

# ■ Case study

## Bayer AG



### Bayer extends employee self-services to include production staff

Pharmaceutical giant Bayer reoriented its Human Resources unit toward the principle of shared services – a system that relies on more employee participation. Now, Bayer's production staff can also take advantage of the company's employee self-services offer, which enables employees to manage their personal information – for example, entering vacation dates, checking payroll data, or booking training courses – via the intranet. To provide production workers access to these options, Bayer installed kiosk terminals from Wincor Nixdorf in many of its production facilities. Bayer's decision was influenced above all by the security features of Wincor Nixdorf's solution.



Bayer Business Services



**WINCOR**  
**NIXDORF**

# Wincor Nixdorf case study: Bayer AG

## Corporate goals:

**Automate and  
standardize HR  
processes**

**Guarantee  
personal data  
privacy**

**Achieve time- and  
cost-savings**

**Prompt availability  
of current data**

## ■ **Reducing administrative overhead in HR**

Cut costs! Improve efficiency! Free up resources for strategic work and business consulting! For years now, HR management teams have been hearing demands like these, and this is particularly true for large, global enterprises where HR processes tend to vary from one business area, subsidiary and international location to the next. Ultimately, Bayer chose to meet these challenges by realigning its Human Resources department, and the company has adjusted, bundled and standardized its HR processes at the international level.

At the same time, Bayer Business Services developed Global HR, which builds an innovative IT platform together with the Employee Interaction Center (EIC) from SAP® and is designed to support the new shared services for personnel tasks throughout the Bayer Group. Bayer Business Services is the Bayer Group's international competence center for IT-based services in the four core areas IT Infrastructure and Applications, Procurement and Logistics, Human Resources and Management Services, and Finance and Accounting. The platform Global HR is based on mySAP™ ERP 2005 and combines applications for HR administration and payroll accounting, manager self-services, employee self-services, and electronic personnel records. It

integrates the following programs from mySAP ERP Human Capital Management: SAP® eRecruiting for personnel recruiting and SAP® Learning Solution for training management. SAP® NetWeaver Business Intelligence for global reporting is also incorporated. Currently, Bayer is also testing the application "Performance Management," which focuses on people management. This is just one of the many additional expansion levels on the way to mapping all the human resources business processes in Global HR.

## ■ **The new HR function model**

As a result of the HR realignment at Bayer, the tasks involved in HR administration, concept development and management consulting have been completely separated. People who have traditionally acted as generalists have now taken on expert roles. For example, HR business partners now advise management staff in the subgroups and service companies on HR management and development issues in particular, and thus act as a key interface between business and HR functions. At the HR Centers of Expertise, experts develop global HR concepts and orient regulations and standards to HR strategies.

Since October 2006, support for Bayer employees for all human resources issues has been provided by 140 employees working



in a Shared Service Center in Leverkusen. The services they provide include payroll accounting, recruitment, advanced training and even assignment to international posts. According to current plans, the number of employees at the Shared Service Center will grow to approximately 200 by the end of 2008, and this staff will be responsible for looking after all the employees at Bayer's regional companies in and outside Germany via telephone, fax and e-mail, supported by SAP's EIC.

But management and employees have an additional touchpoint for HR issues via the employee self-services available on the Bayer intranet. Here, they have access to a new HR portal where they can make changes to their personal information, fill out vacation forms, or book training courses, for example.

This "self-service" process has led to significant reductions in administrative overhead at Human Resources. "Our goal is to cover 80 percent of HR administration processes with our manager and employee self-services," says Regina Siebelitz, who

is responsible for HR self-services at Bayer Business Services. "However, we can only reach this ambitious target if as many employees as possible have access to these self-service functions."

#### ■ **Kiosk terminals for employees without a computer workstation**

That's why Bayer installed more than 50 kiosk terminals from Wincor Nixdorf International GmbH at its production facilities and at other locations that are freely accessible to staff. These kiosk terminals contain PCs that are linked to the Bayer intranet.

Employees insert their ID cards and enter their passwords to gain access to the self-services offer. "The kiosk terminals enable us to offer our production staff the same user-friendly functions enjoyed by employees who have their own PCs," Regina Siebelitz emphasized.

Five Bayer companies have already been integrated in the new function model. Integration of the sixth is scheduled for May 2007. After this, the new HR model will be extended to company subsidiaries and

international locations, with global rollout due to be complete by the end of 2009. So far, 16,000 employees in the Bayer Group have access to the new self-service scenarios on self-services via the intranet, including 5,000 employees in production. "The original plans involved setting up a total of 200 kiosk terminals at different sites by the year 2009," Regina Siebelitz explains. "But they've turned out to be so popular that we're currently planning far more systems than that!"

#### ■ **High security guaranteed**

There were very good reasons for Bayer Business Services to decide on kiosk terminals from Wincor Nixdorf. Regina Siebelitz comments: "We wanted a standard product with an integrated card reader for user authentication, browser technology that can be restricted to a handful of functions, and an option that retracts printouts that are not collected and then blackens them and stores them in a protected area inside the system."

Another key feature of Wincor Nixdorf's kiosk terminals is the powerful thermal



printer integrated in the terminal's housing. This housing ensures that the printers are protected from acts of physical violence or brute force and from the impact of oil and chemicals, and the printing technology relieves operators of the constant reloading of paper necessitated by conventional printers. The terminals can also be equipped with a touchscreen or trackball so that they can operate without critical keypad functions such as CTRL, ALT and DEL. This makes it impossible for unauthorized persons to gain access to system control – even though the terminals are available around the clock.

When an employee withdraws his or her ID card from the terminal after using it, the system automatically switches to the log-off state until the next user logs on. This completely deletes all temporary data from the cache and restarts the application. If an employee absentmindedly leaves an ID card in the terminal, the system waits for a pre-defined period of time (determined by the individual company's requirements) and then likewise restarts the application. These functions mean that in contrast to

PCs, the terminals offer maximum security – a vital data protection feature in a high-traffic environment! In addition, a privacy filter and an additional privacy shield keep passersby from viewing the information displayed on screen while an employee is using the system.

#### ■ **Employee self-services are expanding**

Employee self-services offer employees a number of different functions, including the option of displaying and printing out payroll and time account data or standard certificates, and making changes to their personal data. They can enter their absences, find information on continuing education, or find out about and book training courses. The system also offers access to information on job openings, job application procedures and participation in the company's stock option programs. "We'll be expanding the range of options in the future," Regina Siebelitz comments on the employee self-services functions; plans are afoot to include electronic personnel records, suggestions for improvement and travel management in the self-service scenarios.

#### ■ **Efficient HR processes**

Kiosk terminals from Wincor Nixdorf give all employees access to employee self services, anywhere, anytime. And that translates into optimized workflow with full data privacy.

#### ■ **Functions at a glance**

- Modify personal data
- Fill out vacation forms
- Display and print out payroll and time account data
- Enter absences
- Find out about and book training courses

#### ■ **Data privacy guaranteed by ...**

- ID card and separate password for each employee
- Privacy filter and privacy shield
- Automatic logoff state when card is removed
- Automatic restart if employees forget to remove an ID card from the terminal



During the introductory phase for the kiosk terminals, so-called Terminal Guides will help Bayer employees get used to the HR portal. The workforce has not been given any special training. "We are relying on our employees' online skills, since the new self-service options have triggered a real thirst for knowledge," Regina Siebelitz reports. Besides, each kiosk terminal comes equipped with a phone handset. Help waits at the other end in the form of a hotline where employees can get individual user guidance.

#### ■ Prompt data for supervisors

The options offered by the kiosk terminals and self-services functions mean that employees are spared frequent jaunts to the HR department to manage their data or collect documents. What's more, information such as proof of hours worked is made available quickly and the paperwork associated with maintaining certain data, such as records of absences, can be reduced.

The popularity of this solution with employees also translates into benefits for their supervisors. The manager self-services

function ensures fast, convenient access for supervisors to the latest employee data – including illness and absence levels in their groups, vacation plans and the latest version of each employee's personal data sheet.

#### ■ Reduced administrative overhead for HR

In addition to rapid provision of data, self-services offer another advantage: they greatly reduce the risk of errors. "The more we reduce paperwork, the better we control sources of error," Regina Siebelitz explains. Only a few fields need to be filled out on screen, and these are preset to detect and reject most incorrect entries automatically.

Deploying kiosk terminals and self-service scenarios has automated, standardized and improved a large part of Bayer's human resources processes – and has now been expanded to include employees working in Bayer's production facilities. The terminals play a key role in reducing the company's HR administrative overhead and enable HR management to spend more time on strategic and advisory concerns.

# More reasons to choose Wincor Nixdorf



## ■ The solution partner for customers with long-term goals

After Wincor Nixdorf's impressive IPO, the company has positioned itself once again as a successful supplier of highly-specialized mechatronic systems for the banking and retail sectors. The company, which has more than 7,800 employees, continues to post an above-average growth and thus buck current market trends in its industry. Wincor Nixdorf's ATMs, self-service statement printers and computerized POS systems, manufactured in production sites on three continents, can be seen everywhere.

Wincor Nixdorf is also one of Europe's largest consulting and solution providers. The yearly sales volume generated from the sale of software, consulting and services amounts to several hundred million euros, with two-digit growth rates in all three areas. Thanks to its internationally leading

products and solutions for customer self-service, Wincor Nixdorf is the number one in Germany, the number two in Europe, and the number three worldwide. And Wincor Nixdorf has repeatedly created significant competitive advantages for its customers thanks to its groundbreaking innovations.

Wincor Nixdorf's customers profit from the expertise the company has gained from thousands of successfully realized banking projects across the world, experiences that have been consistently incorporated in Wincor Nixdorf's systems, solutions and services. A further advantage is the excellent industry knowledge and technological know-how of Wincor Nixdorf's experts and strategic partners. Together, they handle all aspects of banking on behalf of their customers.

Banks can rely on Wincor Nixdorf as an expert, all-around partner for products, solutions and integration.

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