

How Can Employee Motivation and Digital Factories Pave the Way for Major Expansion into New Markets?

The color of a room can have profound effects on the way people feel – which is why the perfect color is so important to any space. Since 1942, people have been relying on paints and coatings from Asian Paints Limited to make the places where they live and work beautiful. With 24 manufacturing plants in 16 countries, Asian Paints has long counted on SAP® software to give it the competitive advantage it needs. So, as the company expands into new and emerging markets, it turned to SAP and Semos for the innovative technology it needs to support rapid growth and evolving HR demands.

With the JobPts app from Semos, built on SAP Cloud Platform with native integration with SAP SuccessFactors® solutions, Asian Paints can drive achievement and job satisfaction with peer-to-peer recognition and rewards that motivate and retain employees. As it pursues digital transformation, Asian Paints can depend on SAP software for the flexibility, integration, and scalability that it needs to keep customers at the heart of employee focus.



“Asian Paints’ strength has always been a **deep understanding of customer requirements**. In our journey from color to décor, it becomes more important to understand and cater to varied customer needs. The use of the right technology will be even more crucial for our success going forward.”

Asian Paints has long been a leading decorative-coating manufacturer in India. And, as it intends to achieve the same level of success as it moves into the home décor business, keeping customers at the center of all its work is even more crucial. Working with SAP and Semos, Asian Paints now has the technological foundation it needs to manage its people and customer processes better.



India’s leading paint company, and among the top 5 decorative-coating companies in the world



16
Countries of operation



45,000
Local stores in India selling Asian Paints products



Asian Paints Limited
Mumbai, India
www.asianpaints.com

Industry
Chemicals

Products and Services
Decorative and industrial
paints, wall coverings,
adhesives, and kitchen
and bath solutions

Employees
>6,000

Revenue
>US\$2 billion

SAP® Solutions
SAP® Cloud Platform and
the SAP SuccessFactors®
Employee Central, SAP
SuccessFactors Recruiting,
SAP SuccessFactors
Performance & Goals, and
SAP SuccessFactors Learning
solutions

Meeting an Ambitious Growth Agenda with Solutions from SAP and Semos

As Asian Paints pursues aggressive expansion goals, it needs technology to support innovation and employee growth. With SAP Cloud Platform, it has the solid yet agile foundation to introduce new technologies into factories and back-end operations. Plus, the JobPts app from Semos, which fully integrates with SAP SuccessFactors solutions, helps better position and reward employees for success.

Before: Challenges and Opportunities

Transform HR systems to support a new employee value proposition agenda by transforming the way the company recognizes exceptional work

Why SAP and Semos

- Centralization of employee data across global subsidiaries in the cloud using SAP SuccessFactors solutions
- Powerful analytics that provide a 360-degree view of each employee within the company ecosystem, helping make better, more informed HR decisions
- Option to enhance and expand SAP software capabilities without affecting the overall IT architecture using SAP Cloud Platform
- Employee recognition program based on the JobPts app from Semos, built on SAP Cloud Platform
- Full integration of SAP Cloud Platform, SAP SuccessFactors solutions, and SAP S/4HANA®

After: Value-Driven Results

- Recognition and reward process and associated experience that is comprehensive, incorporating a wider range of feedback and highlighting success to a broader audience
- Transform the reward system from a process to an employee experience, thereby creating a cherished employee recognition system.

“A strong, scalable platform engine coupled with agile, composable infrastructure and development in the cloud make SAP Cloud Platform the tool that can truly help us achieve digital transformation.”

Harish Lade, Vice President for Information Technology, Asian Paints Limited



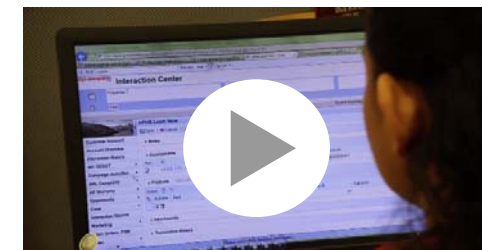
SAP SuccessFactors

Featured Partner



360°

View of each employee



Learn more about how Asian Paints is growing using SAP Cloud Platform and SAP SuccessFactors solutions.

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