

How Do You Make a Colorful Impression on Employees Who Work to Make Life Brighter?

Did you know that many consumers' homes are brighter thanks to inks from Siegwirk Druckfarben AG & Co. KGaA? Think of the printing on yogurt containers, chocolate boxes, cracker packets, and even tubes of toothpaste. Siegwirk combines state-of-the-art technology with more than 180 years of experience to dazzle us with bright, innovative printing and packaging solutions. To succeed on the global stage, Siegwirk wanted to find ways to streamline administrative operations and help staff thrive and succeed. HR optimization was top on the list because Siegwirk recognizes that happy employees pave the way to happy, satisfied consumers.

With support from SAP® Digital Business Services, Siegwirk replaced paper-based processes, lengthy administration, and slow approval cycles with agile, easy-to-access, cloud-based HR services based on SAP SuccessFactors® and SAP Concur® solutions. Employees can now update their personal data, book time off, submit expense claims, and more just by touching a screen or a button. Managers have relevant information to support strategic decision-making, from compensation to recruiting, at their fingertips, and they can approve requisitions on the go through mobile access. With standard, digital workflows in place, employees have a better experience while the company runs more efficiently – making a colorful impression throughout the printing industry.



“Replacing manual, paper-based processes with digital workflows has transformed HR into a lean, digital organization. This means we benefit from greater transparency, and we can focus more on strategic planning on a global scale.”

Eva Muranko, HR Process Specialist, Siegwerk Druckfarben AG & Co. KGaA

With more than 40 entities worldwide using their own systems and spreadsheets to operate HR, Siegwerk Druckfarben AG & Co. KGaA struggled to manage its employees effectively. Using SAP® SuccessFactors® solutions, the company established a standard platform for HR functions for all employees – available anywhere, anytime at the touch of a screen or a button. New digital, automated workflows boost efficiency and foster greater transparency for employees worldwide.



40

Entities worldwide, across 4 continents



5,195

Employees in 31 countries



15

Centers of excellence globally to help ensure consistent quality of inks and colors



Accessing HR Functions in One Convenient Platform with **SAP® SuccessFactors® Solutions**



Siegwerk Druckfarben AG & Co. KGaA

Siegburg, Germany
www.siegwerk.com

Industry

Chemicals

Products and Services

Printing inks, varnishes, and primers

Employees

5,195

Revenue

€1.06 billion (2016)

SAP® Solutions

SAP® Concur® solutions, SAP SuccessFactors® Employee Central, SAP SuccessFactors Recruiting, SAP SuccessFactors Performance & Goals, SAP SuccessFactors Compensation, and SAP SuccessFactors Succession & Development solutions, and SAP Digital Business Services

Printing ink company Siegwerk wanted to do away with inefficient paper-based business processes and become a lean digital business, fit for the future. With a central HR platform based on SAP SuccessFactors solutions, Siegwerk has standardized, digitalized, and automated countless HR functions – improving the employee experience.

Before: Challenges and Opportunities

- Manage global workforce effectively, including more than 40 entities each using their own HR systems
- Improve efficiency of HR operations through standardization and digitalization
- Make the company future ready by committing to total digital transformation of business operations

Why SAP SuccessFactors Solutions

- Long-term SAP customer with more than 20 years of positive experiences working with SAP
- Full integration with core SAP business applications and expense management system with SAP Concur solutions
- Single solution with tightly integrated modules covering the entire employee lifecycle, from recruiting to succession
- Cloud-based offerings with low operational costs, which fit well with Siegwerk's cloud-centric IT strategy
- Valuable support from SAP Digital Business Services offerings during design and implementation

After: Value-Driven Results

- Single, standard platform for managing all core HR functions for the entire global workforce
- Better experience for empowered employees with online access to self-service applications
- Higher efficiency with digitalized and automated processes
- Accelerated approval cycles for functions ranging from annual leave requests to job requisitions
- Greater transparency of recruiting processes aligned and standardized across the enterprise

“To succeed as a global company in the digital age, we need to work globally and digitally, too. With SAP SuccessFactors solutions, our HR organization is fit for the future.”

Sharon von Simson, VP Global Human Resources, Corporate Human Resources, Siegwerk Druckfarben AG & Co. KGaA

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SAP SuccessFactors 

>10,000

Visits to an external recruitment Web site each quarter

14,000

Prospective employees who comprise a strong, innovative talent pool

>40

Disparate entities integrated into one standard platform

Minutes

To run reports, instead of hours or days

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