WORKFORCE ANALYTICS & PLANNING IN THE CLOUD

Tony Ashton
Snr Director, Product Management
SuccessFactors
TODAY’S AGENDA

- Overview of SuccessFactors Reporting, Analytics & Planning product suite
- Innovation underway right now
- Roadmap and insight into our future direction
- SAP & SuccessFactors Run Better Together

SAFE HARBOR

All product features and delivery dates mentioned represent current product development expectations only and not a delivery commitment. These features may not be delivered in the indicated time frame or at all. Customers should base their purchasing, administrative, and configuration decisions solely on functionality that is currently available.
SUCCESSFACTORS DRIVES BUSINESS RESULTS

Strategy
- **Align**: Get people working on the right things
- **Optimize**: Find the right people and make them great
- **Accelerate**: Run the business better

SUCCESSFACTORS BIZX SUITE

- **Align**: Get people working on the right things
- **Optimize**: Find the right people and make them great
- **Accelerate**: Run the business better

SUCCESSFACTORS IN SAP Connect 2012
Using workforce analytics vs. not:

- Revenue per FTE: 4% vs. 4%
- Profit per FTE: -1% vs. -5%

OVERVIEW OF SUCCESSFACTOR ANALYTICS SUITE

**REPORTING & TALENT INSIGHT**

- Reporting: process activity
- Analytics: Time trends, pivots, relations across processes, etc.

**Advanced Reporting & WORKFORCE ANALYTICS**

- Identify challenges: retention, mobility, headcount, etc.
- Measure business impact
- Assess HR solutions

**WORKFORCE PLANNING**

- Forecast skills gaps
- Scenario simulations
- Financial impact modeling
- Build workforce strategy to mitigate execution risk & propel your business forward
REPORTING & TALENT INSIGHT

AS PART OF THE SUCCESSFACTORS PLATFORM

AD HOC REPORTING

<table>
<thead>
<tr>
<th>User</th>
<th>Analysts, HR, Admins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product contains</td>
<td>Real-time queries live from the transactional system</td>
</tr>
<tr>
<td>Technology &amp; Data</td>
<td>SuccessFactors data model</td>
</tr>
</tbody>
</table>
## LIVE DASHBOARD

<table>
<thead>
<tr>
<th>User</th>
<th>Managers, HR, Admins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product contains</td>
<td>Real-time interactive analytics</td>
</tr>
<tr>
<td>Technology &amp; Data</td>
<td>In-memory calculation technology fed via live ad hoc queries</td>
</tr>
</tbody>
</table>

![Live Dashboard Image](image1.png)

## EMBEDDED INTELLIGENCE

<table>
<thead>
<tr>
<th>User</th>
<th>Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product contains</td>
<td>Real-time analytics updating as user enter data.</td>
</tr>
<tr>
<td>Technology &amp; Data</td>
<td>In-memory calculation technology</td>
</tr>
</tbody>
</table>

![Embedded Intelligence Image](image2.png)
**TALENT INSIGHT**

**User**

Managers, HR Leadership, HR Practitioners

**Product contains**

Predefined question driven analytics

**Technology & Data**

Multi-dimensional analytical cube for specific set of SuccessFactors data elements

![Chart showing performance trends over time]

**ONLINE REPORT DESIGN**

**User**

Output for Everyone, Designed by Analysts, HR & Admins

**Product contains**

Online formatted reporting incl. PDF, PPT, Word & Excel output

**Technology & Data**

Live data from ad hoc queries of SuccessFactors data model

![Diagram of report design options: List, Pivot Table, Pivot Chart]
WORKFORCE ANALYTICS

DELIVERING INSIGHT & DECISION MAKING

- SuccessFactors maps the data that matters to you and turns it into insight
- Integrate raw data from any payroll, HRIS, ERP, CRM, etc.
- Transformation engine manages exceptions, fills in logical gaps, handles org. changes, etc.
- Data quality checks on each refresh and suggests actions
- Metrics visibility drives data quality
## EXECUTIVE INSIGHTS

<table>
<thead>
<tr>
<th>User</th>
<th>CHRO, C-Suite, LoB Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product contains</td>
<td>Library of metrics designed to answer critical human capital and business questions. Benchmarks for comparison and interpretive guidance.</td>
</tr>
<tr>
<td>Technology &amp; Data</td>
<td>Cubes in Person Centric Data Warehouse</td>
</tr>
</tbody>
</table>

## ANALYSTS & HR PRACTITIONERS

<table>
<thead>
<tr>
<th>User</th>
<th>Analysts, HR Practitioner &amp; Reports for Managers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product contains</td>
<td>Ability to explore data across any metric or dimension &amp; scalable way to create &amp; distribute compelling content</td>
</tr>
<tr>
<td>Technology &amp; Data</td>
<td>Cubes in Person Centric Data Warehouse for Analytics Powerful Operational Data Store for Advanced Reporting</td>
</tr>
</tbody>
</table>
WORKFORCE PLANNING

STRATEGIC HR & BUSINESS LEADERS

<table>
<thead>
<tr>
<th>User</th>
<th>Strategic HR, Business Leaders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product contains</td>
<td>Forecasting, Modelling, Risk Analysis &amp; Strategy Design</td>
</tr>
<tr>
<td>Technology &amp; Data</td>
<td>Cubes in Person Centric Data Warehouse Strategic Workforce Planning Application</td>
</tr>
</tbody>
</table>

![Diagram showing workforce planning foundations and strategies, including action and accountability, risk analysis, forecasting, and strategic analysis.](image-url)
IT’S NOT JUST ABOUT THE TECHNOLOGY

TECHNOLOGY ALONE DOES NOT MAKE WORKFORCE ANALYTICS WORK

- Don’t know how to measure workforce efficiency and business impact
- Lack credible data that business trusts
- HR’s analytics skills & culture
- Business managers don’t use workforce analytics
ACCELERATED TRANSFORMATION

- Know which metrics impact your business
- Benchmark your performance
- Turn any raw data into insight
- Data quality services
- Build an analytics capability
- Engage business managers
- Leverage best practices
- Cloud roll-out in 100 days

BUT HAVING AWESOME TECHNOLOGY DOESN’T HURT
**WHAT IS THIS BIG DATA THING?**

<table>
<thead>
<tr>
<th>Data Characteristics</th>
<th>Business Users Want</th>
<th>Technology Trends</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exploding data volumes</td>
<td>Deep Data Insights</td>
<td>Storage / Memory / CPU advances</td>
</tr>
<tr>
<td>Increasing data variety</td>
<td>Broad Data Scope</td>
<td>EDW / Distributed MPP / Hadoop</td>
</tr>
<tr>
<td>Accelerated data processing velocity</td>
<td>Access Most Recent Data</td>
<td>Data Mining/Predictive analysis</td>
</tr>
<tr>
<td></td>
<td>Answer in Real-time</td>
<td>In-memory computing</td>
</tr>
<tr>
<td></td>
<td>Not delayed by constant data preparation</td>
<td>Complex event processing</td>
</tr>
</tbody>
</table>

It's not about a single technology, but an approach to meet business needs while handling data Volume, Variety, Velocity with the technology choice that makes sense.
INFORMATION EXPLOSION

DEPTH & COMPLEXITY DRIVES BIG DATA IN WORKFORCE REPORTING AND ANALYTICS

Inactive, retired, and terminated employees
  Contractors, temps, etc.
Recruiting and candidate pipelines
Worker actions (transfers, promotions, resignations, rehires, etc.)
Job, role, position, compensation history, performance history, etc.
Payroll (earnings, deductions, taxes, etc.)
Benefits, accruals, changing benefit plans, etc.
Time and attendance (vacation, sick, time off, holidays, overtime reporting, time recorded against projects, tasks, or work orders, etc.)
Training activities
Re-orgs across all above!
ANALYTICS SOLUTIONS

HIGH LEVEL PRODUCT ARCHITECTURE

SuccessFactors SUITE

Data integration Layer

- Embedded Analytics
- Ad Hoc Reporting
- Adv. Reporting & Workforce Analytics
- Workforce Planning

SuccessFactors SUITE

- Transactional Lists
- Ad Hoc Query Engine for SFSF Apps
- Live feeds from SFSF App Suite
- Optimized Transactional Lists
- Metric Based Analytics
- HANA
- External Extract (eg. SAP, Oracle, PeopleSoft)

FEW LAYERS, SIMPLER LANDSCAPE, LOWER COST.

SAP HANA

- Reduce or eliminate the data aggregation, indexing, mapping and exchange transfer load (ETL) needed in complex data warehouses and marts

- Incorporate prepackaged business logic, in-memory calculations, and optimization for multisource, 64-bit processors

- Spend less on real-time computing
SAP HANA IN ACTION

- Thousands of metrics, industry benchmarks, strategy bank, etc.
- Best practices for HR and business
- 25+ years experience
- Global thought leadership

ANALYTICS SUPERCHARGED

- Game changing in-memory technology
- 300x faster (460B rows in 1 sec)
- Real-time ETL and data access
CLOUD ANALYTICS & REPORTING – CURRENT STATE

Source System
Data Modeling
End User Solutions

Best Practice Methodology
KPIs
Forecasting & Modeling
Risk Analysis & Strategy design
Predictive Analytics
Interactive Report Designer
& Secure Distribution

Native ABAP Extractors
Available as Part of SAP HCM

Any 3rd Party system:
• HCM
• Talent
• CRM
• Financials
• Anything on-premise or cloud

SuccessFactors Analytics Warehouse

Native Integration with
SuccessFactors BizX Suite

CLOUD ANALYTICS & REPORTING – “TOMORROW”

Source System
Data Modeling
End User Solutions

SuccessFactors Analytics Warehouse

BI On Demand Extension Platform

Data Extraction/Import via Data Services

Any Version of SAP HCM

Native Integration with
SuccessFactors BizX Suite

SuccessFactors BizX Suite

Any 3rd Party system:
• HCM
• Talent
• CRM
• Financials
• Anything on-premise or cloud
ROADMAP & WHAT’S COOKING IN OUR INNOVATION LAB

REPORTING, ANALYTICS & WORKFORCE PLANNING ROADMAP

- **In-App Embedded Analytics & Reporting**
  - New Standard Dashboards and Standard Reports across the suite
  - Empowering end user to create beautiful dashboards and reports in the cloud
  - Analytics everywhere to guide manager decisions and drive execution

- **Workforce Analytics**
  - Massively expanded benchmarking
  - Expanded analytic insights designed to solve real-world business issues
  - Workflow and process integration to take action

- **Enterprise Reporting**
  - Advanced reporting combining the advanced analytical data warehouse, and transactional data store into one compelling end-to-end solution
  - Database separation from the transactional system for awesome performance and scalability powered by HANA

- **Workforce Planning & Simulation Apps**
  - Integration between strategic and operational headcount planning
  - Ongoing innovation and expansion of modeling capability, including pre-built models and simplified end-user tools to build custom models
  - Workflow and process integration to implement strategies

- **Advanced reporting combining the advanced analytical data warehouse, and transactional data store into one compelling end-to-end solution**
- **Database separation from the transactional system for awesome performance and scalability powered by HANA**
- **Integration between strategic and operational headcount planning**
- **Ongoing innovation and expansion of modeling capability, including pre-built models and simplified end-user tools to build custom models**
- **Workflow and process integration to implement strategies**
SEAMLESS INTEGRATION – ANALYTICS EVERYWHERE

ACTIONABLE ANALYTICS

The screenshot below displays an icon for “the new global QuickCard” which includes the icon to display the “Menu Item Exploration”. Selecting this icon displays the views and actions available.
SOCIAL COLLABORATION ANALYTICS USE CASES

- Correlations across departments and functions of:
  - Do highly collaborative Business have higher levels of Performance?
  - Does social interaction correlate with employee engagement?

- People connectedness across functional lines – breaking down hierarchy and silos

LEADER CENTRIC METRICS

Q: Do you know which leaders are your best managers/developers of talent?
  - which leaders have high termination rates?
  - which leaders have high promotion rates?

In essence, we want to be able to answer the question:
  - which leaders leave a trail of leaders?
  - and which a trail of tears?

Existing systems are not able to answer this critical Human Capital question.
HOW HISTORY DOESN’T FOLLOW THE LEADER...

Frank gets promoted...

...but the history is lost (as it pertains to Frank)

LEADER-CENTRIC METRICS (LCM)
SAP & SUCCESSFACTORS
RUN BETTER TOGETHER

STATEMENT OF DIRECTION
PLANNING AND ANALYTICS

- Customers with a cloud strategy should take advantage of the comprehensive workforce analytics offering from SuccessFactors, sourcing data from any on-premise or cloud application.

- For customers with an on-premise approach and investments in BW and BOBJ, SAP will continue to deliver purpose-build HCM analytics applications.

- Strategic workforce planning will be available only on-demand and annual operational headcount planning will be available on-premise only.

- Embedded intelligence, benchmarking, and mobile analytics will be supported by both SAP HCM for Business Suite and SuccessFactors Business Execution (BizX) suite.
GO-FORWARD SOLUTION FOR PLANNING & ANALYTICS

- SAP HANA as the platform for all on-demand and on-premise HCM analytics applications (BW on HANA or native HANA)
- Alignment and standardization of content and libraries (metrics, benchmarks, definitions, analytical constructs, dashboard layouts etc.) across on-demand and on-premise applications
- Explore opportunities for standardization of end user analytics tools across SAP and SuccessFactors

JOINT PROJECTS PLANNED FOR WORKFORCE ANALYTICS & PLANNING

- SAP HANA on cloud as the platform for SuccessFactors Workforce Planning and Workforce Analytics
- Native integration between SAP HCM and SuccessFactors Workforce Planning and Workforce Analytics
- Integration between RDS for SAP Operational Headcount Planning and SuccessFactors Workforce Planning
- Exposing metrics from SuccessFactors Workforce Analytics through Manager Insight mobile application
- SuccessFactors benchmarks available on-premise, and leveraged by HR Executive Reporting
- RDS for On-Premise HANA HCM Analytics and Reporting
- Investigate strategies for SAP BI On-Demand complementing SuccessFactors Workforce Analytics
BUSINESSES HAVE MORE DATA THAN THEY CAN LEVERAGE

• Data and technology not enough:
  - Which data to analyze
  - How to get/integrate it
  - How to analyze it (metrics)
  - How to interpret it
  - How to react

• Challenges increase with big data

SUCCESSFACTORS CUSTOMER COMMUNITY

The new SuccessFactors Community is LIVE!
Over 2000 people are registered and activity collaborating.

Come and join them!

http://community.successfactors.com
THANKS!

QUESTIONS & DISCUSSION

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