

ABN AMRO: Gains Insight into their workforce



'HR Insight provides ABN AMRO's HR Managers with quick and easy access to all relevant data, reports and analyses on the entire workforce worldwide. HR Insight is a must in view of the change in role of HR from an administrative department to a strategic partner of the commercial business units.'

Martel Berends, Project Manager

Human Resources (HR) Insight

HR Insight was built using BusinessObjects Application Foundation. Data from the operational HR systems (including PeopleSoft HR) is gathered, checked and enriched in the corporate data warehouse. Reports and analyses that provide insight into changes to this massive amount of data is created using BusinessObjects Application Foundation. By adding so-called business rules, this data is scanned and checked at set intervals.

Human Resource Management is a strategic function within ABN AMRO and is essential if a company of this size wants to obtain insight into the developments of its workforce and the associated costs.

At the corporate level, Human Resources guidelines are developed and set out, and are then locally adapted according to the requirements of the local organization. The Human Resources function is continually developing. HR also defines performance indicators and has to prove that it adds value to the commercial objectives of the company. With this objective in mind, Corporate HR has been working towards a successful HR model. ABN AMRO HR is now making the transition from an administrative department to a strategic partner. In order to realize this transition, changes to procedures and the provision of information have been made.



Adapting to Change

Corporate HR asked Business Objects to help with the changes regarding the provision of information. HR considered the following to be critical:

1. A simple, accessible and visually appealing HR information system from which data from all over the world is collected - supplied via PeopleSoft and then made available again via predefined analyses in BusinessObjects Application Foundation.
2. Insight into the movement of workforces during a specific period and over different periods.
3. The possibility of monitoring, interpreting and acting on developments in the total workforce.
4. Automatic warnings in the event of important changes.
5. Reports on themes and organizational level that are directly relevant to a strategic HR decision.

ABN AMRO

With over 3,400 representatives in more than 60 countries scattered across all continents, and with approximately 110,000 employees, ABN AMRO is among the top ten banks in Europe and ranks 22nd in the world. ABN AMRO sets itself the objective of creating value for its customers.

With regard to relationship management, they always think in terms of the demands for financial services of the customer groups selected by them. But it is the employees across the world who, through their professionalism and motivation, create this value.



Close relationship

Business Objects built HR Insight in collaboration with ABN AMRO by means of a close customer-supplier relationship. HR Insight now provides prompt, consistent and reliable information on developments in the bank's total workforce. As a result, the Human Resources department is developing from a data collector to a strategic analyst and partner of the operationally responsible (Strategic) Business Units. This ABN AMRO solution gives HR Management an executive view on the strategic movements made by the corporate workforce. For instance, it is clear at a glance:

1. How long employees with a specific profile work at the bank.
2. What shifts in personnel take place between departments or (strategic) business units.
3. How the age groups are constructed within the business units, countries and functions.
4. And, for example, what the salary distribution looks like on a global level.
5. Automatic warning in the event of possible bottlenecks predefined by the business itself.
6. Following trends in the ABN AMRO global workforce, for example the ratio of men to women as well as the in and outflow of employees.

The insights gained on the basis of current data provide the bank with a clear picture as to the strategy to be followed. HR Managers can benchmark their results in relation to the rest of the organization. In the future, the Human Resources Department will provide even more specific analyses in relation to specific tracking indicators. Decisions regarding the extension and refinement of analyses are made in close co-operation with future users.

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