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Galaxy Entertainment Group: Enabling Rapid Growth with SAP® ERP HCM and SAP ERP Financials

Galaxy Entertainment Group Limited is a leading operator of integrated gaming, leisure, and entertainment facilities. To meet its **demand-driven strategy,** the company chose the SAP® ERP Human Capital Management and SAP ERP Financials solutions to enable its business to grow and launch new resorts and casinos with minimal impact to the business operation.

Executive overview

Company
Galaxy Entertainment Group Limited

Headquarters
Hong Kong

Industry
Hospitality – entertainment

Products and Services
Hotels, gaming, and integrated entertainment facilities in Macao SAR

Employees
15,000

Revenue
HK$41 billion (US$5.3 billion)

Web Site
www.galaxyentertainment.com/en/

BUSINESS TRANSFORMATION

The company's top objectives

- Capitalize on continued growth of spending from mainland Chinese visitors
- Attract, motivate, and retain employees
- Better align the interests of employees and shareholders
- Provide effective support for back-office operations of a fast-growing business

The resolution

- SAP® ERP Human Capital Management (SAP ERP HCM) and SAP ERP Financials solutions selected to establish an integrated platform
- Top management support for business and organizational change management
- Clear accountability and value-adding attitude of business owners

The key benefits

- Expedited growth with minimal disruption to the business
- Reliable source of information for business insights
- Foundation for developing further HCM capabilities

Read more

TOP BENEFITS ACHIEVED

10x
Revenue growth in 5 years

4x
Increased number of rooms in 5 years

5x
Number of employees in 8 years

See more metrics

"Galaxy Entertainment Group chose SAP for its back-office operations with the vision of further growing the company. SAP software is a robust, globally accepted solution for large enterprises."

Trevor Martin, Senior Vice President of Human Resources and Administration, Galaxy Entertainment Group Limited

Executive overview

Company objectives

Resolution

Business transformation

Future plans

Positioning Galaxy as a leader in the entertainment field

Galaxy Entertainment Group, one of Asia's leading developers and operators of integrated entertainment and resort facilities, wholly owns Galaxy Casino S.A., a gaming concessionaire that received a gaming license from the Macao SAR government in 2002.

In October 2006, Galaxy Entertainment Group opened StarWorld, its stunning and highly successful flagship property, in the heart of the Macao Peninsula. StarWorld provides world-class entertainment, dining, and lavishly designed five-star luxury accommodation. The property has received numerous awards, including the highly prestigious Five-Star Diamond Award for five consecutive years.

To support Galaxy Entertainment Group's continuous growth, company executives wanted to improve the effectiveness of their back-office operations and establish an IT platform that would provide the necessary scalability. This is why the group decided to run its back-office operations on SAP ERP Financials and SAP ERP HCM.

"The functionality in SAP solutions fully supports our operations. No other offerings can provide the same level of reliability, and I am totally confident of the deployment."

Ian Farnsworth, Director, Information Services and Technology, Galaxy Entertainment Group Limited

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Managing change to avoid business disruption

The SAP implementation was successful for a number of reasons. First, top executives stayed actively involved throughout the project, and business owners took responsibility to define and formulate specifications relating to their areas.

Another key success factor was that the consultants involved in the project helped facilitate change management and worked collaboratively with the business owners to understand the requirements.

The team won the confidence of the internal users that changes would be managed carefully with minimal risks of disrupting the business operations.

The company was challenged by having only a small number of staff involved in the initial phase of the project. It overcame this with a large education component that has helped to unlock the value of the system for the business.

> "The impact of the SAP implementation was managed in a measured and successful way with minimal disruptions to the business. Galaxy Entertainment Group put high emphasis on change management."
>
> Trevor Martin, Senior Vice President of Human Resources and Administration, Galaxy Entertainment Group Limited

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Enabling growth, improving efficiency, and developing talent

SAP software has helped Galaxy Entertainment Group support its vision of becoming a globally recognized company. Trevor Martin, senior vice president of HR and administration, notes that SAP solutions helped facilitate the change from a small company into a fast-growing, much larger organization. The group grew from 3,000 employees in 2004 to over 15,000 in 2012.

The company has used SAP software to improve operational efficiency and establish the foundation for organizational development and training programs. As an example of efficiency, employees can now access HR data such as pay slips via self-service. The information is available in real time and is accessible via multiple devices, leading to higher employee satisfaction.

Within the HR department, personnel can now direct more time to analysis and less to transactional processing – implementing HR processes that strengthen and develop talent capabilities within the group.

KEY BENEFITS

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Expanding market share and human capital development

Today Galaxy Entertainment Group runs on SAP software. It is regarded as a powerful tool to facilitate not only the company's future expansion but also its strategic human capital development.

With the successful adoption of SAP software, the group has established a human capital steering committee with senior representatives from the business. The focus is on unlocking the value from further features of the SAP solutions. One initiative being rolled out is a training and development suite.

Using analytical tools from SAP, the group can further transform the business by moving efforts from transactional and operational processes to more strategic HR activities supporting corporate goals and values by providing business insights.

With a foundation for growth provided by SAP software, Galaxy Entertainment Group looks forward to continuing to increase its market share and plans another game-changing resort in Macao.

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