

# How Do You Motivate Employees to Dig Deeper?

Saudi Arabia has some of the largest oil reserves in the world. The Arabian Drilling Company (ADC), a regional leader in oil and gas drilling services since 1964, plays a key role through its 24x7 services as one of the primary drilling contractors to the Saudi Arabia Oil Company (Aramco). Saudi Aramco operates the world's largest hydrocarbon network. To optimize returns on the workforce that runs its nonstop business, ADC invested in streamlining its HR processes. It made personnel information readily available to enable HR to perform its duties accurately, earning high employee satisfaction.

ADC's HR department increased its productivity thanks to SAP® Digital Business Services and SAP SuccessFactors® solutions. Newly digitalized, automated, and simplified workflows resulted in more efficient processes, increasing employees satisfaction. With an overview of its workforce and one source of reliable employee data, ADC improved the efficiency of employee compensation, recruitment, and training processes. As testimony to its effective HR, ADC received the Saudi Aramco award "Best Company in Employee Recognition" in 2016 and was recognized by Saudi Aramco in 2017 as "Best in Training & Development." ADC looks forward to unleashing the full power of its new software to further increase the efficiency and cost-effectiveness of its ongoing expansion.



**“With SAP SuccessFactors solutions, we now have one system of record for all workforce data, making it so much easier to **track, support, and improve** employee engagement.”**

Tawfeeq Al-Halal, General Manager, Administration, Arabian Drilling Company

With SAP® SuccessFactors® solutions in place and expert support from SAP Digital Business Services, Arabian Drilling Company (ADC) has transformed the way it manages its workforce. Employee data is managed on a single platform, reducing complexity while boosting HR visibility and efficiency. Automated workflows accelerate overtime and expense payments – keeping staff satisfied and motivated. And ADC now harnesses a central, comprehensive source of employee data to enable smart strategic planning and talent management as ADC continues to grow.



## Project Al-Fajr

The dawn of digitalization at ADC, starting with its HR transformation



**3,435**

Employees from more than 30 countries



**>32**

Drilling rigs on land and offshore



**>50**

Years of operational experience and innovation in oil drilling processes



## Arabian Drilling Company (ADC)

Al-Khobar, Kingdom of Saudi Arabia  
[www.arabdrill.com](http://www.arabdrill.com)

**Industry**  
Oil and gas

**Products and Services**  
Oil and gas drilling services; well intervention and testing services

**Employees**  
3,435

### SAP® Solutions

SAP® SuccessFactors® Compensation, SAP SuccessFactors Employee Central, SAP SuccessFactors Onboarding, SAP SuccessFactors Performance & Goals, and SAP SuccessFactors Recruiting solutions; SAP Digital Business Services; and SAP Enterprise Support services

# Celebrating a New Dawn with SAP® SuccessFactors® Solutions

Oil drilling rigs operate 24 hours a day, 365 days a year. But disparate, paper-based HR processes meant ADC struggled to keep pace with employee hours, overtime, and expenses. By digitalizing and automating workflows with SAP SuccessFactors solutions, ADC now serves its employees promptly – keeping staff fully engaged and motivated.

### Before: Challenges and Opportunities

- Improve efficiency of HR operations with company-wide overview of employee data
- Speed HR operations by consolidating disparate HR software systems
- Manage rapidly growing workforce by eliminating inefficient, paper-based processes
- Actively involve and empower all employees in a continuous improvement process

### Why SAP

- Support for a hybrid approach and consolidation of processes with the SAP SuccessFactors Employee Central solution in the cloud and the SAP ERP application on premise to support localized payroll activities
- Opportunity to consolidate HR data onto a single platform and meet legal requirements
- Support from SAP Enterprise Support services to help ADC design centralized HR processes, drive an efficient implementation, and add business value to the transformation project

### After: Value-Driven Results

- Established single source of truth for all employee data, giving HR deep insight into the workforce and enabling ADC to meet legal requirements
- Gave employees easier access to their HR profiles, boosting transparency and engagement
- Increased HR efficiency with streamlined, automated, end-to-end workflows

**“Newly digitalized, automated, and simplified workflows mean that staff receive overtime payments in a matter of days – increasing employee satisfaction.”**

Muhammad Faraz, SAP Project Manager, Arabian Drilling Company



SAP SuccessFactors 

## 100%

Digitalization and automation of previously manual processes

## 95%

Faster processing of overtime and expense payments

## >30

Locations using SAP SuccessFactors solutions



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