SAP Runs SAP: Improving Training and Developing Talent with SAP SuccessFactors® Learning

SAP helps businesses around the world gain competitive advantages by reducing complexity. With more than 130 offices worldwide, SAP needed to simplify its own global infrastructure by moving from an on-premise learning system to a single, cloud-based solution. Today, SAP is propelled by the SAP SuccessFactors® Learning solution, which is accessible anytime from anywhere.
Executive overview

BUSINESS TRANSFORMATION

Objectives
• Foster a strong learning culture and a continuous learning environment
• Develop and retain highly skilled talent
• Drive measurable business outcomes through greater employee engagement
• Enable SAP to continue to help its customers Run Simple

Resolution
• Deployed the SAP SuccessFactors® Learning solution as part of an end-to-end solution that includes the SAP® Jam™ social software platform
• Established content lifecycle standards to ensure timely, high-quality content is available
• Established a governance framework to empower 400 system administrators to harness the flexibility of a cloud-based solution

Benefits
• Consistent company-wide user experience on a single learning system
• Streamlined system administration, making updates simple and fast
• Cloud infrastructure that offers employees mobile access to learning

“We implemented SAP SuccessFactors Learning to make learning easier. New courses are instantly available, allowing teams to react to market changes. It is reshaping our learning culture.”

Katica Roy, Vice President of Learner Experience and Impact, SAP SE

74,400 Employees with access to personalized content

€40–€50 million Impact on operating profit with a 1% change in employee retention

65 Learning teams utilizing a single, flexible learning management system
Executive overview

Company objectives

Resolution

Business transformation

Future plans

Simplifying infrastructure for innovative learning

For more than 40 years, SAP has helped companies run better by reducing business complexity, increasing clarity, and informing action. Today more than 74,400 SAP employees around the world are committed to delivering excellent service and solutions to more than 282,000 customers in 190 countries.

With a legacy on-premise learning management system (LMS), SAP’s in-house training and learning curriculums were differentiated in three ways: by global lines of business, by region, and by discipline. Over time, SAP had created more than 50,000 training assets. It was time-consuming for employees using training materials to wade through a vast library and identify the best materials for their specific needs. This structure also proved to be complex to manage and update. An internal survey confirmed SAP employees’ desire for a simpler learning system.

SAP embraced an initiative to develop a best-in-class learning organization that would align with its strong track record of employee engagement to reshape its learning culture. SAP’s industry-leading, cloud-based LMS, the SAP SuccessFactors® Learning solution, would be the technology to accelerate this transformation.

The infrastructure reflects SAP’s focus on organizing, developing, and retaining expertise and skill across its workforce. SAP set out to reimagine the employee learning experience. The company created a simple, transparent, and collaborative framework that places employees at its center to keep them committed, involved, and productive.

“To implement one LMS, we reviewed content from 65 different teams. In doing so, we cut employee-facing content by 90%. Our SAP solution was the best choice to manage these resources.”

Ari Katanick, Vice President of Human Resources and Project Lead, SAP SE
Implementing new learning methods for today’s workforce

Maximizing skills of all employees is a top priority at SAP. This is rooted in a corporate philosophy that “everyone has talent.” The company set out to create and execute a unified strategy for employee learning. To drive this strategy, SAP utilized SAP SuccessFactors Learning.

With the platform deployed, SAP’s learning professionals are developing solutions to maximize the effectiveness of the learning process. Innovative learning methods such as massive open online courses (MOOCs) are now being utilized, adapted to how people learn best and to their job-specific experiences. By leveraging a cloud-enabled delivery format, employees are no longer required to connect to an SAP network. With the features of the SAP® Jam™ social software platform, SAP has a truly continuous learning environment that is accessible anywhere through mobile devices.

A content lifecycle framework was established to ensure high-quality learning. The system considers the age of the material, the number of views, the user ratings, and business relevancy to help ensure the learning library remains current and useful.

A single LMS that can be personalized and delivers on-demand learning has many benefits. SAP managers and employees alike have the unique advantage of tracking progress and referencing real-time progress reports that are integrated within the system.

“Learners see exactly where they are and what they need to do to finish a program. And with SAP Jam, they can connect and collaborate online, rounding out a rich learning experience.”

Enzo Silva, Senior Instructor Designer for the Learning Center of Excellence and Execution, SAP SE
Improving engagement and impacting business performance

When designing the solution, SAP focused on removing obstacles to make learning seamless and straightforward. Every region in which the company operates has embraced the simplified yet comprehensive learning infrastructure. SAP SuccessFactors Learning has been instrumental in promoting employee engagement and driving exceptional performance.

Learning initiatives are now aligned across lines of business, and content governance has been standardized. By implementing its dynamic cloud solution, SAP is enjoying savings in both time and expenses. Administrative costs have decreased by €600 per new content item added to the LMS. The implementation has been pivotal in supporting mergers and acquisitions activities by bringing newly acquired talent up to speed quickly and efficiently. Equally as important, training on the acquired company’s products is quickly integrated into the cloud solution, allowing current sales and support teams to accelerate time to value.

The LMS has made measurable impacts on SAP’s financial and nonfinancial performance, whether looking at distinct lines of business, specific geographies, or even global programs, such as SAP’s comprehensive leadership program with 7,500 enrolled. The company has reported that for each percentage point its employee engagement index goes up, the impact on operating profit is between €35 million and €45 million. It has also reported that a 1% change in employee retention would affect that profit by between €40 and €50 million.

90% Reduction in employee-facing content

€35–€45 million Operating profit change with a 1% increase in engagement

68% Of administrators find it easy to create curriculums
Leveraging insights to inspire innovative learning

SAP SuccessFactors Learning has proven to be a robust and nimble foundation with the power to showcase innovative instruction. SAP has streamlined its learning offerings and launched Webinars, produced online courses, and fostered peer interaction. Future opportunities to expand the implementation include career planning and mentoring workshops, behavioral tests, and business simulations.

Spearheaded by the Learning Center of Excellence and Execution at SAP, the company continually works toward developing a workforce that anticipates customer demands. With the insights that SAP SuccessFactors Learning offers, SAP looks forward to enhancing a learning culture that maximizes generational intelligence, gender intelligence, and all types of employee abilities. Indeed, SAP is building a culture where employees are able to be both learner and teacher. This is a foundation on which SAP can cultivate employee pride, commitment, and loyalty in coordination with the company’s business strategy.