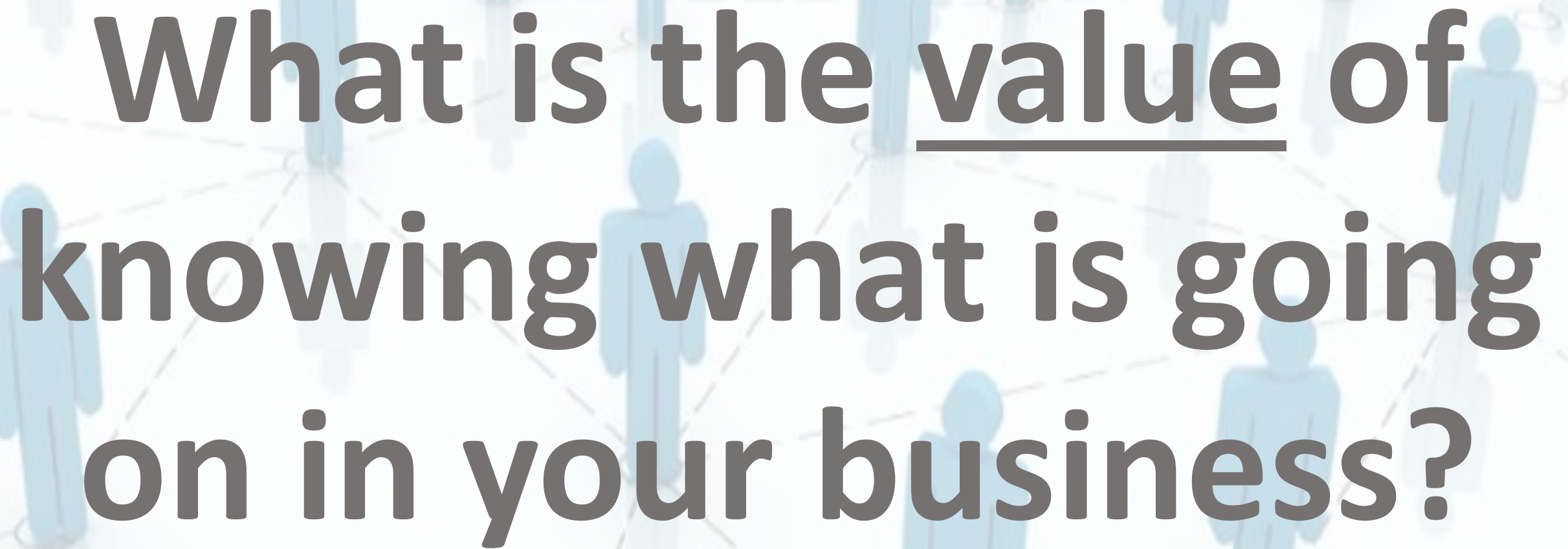




How Kemira uses SAP Analytics Cloud to increase workforce insights

Erik Ebert, Analytics Director, GP Strategies

Session ID #ASUG 82532



What is the value of knowing what is going on in your business?

Key Outcomes/Objectives

1. How can HR data be enriched with Finance data for increased business insights
2. What skills are needed for an HR Data Analyst to be effective
3. What are the steps required in establishing a People Analytics process

About the Speaker

Erik Ebert

- People Analytics Director, GP Strategies
- 25 years as management consultant; 150 HCM engagements in multiple industries & geographies; 7 SAP Professional Certifications; Analytic Fanatic
- Happy Father of 4 Fantastic kids 😊



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The Kemira logo is displayed in a white rectangular box in the top right corner of the image. It features the word "kemira" in a bold, blue, sans-serif font.

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**4900 employees; 5 continents &
sales in +100 countries**

**Global Chemical company using
chemistry and knowledge to improve
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<https://www.kemira.com>



What is People Analytics?

Using statistics or some data mining technique on combined data sets of HR **and** Business to find relationships in the data that improve decision making



Why Was Project Initiated ?

Provide business and analysts better insights ...

Answer HR Questions such as ...

- What is the diversity profile of our organisation, split by Company, Business Unit, Job Classification – and how is it trending
- What parts of our organisation has the lowest tenure - and how is it trending
- What Job Classifications are driving our termination rate upwards - and is it changing YoY
- What parts of our organisation has highest level of female managers - and how is it trending

Answer Finance Questions such as ...

- What was the Gross Margin per Company this year to date compared to previous year to date

Answer HR & Finance Questions such as ...

- Is there a correlation between Organisational Tenure and Gross Margin
- Is there a correlation between Employee Diversity and Gross Margin
- Is there a correlation between Managerial Employment % and Gross Margin

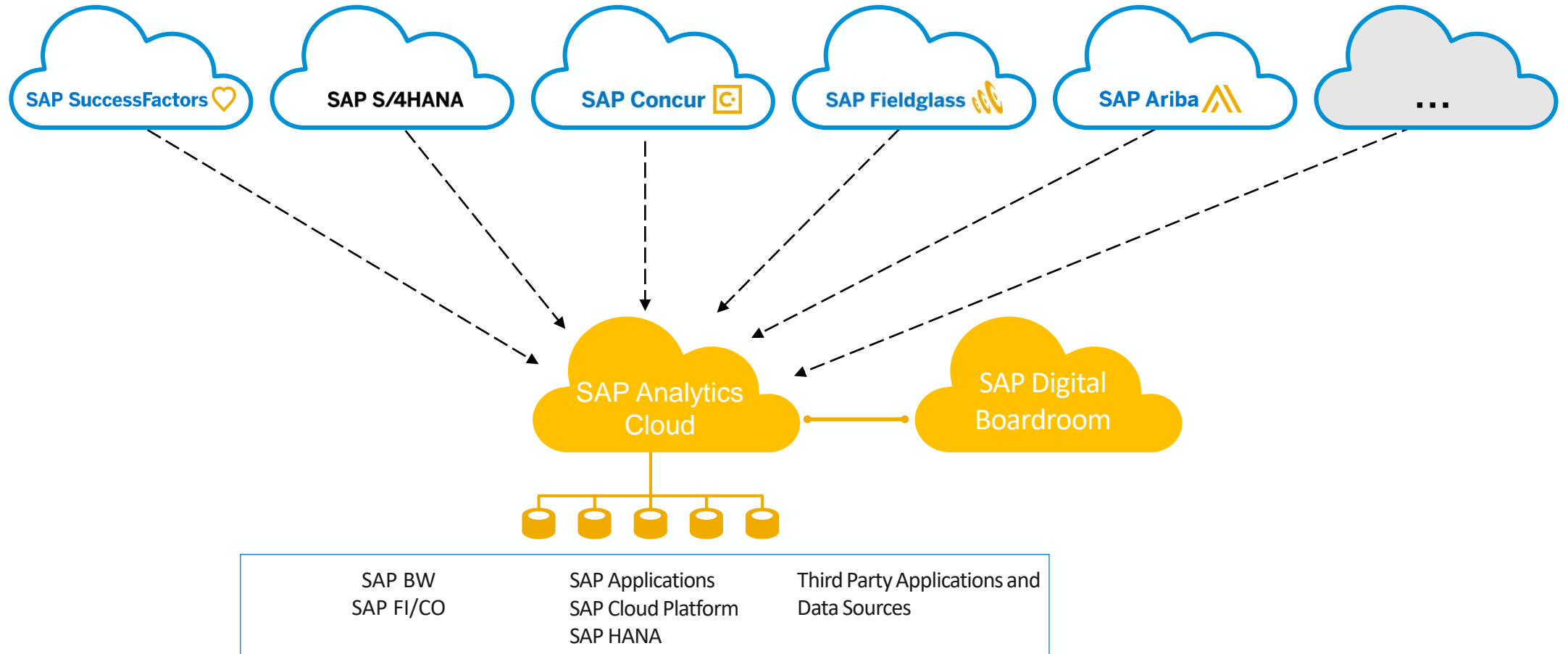
Uncover hidden unknowns; Uncover correlations not on the general radar

Kemira IT landscape highlights

- SAP FI/CO
- SAP SuccessFactors for Core HR, Recruiting and Talent
- SAP Concur
- SAP Business Warehouse on-prem
- Many others ... and numerous siloed analytic tools

- But no well-defined common model established for combining people and finance data

SAP Analytics Cloud Ecosystem



SAP Analytics Cloud - SAP BW & SuccessFactors

Connectivity Options

When to use Live Connectivity

- Leverage the SAP BW or SuccessFactors metadata without additional modelling
- Direct query consumption avoids data replication
- Keep your data safe in original system
- Reuse existing authorization concepts
- Access data in near real-time

When to use Data Import

- Use BW or SuccessFactors queries to import your data into the SAC tenant
- Model imported data within the SAC application
- Apply SAP Analytics Cloud native data security concepts
- Leverage the calculation engine of HANA to allow for additional analytic use cases

Data sourced

HR Data

- YEAR, EMPID, GENDER, DOB, MANAGERIAL, JOB_CLASSIFICATION, BUS_UNIT, COMPANY, REGION, HIRE_DATE, POSITION_DATE ...

Finance Data

- YEAR, MONTH, COMPANY, GROSS_MARGIN, SALES

Delivered as CSV files and scheduled to be imported at regular intervals (monthly, but could be more frequent if needed)

Analytics Delivered

HR Measures

- Headcount

HR Analysis Dimensions

- Employment Type
- Company
- Job Classification
- Org Unit Level 1 & 2
- Managerial Yes/No
- Organisation Tenure
- Position Tenure

Diversity

- Age
- Gender

Date Dimension

- Year

Finance Measures

- Sales in EUR
- Gross Margin in EUR

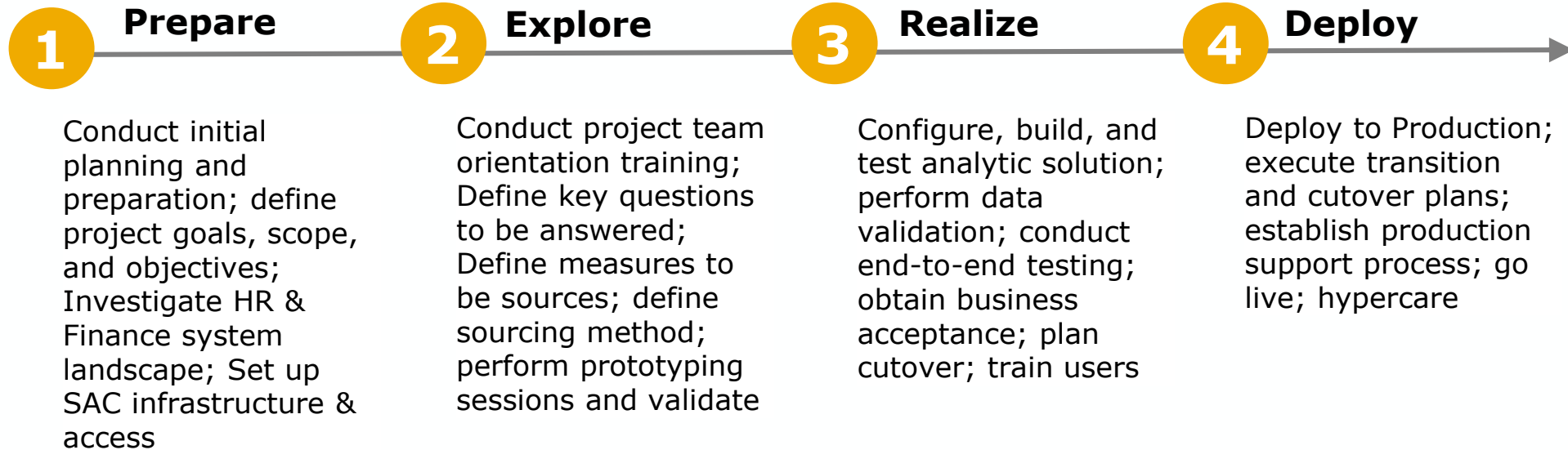
Finance Dimensions

- Company

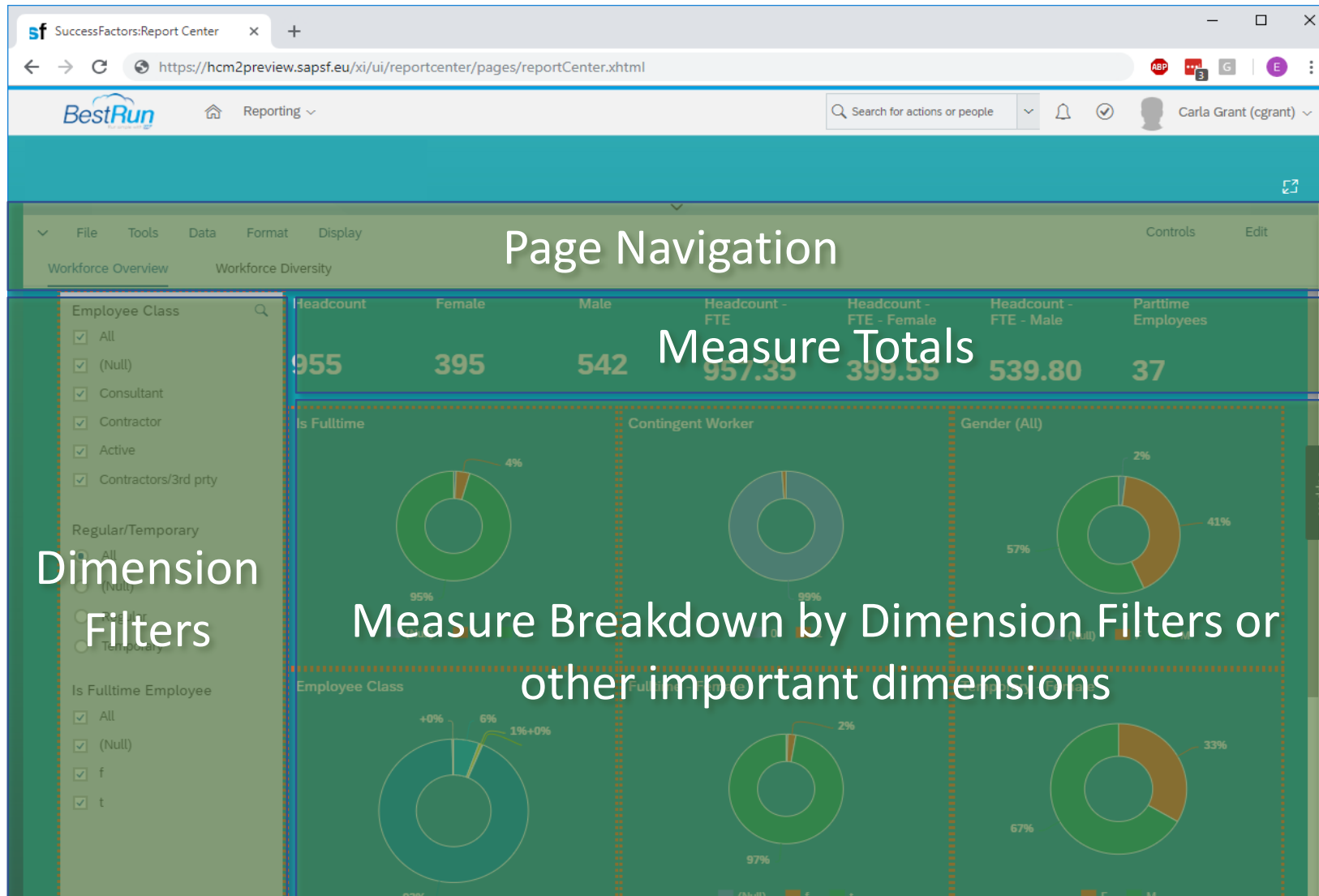
Date Dimension

- Year

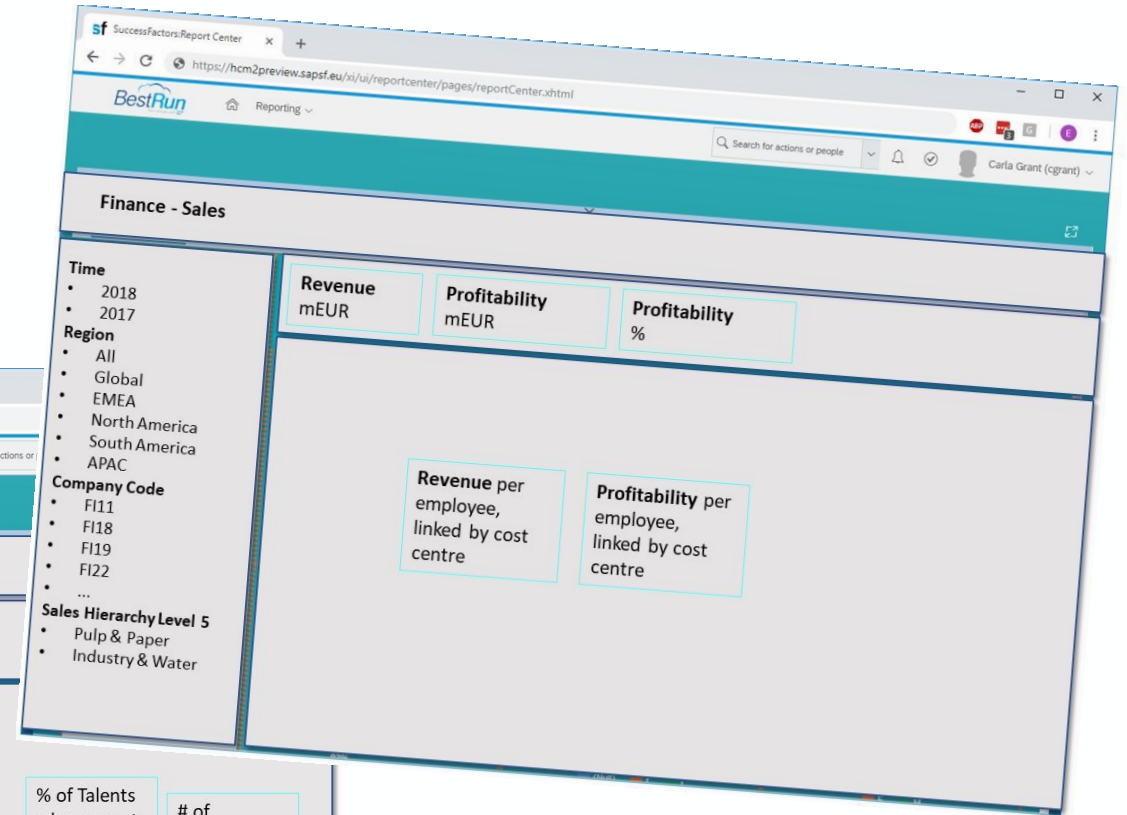
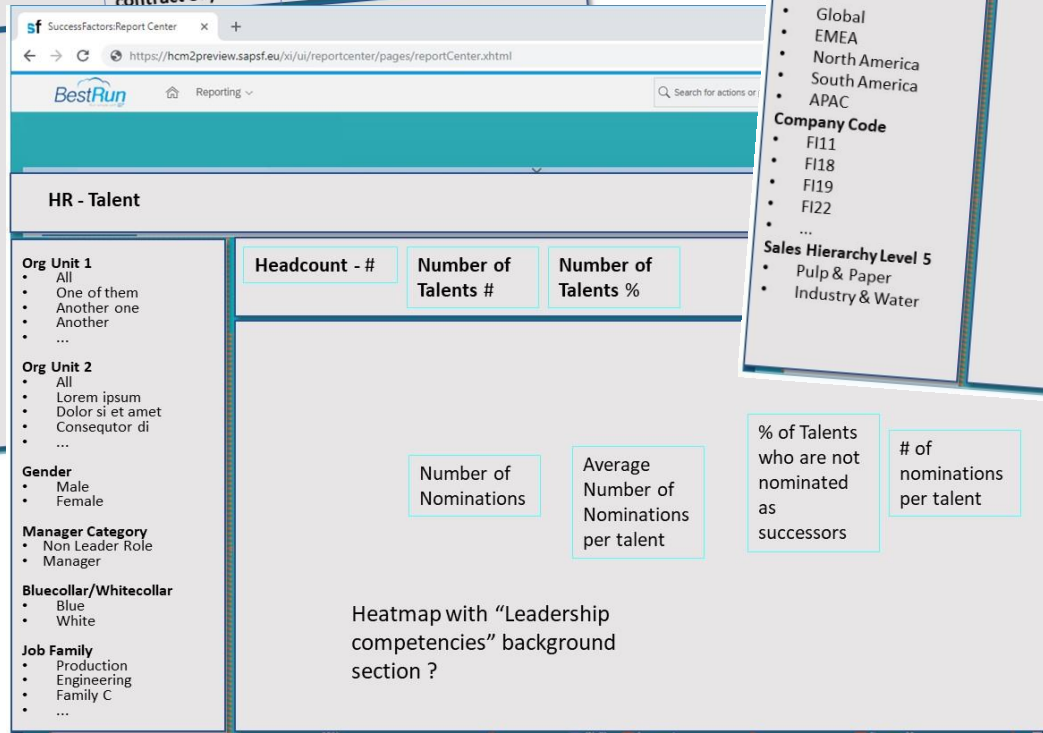
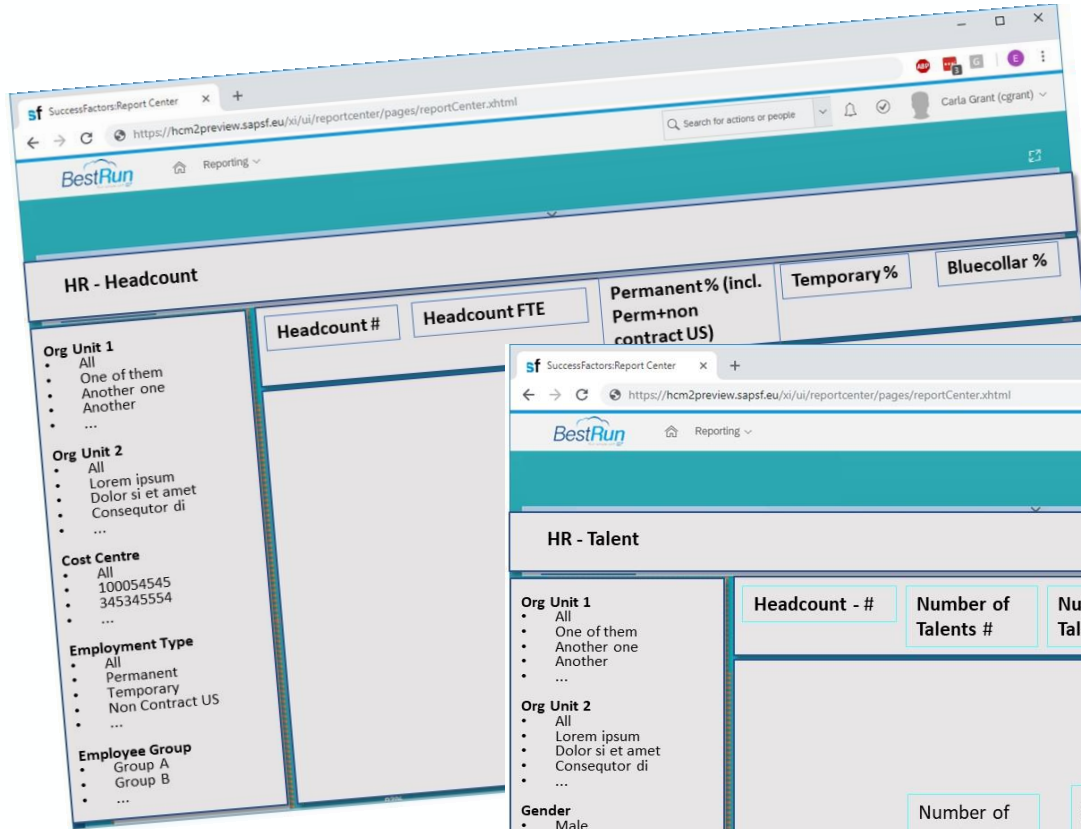
Methodology



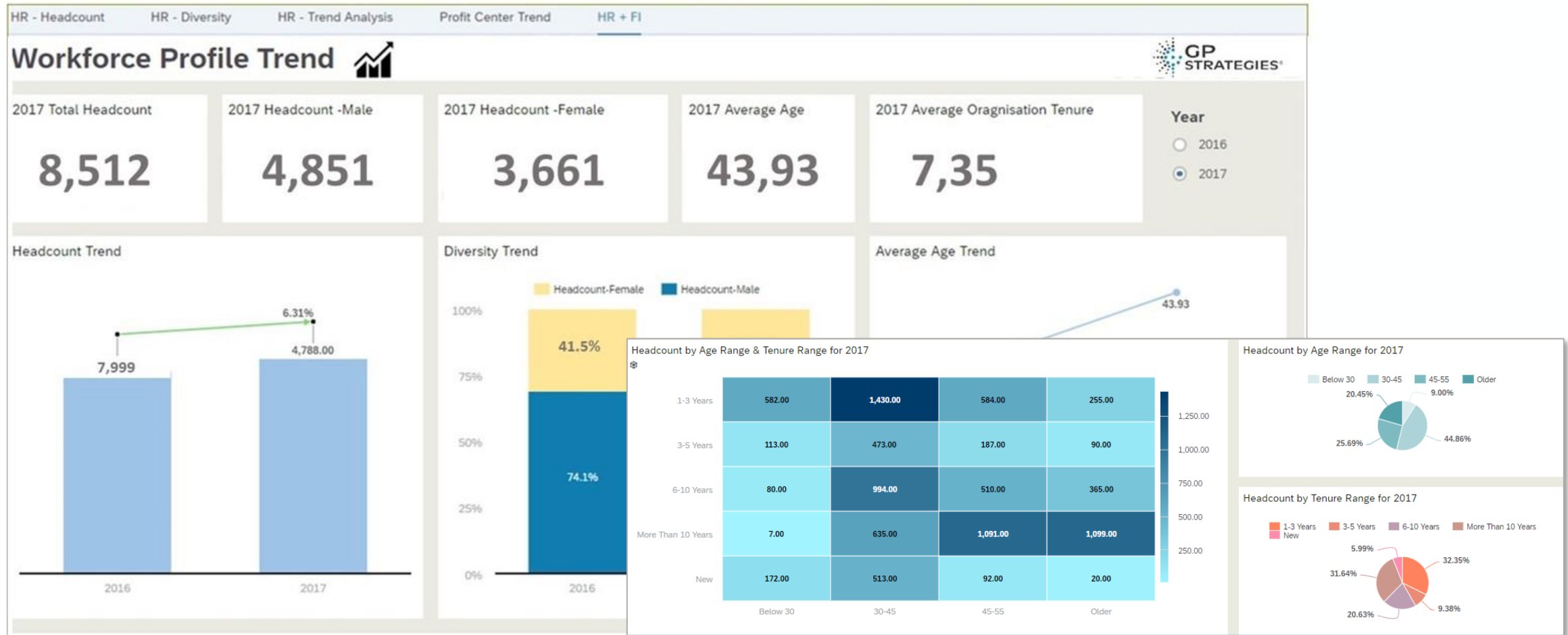
Application Design Principles



Workshop Prototypes



Core Workforce Analysis Dashboard



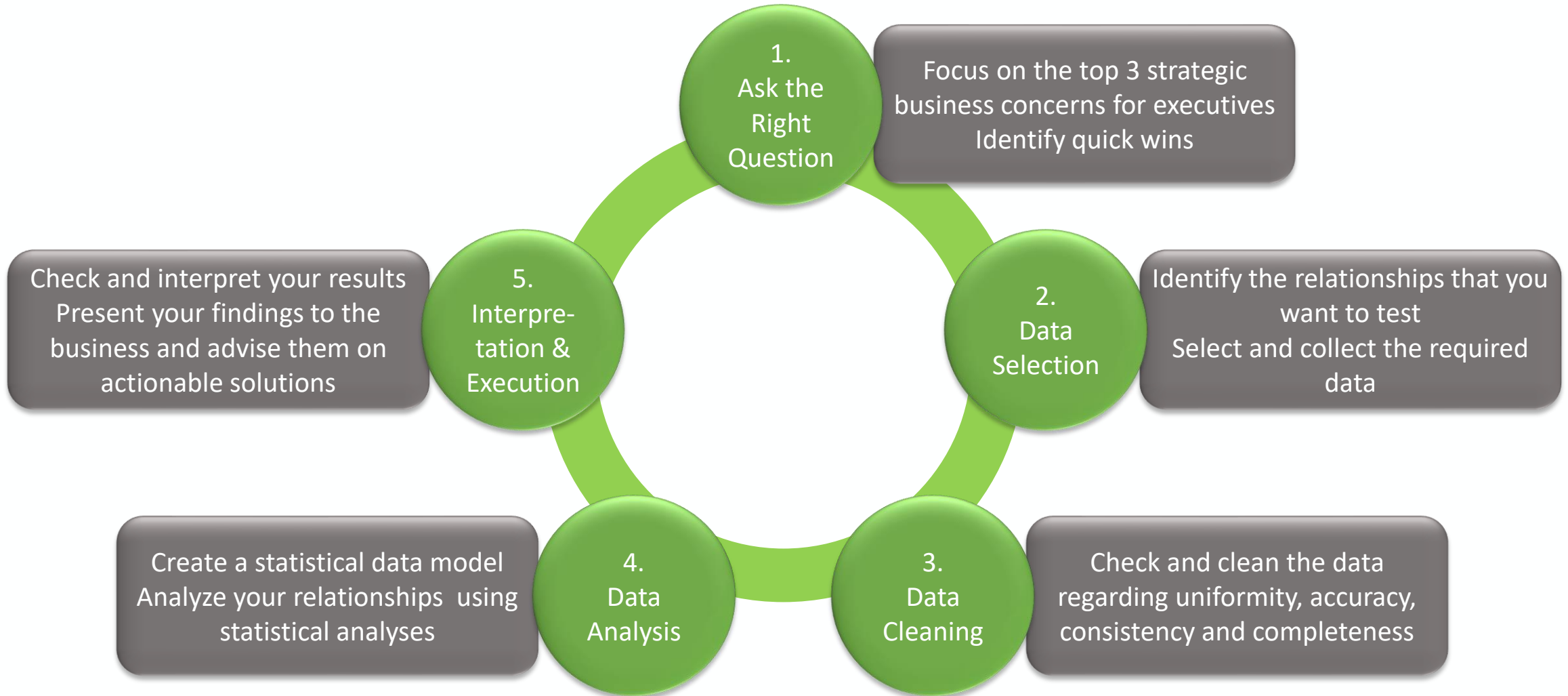
Profitability & HR Dashboard



Learning #1 – HR Data Analyst Skills

Business Skills	HR Skills	IT Skills	Data Analytics Skills	Marketing Skills
“Identify the right questions”	“Discover the right insights”	“Get the data right”	“Do the analyses right”	“Tell the story right”
<ul style="list-style-type: none"> • Understanding the most important business challenges • Understanding of key business processes & financial models • Expertise in connecting HR contribution to company goals 	<ul style="list-style-type: none"> • Scientific background in social sciences to discover relevant personnel factors • Insights in existing HR processes to explain company-specific findings • Connecting traditional HR with people analytics expertise 	<ul style="list-style-type: none"> • Understanding business IT structures • Being able to aggregate data from different systems • Company-specific IT-skills • Knowledge of data security 	<ul style="list-style-type: none"> • Excellent understanding of statistics • Understanding of various data analytics methods • Programming knowledge and experience in working with data analytics and visualization software 	<ul style="list-style-type: none"> • Understanding how data will be used by the business • Knowing how and which data add value to the business - and which do not • Visualize and "sell" insights to different stakeholders

Learning #2 - People Analytics Steps



Additional Learning Points

- Consider this an ongoing journey; business priorities will change
- Establish a common language to allow HR and FI to communicate
- Define HR core metrics & Finance core metrics together
- Avoid monolithic models - they are hard to maintain
- Learn & Utilize linked models in SAC
- Ensure data can be joined on the desired dimensions (ie. Company, Organisational Structures, Profit Centres, Cost Centres, Business Units, Countries ...)
- SAC has recently changed to a quarterly release schedule to align with other SAP cloud products (PROD tenant – but DEV is still bi-weekly)

Take the Session Survey.

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Recommended sessions on same topic ...

Session ID	Title	Timing
ASUG83363	See How Topcon Leverages SAP Analytics Cloud to Bring Numerous Business Units Together with a Consolidated Sales Dashboard	Wed 04:00 p.m. - 04:40 p.m.
DI86024	Gain Business Agility with Collaborative Enterprise Planning in the Cloud	Wed 05:00 p.m. - 05:40 p.m.
ASUG82308	Self-Service Data Access and Preparation with SAP Analytics Cloud	Thu 11:00 a.m. - 11:40 a.m.
ASUG82308	Self-Service Data Access and Preparation with SAP Analytics Cloud	Thu 11:00 a.m. - 11:40 a.m.
ASUG82798	SAP Analytics Cloud: Bringing the Power of Machine Learning to Business Users through Smart Features	Thu 12:00 – 12:40 p.m.
ASUG84329	Roadmap: Integrations with SAP Concur Solutions	Thu 12:00 p.m. - 12:40 p.m.
ASUG82798	SAP Analytics Cloud: Bringing the Power of Machine Learning to Business Users through Smart Features	Thu 12:00 p.m. - 12:40 p.m.

Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

Q&A

For questions after this session
contact Erik Ebert eebert@gpstrategies.com
& connect <https://www.linkedin.com/in/ebert>



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