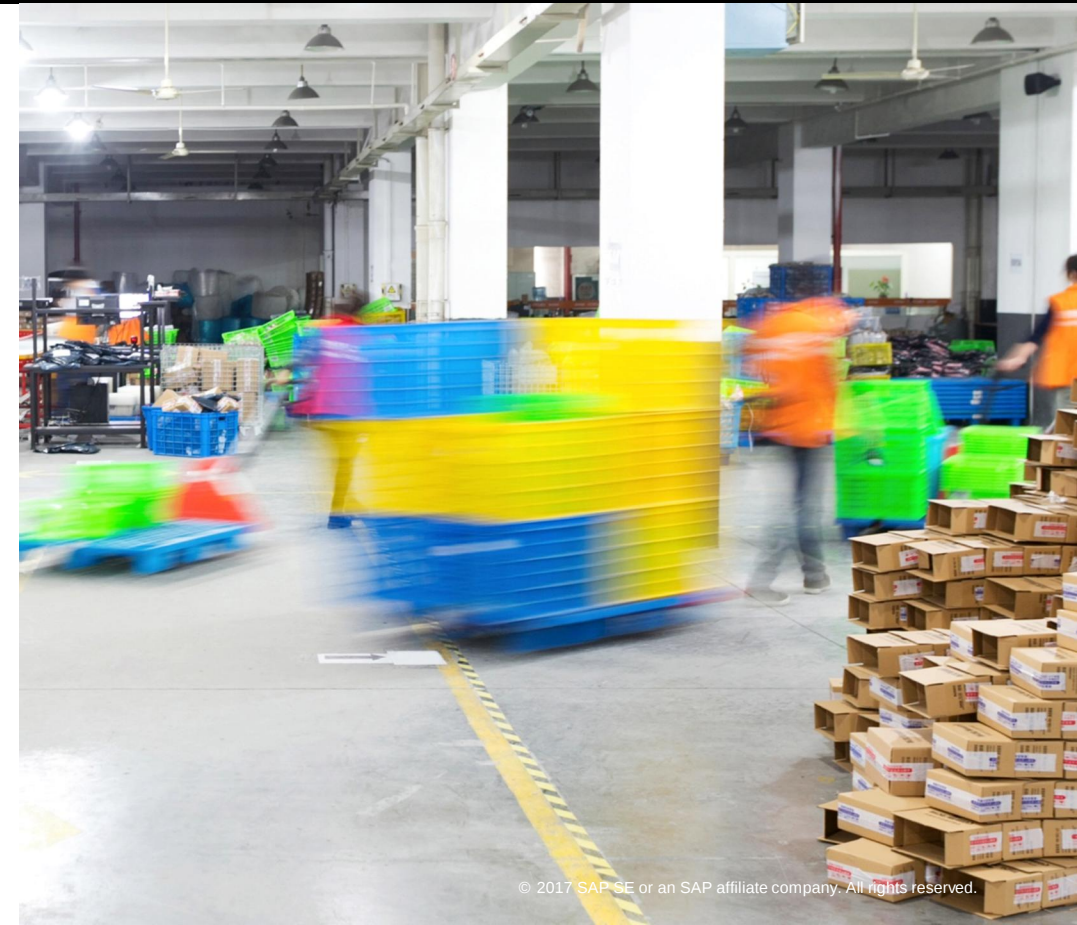


How Can Cutting-Edge HR Processes Speed Package Delivery?

Consumers' love of online shopping has made mailing logistics a crucial factor for retailers. That's where international express mail and delivery company Aramex comes in. For Aramex, the last mile is critical to its business model and culture. In Australia, couriers have their own neighborhoods and deliver using their own bikes or cars. In other countries, Aramex might work with FedEx. This flexibility allows for speed and efficiency everywhere Aramex does business.

Now Aramex needs to balance its status as a global player and market disruptor with staying lean in its HR systems – so it can spend more time focusing on technology to enable change and less time on administrative tasks. With SAP® SuccessFactors® solutions, Aramex can rapidly adapt to shifting business conditions to build a high-performing workforce.



“We can’t afford to wait six months or a year to react. We need to have enough data to make real-time decisions and respond immediately to market changes.”

Sadek El-Assaad, Chief HR Officer, Aramex

The global logistics industry is constantly changing. To maintain a competitive advantage, Aramex must ensure its workforce can quickly adapt and respond. This means having access to powerful talent insights to make smarter and faster people decisions and enabling constant dialogue between managers and employees to maintain alignment between goals and company objectives.



Significant

Time savings for basic HR administration



Increased

Employee engagement through improved dialogue and development



Faster

Identification of high performers

Moving to a Modern HR Approach that Enables Long-Term Growth

Aramex
Dubai, United Arab Emirates
www.aramex.com

Industry
Travel and transportation

Products and Services
Express courier delivery, freight forwarding, logistics, supply chain management, e-commerce, and record management

Employees
18,000+

Revenue
Dh 4.3 billion
(US\$1.47 billion)

SAP® Solutions
SAP® SuccessFactors®
Employee Central

SAP SuccessFactors
Performance & Goals

With SAP SuccessFactors solutions, Aramex is able to deploy a modern approach to HR to better develop and retain key talent. Simplified processes that are tailored to specific cultural needs allow Aramex to inject a startup spirit everywhere it operates.

Before: Challenges and Opportunities

- Simplify HR processes as global growth continues
- Adapt to change caused by market disruption
- Empower and engage workers with modern HR tools
- Reduce complexity and focus more on talent management

Why SAP

- More flexible processes that allow for an updated HR approach
- Innovative capabilities that support a continuous performance management model
- Mobile-first solution approach for the best possible user experience
- Powerful reporting and analytics to guide the full range of talent management decisions

After: Value-Driven Results

- Strengthened HR function by enabling Aramex to make in-the-moment people decisions that support the business strategy
- Ability to switch gears and adapt and respond more quickly to environmental change
- Improved decision making through workforce insights that capitalize on powerful HR analytics and comprehensive metrics
- Tailored a highly flexible HR approach to each country and culture

“We can make in-the-moment people decisions that support our strategy.”

Sadek El-Assaad, Chief HR Officer, Aramex



SAP SuccessFactors

Successful

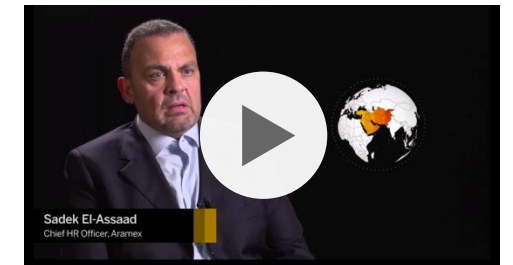
Initial rollout of continuous performance management

Greater

Employee engagement and productivity

100%

of global staff can use the mobile app for SAP SuccessFactors Employee Central



Watch how Aramex keeps its customers' orders running on time by placing people in strategic positions.

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