

SUCCESSFACTORS ROADMAP @DR. OETKER – EXPERIENCE & NEXT STEPS –

Overview

1. About Dr. Oetker
2. Overview SuccessFactors HR Suite
3. Modules @ Dr. Oetker
4. Timeline and Project Organisation
5. Release Management
6. Next Steps / Vision



1 About Dr. Oetker

1 The Food Division in the Oetker Group

Food



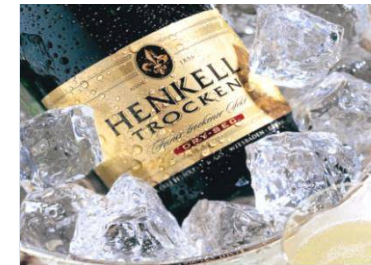
Banking



**Beer and
Non-Alcoholic
Beverages**



**Sparkling Wine,
Wine and Spirits**



Other Interests



1 Key figures

Sales (2016)	
Germany:	740 million Euro
Other Countries	1,674 million Euro
Dr. August Oetker Nahrungsmittel KG:	2,414 million Euro

Employees (2016)	
Germany:	4,469
Other Countries	7,171
Dr. August Oetker Nahrungsmittel KG:	11,640

1 The brand



The Dr. Oetker brand signals specific product characteristics:

- Outstanding flavour, appetizing aroma
- The highest quality
- Guaranteed success

The Dr. Oetker brand in German consumer awareness*:

- 96 % are familiar with the brand
- Dr. Oetker ranked among the most sympathetic brands by 63 %
- Almost two thirds (63 %) regularly use Dr. Oetker products

* Gruner + Jahr Brigitte Communication Analysis 2012

1 Plants in Germany



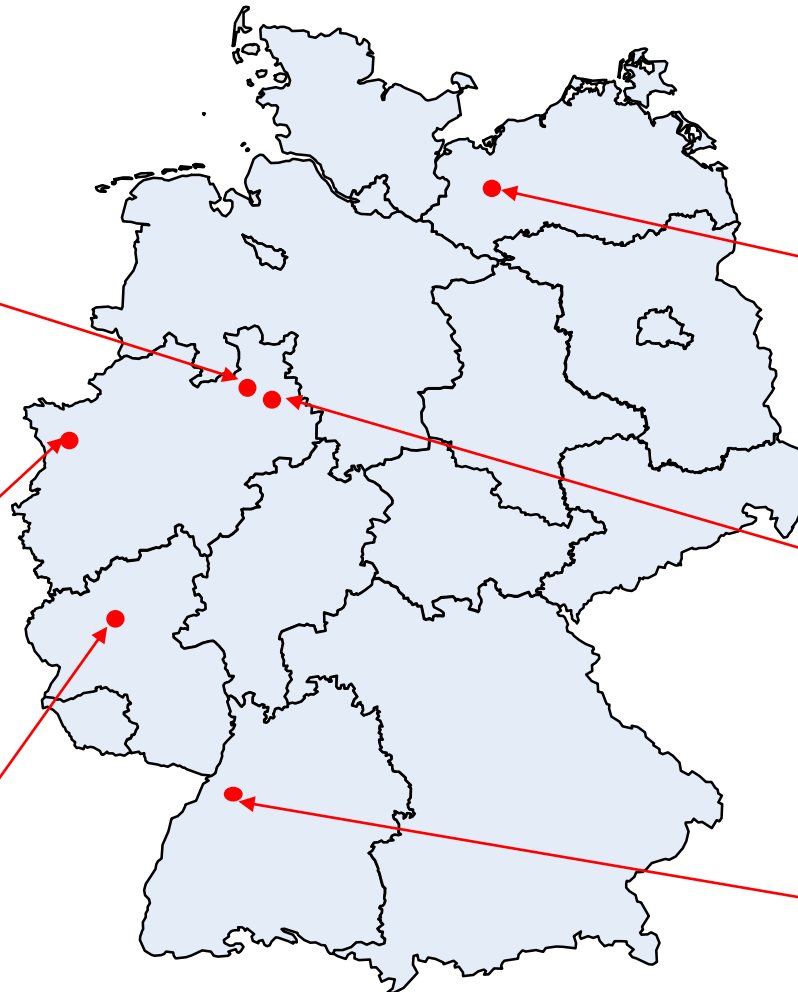
Bielefeld



Moers



Wittlich



Wittenburg

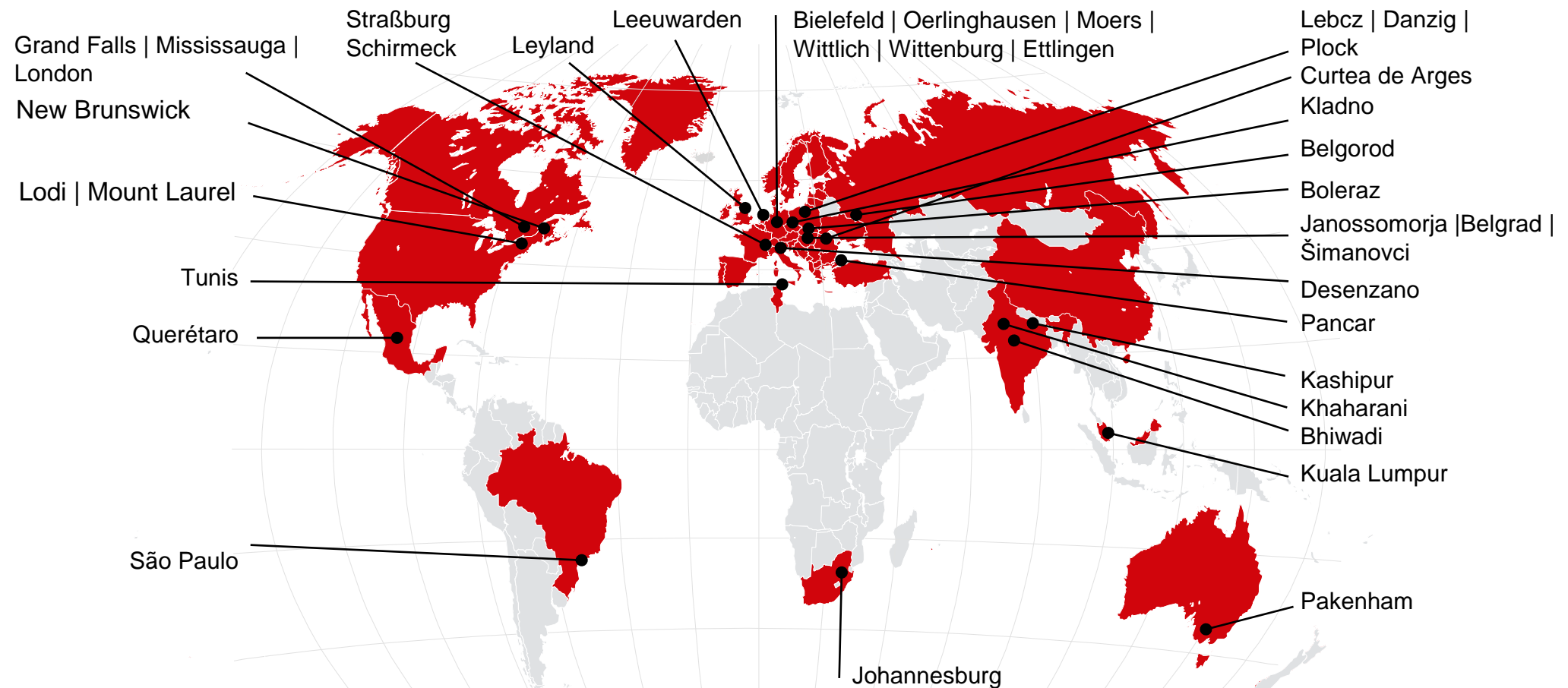


Oerlinghausen



Ettlingen

1 Plants international



2 Overview SuccessFactors HR Suite

2 SAP SuccessFactors HR Suite



3 Modules @ Dr. Oetker

3 Performance Management

- Aim of the module
 - Annual appraisal talks
 - Performance assessment and development based on the Dr. Oetker Core Competencies and individual objectives
 - First focus on white collar employees
- Links to other modules
 - Only after signing declaration of consent to participate in Talent Management:
 - **Dr. Oetker:** Information of employee profile and appraisal talks are used for the talent profile
 - **Oetker Group:** Information of employee profile is uploaded to this system as well

3 Talent Management

- Aim of the module:
 - Strategic succession and development planning
 - Fill key position appropriately (definition of key positions and identification of possible successors)
- Links to other modules:
 - **Performance Management** (after signing declaration of consent):
 - Use of competency assessment, development planning, assessment of manager re potential and future position
 - Use of information re language, mobility, desire to change
 - **Talent Management Oetker Group** (after signing declaration of consent):
 - Use of information of the employee profile (e.g. language, mobility, desire to change, CV), employee data, assessment of manager re potential and future position
- Measures Data Protection
 - Countries need to check local data protection regulation, maybe declaration of consent needed
 - Countries confirm access of global Talent Manager on defined data
 - Contract data processing

3 Recruiting

- Aim of the module
 - Whole Recruiting Life Cycle
 - Job Requisition and Job Postings
 - Application Management (internal and external applications)
 - Interview Process Management
 - White and Blue collar positions
- Planned links to other modules
 - Use CV data from employee profile for application and vice versa

3 SuccessFactors Live

Performance Management		Talent Management		Recruiting	
22 Countries	Planned 2018: 3-6 countries	10 countries	Planned 2018: 6-9 countries	8 countries	Planned 2018: 4 countries

4 Timeline and Project Organisation

4 Timeline

	<ul style="list-style-type: none">• Internationalisation of Talent Management (Succession Planning)	As of 2014	<ul style="list-style-type: none">• Go-Live SAP SuccessFactors & Use in pilot countries
2010	<ul style="list-style-type: none">• Definition of 5 International HR Processes	As of 2015	<ul style="list-style-type: none">• Further international system roll out Performance & Talent Management
2011	<ul style="list-style-type: none">• Definition of International Dr. Oetker Competency Model	2015	<ul style="list-style-type: none">• Implementation of Recruiting in pilot countries
2012	<ul style="list-style-type: none">• Introduction of International Dr. Oetker Competency Model in pilot countries per implementation in Performance Management	As of 2016	<ul style="list-style-type: none">• Further international system roll out Recruiting
2013	<ul style="list-style-type: none">• Decision for technical solution for International HR Processes: SAP SuccessFactors	2017	<ul style="list-style-type: none">• Test implementation of Recruiting Marketing

4 International Organisation

Strategy		
Core Team	Process Promoter	
International Processes		
Performance Management	Process Owner / Project Leader	Team Members
Talent Management	Process Owner / Project Leader	Team Members
Recruiting	Process Owner / Project Leader	Team Members
Employee Central (International Employee Master Data)	Process Owner / Project Leader	Team Members
Compensation	Process Owner / Project Leader	Team Members
IT Project Management and System Owner / Product Owner		
System Owner / Product Owner		

4 Roles and Responsibilities

HR is responsible for:

- Process and content
- Dealing with law and data security topics // works council & trade unions
- Data management
- Reflection of organisational changes (e.g. new departments)
- Launching new templates
- Translations
- Test management
- 1st level support

IT is responsible for:

- Role based permissions
- Changes in layout
- Designing new templates
- Changes in system landscape
- E-Mail notifications
- Data upload
- Release management
- 2nd level support
- Consulting
- Data Security

5 Release Management

5 Release Management (1/2)

- What is a release?
 - Bugfixes that impact end-users
 - Major feature changes
 - New product functionality
 - Universal
 - Optional



5 Release Management (2/2)



6 Next Steps / Vision

6 Next Steps / Vision

- Global Reporting for HR and Managers
- Implementation of Recruiting Marketing
- App Enhancements, e.g. Works Council App
- Simplification of Recruiting Process
- SuccessFactors Mobile App
- Evaluation of Employee Central
- Evaluation of Compensation

QUESTIONS???