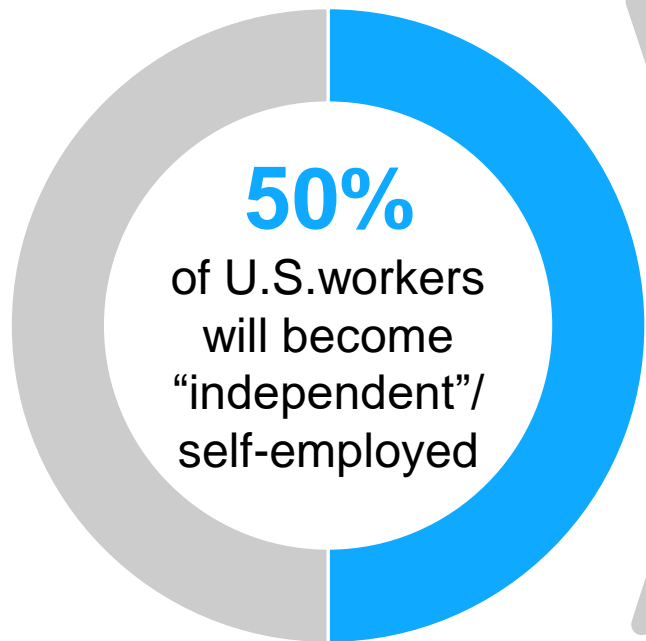
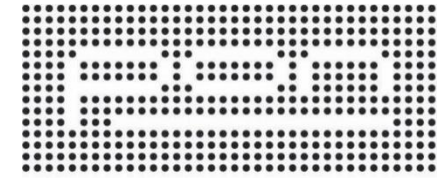
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SAP SuccessFactors Learning isn't just an e-learning platform – it's a change management tool. It's an ideal way to communicate with a growing workforce and give them everything they need to thrive.

*Ginger McCullough,  
Vice President, Training and Change Management,  
Brookshire Grocery Company*

”

# 3. Manage the total workforce



- Get one view of workforce planning across all employee types
- Manage skills and certifications across all worker types
- Provide consistent engagement opportunities during employee lifecycle for all worker types

**100%**

Of staff covered for full performance and development visibility

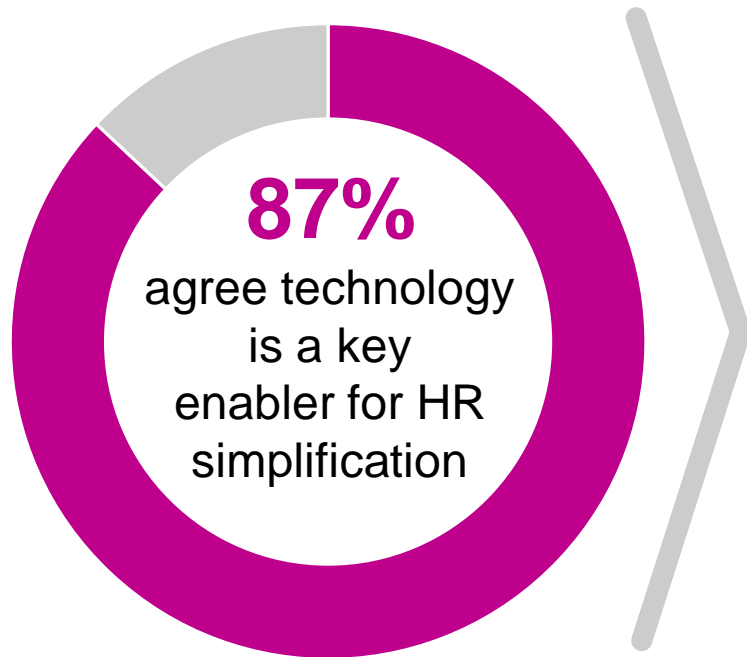
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Before SAP SuccessFactors there were few structured conversations between employees and managers. Today, **feedback sessions are happening regularly and the quality of those discussions has improved.**

*Charles Amkreutz,  
Manager of HR Services, Pon*

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## 4. Simplify HR operations



- Leverage standards and best practices
- Optimize HR service delivery model with easy-to-use tools
- Remove complexity and reallocate resources to strategic initiatives

### One Digital Platform

for HR IT; Replaced 60 disparate systems, providing a single view of global workforce

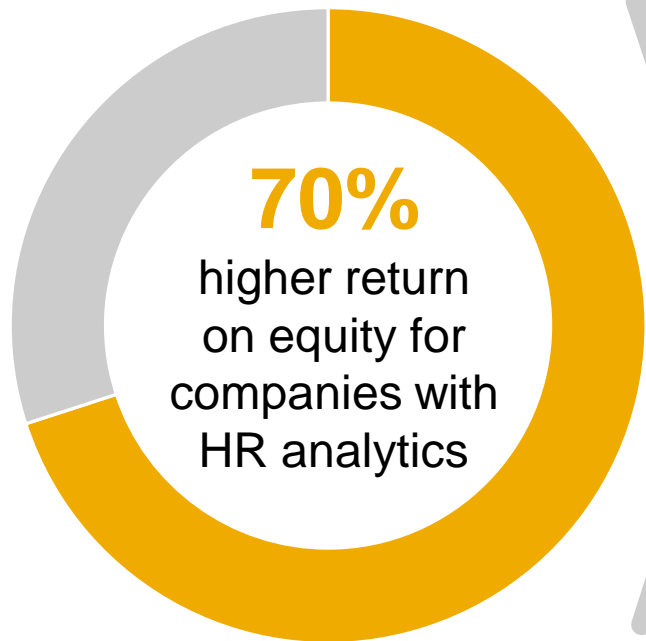
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In the past, HR was dominated by administrative processes. **By streamlining the organization and introducing cloud solutions, we supported the modernization of the entire company.**

*Laurent Geoffrey,  
Head of the HR Transformation Program,  
Alcatel-Lucent*

”

# 5. Make data-driven decisions



- Gain insight when and where it's needed
- Provide business guidance faster, and more accurately
- Benchmark against other organizations

**+5%**

Women in management since 2011

**-3,500**

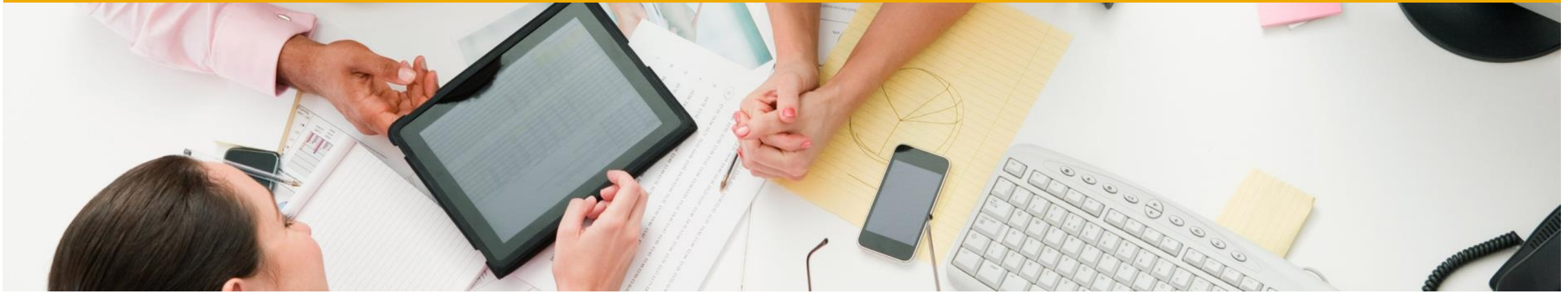
Ad hoc requests for data each year

“

With SAP SuccessFactors Workforce Analytics, **we are able to be much more calculated in our strategic approach toward diversity and inclusion.**

*Anka Wittenberg,  
Chief Diversity and Inclusion Officer, SAP SE*

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# How SAP SuccessFactors Helps

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# Simple to Use

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Consumer-style **experience**

**Built-in** decision support

**Intelligent Services** to re-imagine HR



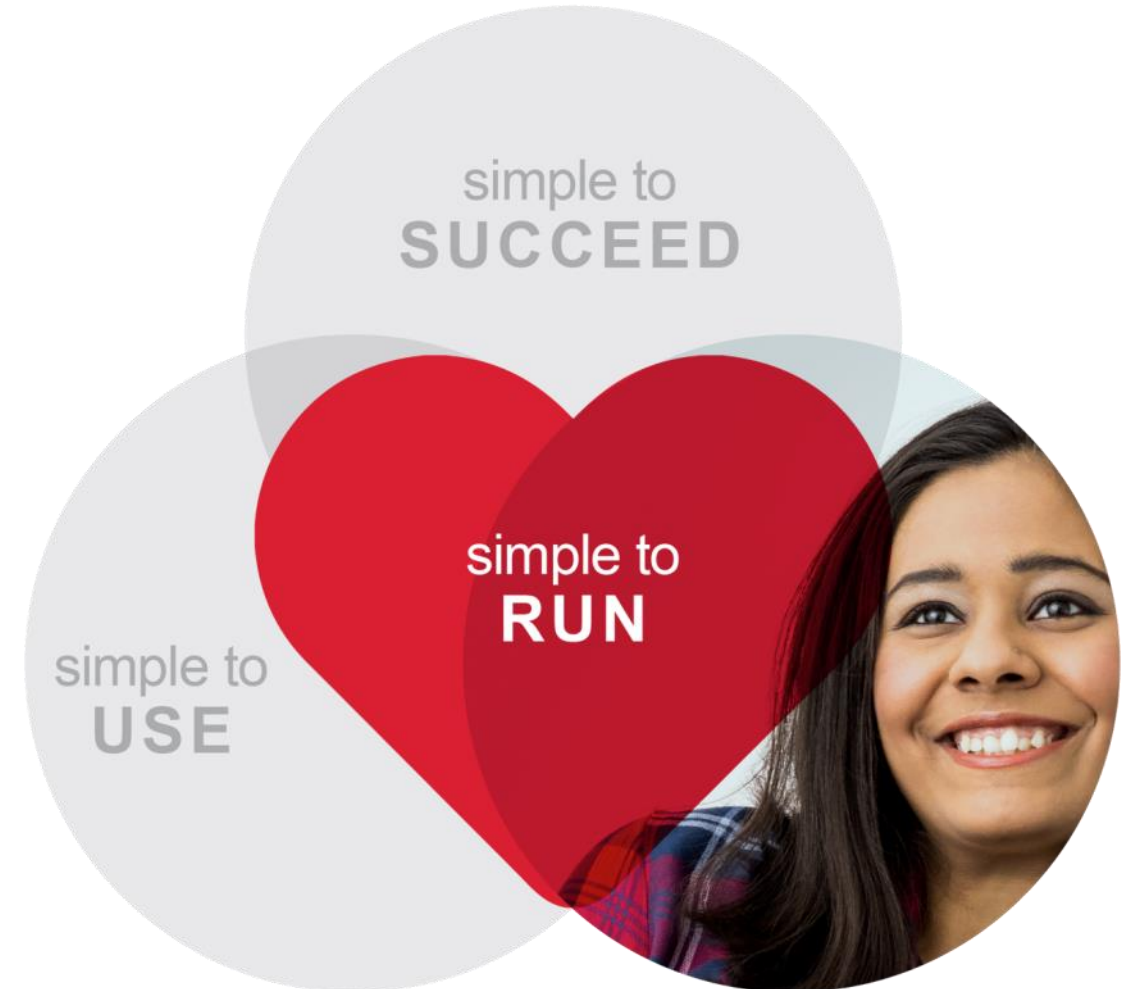
# Simple to Run

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**Better technology** for a better cloud

Deployment options –  
**start anywhere, go everywhere**

**Easy** to maintain



# Simple to Succeed

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**Unmatched** solution breadth and depth

Local compliance and global **best practices**

**Empowerment** and **support**



# Thank you

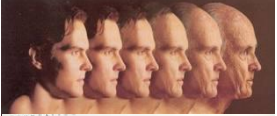
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- **Drive:** what motivated people in the 19<sup>th</sup> and 20<sup>th</sup> Century will not work in the 21<sup>st</sup> Century - intrinsic motivation (why work) balanced with extrinsic motivation (money)
- **Emerging Workforce:** Six generations in work at once with rising ethnicity and significant feminisation of the workforce
- **Employer Brand Loyalty:** the “war for talent” is not what we think it is: a *scarcity* of the right skills and an *abundance* of different types of expertise and life experience
- **Machines take over:** more intelligent software and computing will allow people to focus on more “value add” activities; machines cannot do (human) customer service!
- **The Facebook-isation of work....** Digital at home, digital at work
- **Social Learning :** networking and collaboration: .... Learn how to JAM
- **Strategic Workforce Planning Becomes ‘Trendy’:** Those who do it and do it well, will rule their industries.
- **People insights:** are as important as customer/marketing or financial information



# Unmatched breadth and depth of solutions

**User Experience:** Social | Mobile | Intelligent Services

Workforce Analytics & Planning

Talent Management

Recruiting



Onboarding



Learning



Performance  
& Goals



Compensation



Succession &  
Development



Competencies | Skills | Best Practices

Core HR



Employee Recordkeeping | Organizational Management | Global Benefits  
Shared Services | Payroll | Time & Attendance



**Technology:** Secure | Integrate | Extend