



SIEMENS

KNOWING THE WORKFORCE

QUICK FACTS

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Mauro Wagner Baptista, Knoa@Siemens Project Manager, Siemens Ltda.

Company

- Name: Siemens Ltda.
- Location: São Paulo, Brazil
- Industry: High tech – electronics manufacturing services
- Products and services: Industrial automation, building and mobility solutions, renewable energy generation, energy distribution, imaging and IT solutions, diagnostics and systems for healthcare
- Revenue: US\$2.3 billion
- Employees: 10,170
- Web site: www.siemens.com.br
- Implementation partner: SAP® Education organization

Challenges and Opportunities

- Identify shortcomings in expertise to focus training on most needed areas
- Reduce support costs and project costs
- Increase productivity

Objectives

- Integrate group companies
- Standardize business processes and achieve business excellence
- Improve methods for monitoring user performance
- Improve training efficiency and costs
- Facilitate user adoption of new software
- Optimize investment in IT

SAP Solutions and Services

SAP User Experience Management (SAP UEM) application by Knoa

Implementation Highlights

- Involved many users to successfully cover all project areas and processes
- Gained support of board of directors
- Trained key users for rapid solution implementation

Why SAP

- Strategically sound choice
- Support for problem solving
- Ability to realize desired return on software investment
- Training for managing user productivity and system performance
- Functionality to monitor end-user experience in terms of efficiency, productivity, and system performance

Benefits

- Standardized processes throughout group’s areas and companies
- Aligned processes according to matrix guidelines from Germany
- Optimized use of SAP solutions and, subsequently, IT investments
- Reduced costs related to maintenance and help-desk calls
- Increased productivity via training that best suits each user’s needs
- Gained ability to identify each department’s requirements, performance, and areas in need of improvement

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SAP Customer Success Story
High Tech – Electronics Manufacturing Services



“The management team needed the right tools to improve the process, performance, and quality of user support services.”

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Originating in Germany, Siemens AG has operated in Brazil for over 100 years and is the largest company in the country's electronics sector. During times of economic uncertainty and pressure for improved results, management saw a critical need to increase transparency and visibility into business processes. In response, Siemens implemented the SAP® User Experience Management (SAP UEM) application by Knoa to monitor both individual employee and IT-system performance.

Optimizing Human Resources and IT

The IT team wanted to improve first-level support to its users of SAP software. “The head office wanted to achieve the same level of excellence it provides in other service areas,” says Mauro Wagner Baptista, the company's Knoa@Siemens project manager. “Siemens needed the right tools to improve the process, performance, and quality of user support services.”

SAP UEM was the perfect software to integrate the group's companies, optimize IT costs, and standardize processes. It could achieve business excellence and increase the efficiency and productivity of its employees. Thanks to SAP UEM, Siemens can proactively solve problems by monitoring user productivity, behavior, and performance.

To start, Siemens assembled the project team, and within two and a half months, the testing environment was fully configured and SAP UEM was installed and implemented. “The project was deployed to 2,500 users and had low technical complexity,” emphasizes Baptista. “The success of the project is due to the involvement of a large number of users to cover all of the company's areas and work processes as well as unconditional support from the board of directors.”

Strategic Decision

“Since we've been using SAP UEM, we're able to identify areas in need of improvement for each user, and we can better target specific training,” states Baptista. With that, Siemens is able to facilitate improvements in specific areas and reduce maintenance costs and help-desk calls. It has better resource allocation and productivity gain and can identify the demands and needs of each department.

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