

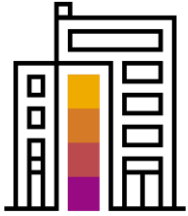


# SAP® Innovation Awards 2020 Entry Pitch Deck

## Accelerating Legacy-Building Opportunities for Those Often Left Behind by Technology

Davey Tree





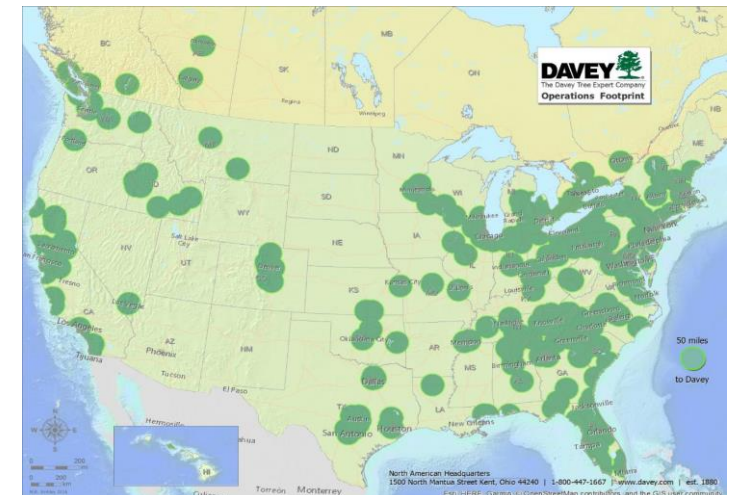
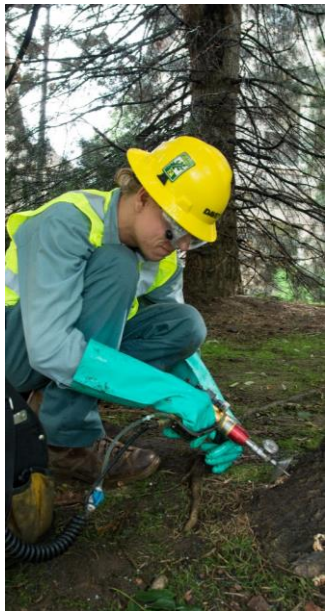
# Company Information

**Headquarters** Kent, Ohio  
**Industry** Green Industry  
**Web site** <http://www.davey.com/>

Davey Tree Experts is an employee-owned corporation that provides arboriculture, horticulture, environmental and consulting services to our clients in the US and Canada.

Many of our executives started at the bottom of the organization, some with very little formal education, and have worked their way into leadership, not just within Davey, but within the green industry. Davey's culture is that of "hard work wins over pedigree."

- Largest residential tree care company in North America
- Over 10,500 employees in U.S. and Canada
- Hundreds of locations across North America
- Planning to hire seasonal staff of over 6500 people in 2020
- Davey's leadership in the green industry is recognized world-wide



# Rapid Recruitment & Hiring a Distributed Workforce

## Davey Tree Experts



**The new Quick Hire (Fiori Extension) Application reduces the time to hire walk-up/in candidates by around 74% and allows the manager to walk the candidate through the process. Instead of having the hiring manager and candidate interact remotely, hiring can be accomplished in one step with a much-improved candidate and hiring manager experience. This allows Davey to hire candidates that would otherwise be left behind by traditional hiring technology.**

– Jason Brumbach, Manager of Business Applications at Davey

### Challenge

- Workforce is highly distributed and non-technical; 30-50% of hiring done via walk-in/up process
- Staffing levels fluctuate wildly each year—need to hire over 6500 people annually
- Many potential applicants are non-technical, recruitment/hiring process needs to be simple and supported via a mobile devices

### Solution

- Fiori extension application, hosted on SAP Cloud Platform enables its leaders to efficiently bring talent into the organization
- SAP SuccessFactors (via Fiori app) supports candidates that often have no email or smartphone and even non-English speakers
- SAP Success Factors Recruit Management enables richly rewarding career opportunities to people that are often not able to participate in traditional high-tech hiring opportunities. As Davey promotes from within and is employee-owned, these jobs can give these candidates an opportunity to build a life that would otherwise have been elusive.
- SMS technology from the Digital Interconnect team at SAP allows us to communicate with non-traditional deskless workers directly on their mobile devices

### Outcome

- Ability to meet the intense, sudden, and variable demand for teammates more effectively than our competitors
- Vast improvement in the candidate experience through greatly streamlined and personalized (face-to-face) hiring process
- Ability to effectively cater to a population that does not often speak English as a first language
- Automation of administrative tasks and workflows, reducing errors and enabling focus on value-added activities
- Ability to launch new initiatives quickly thanks to a simplified and agile IT infrastructure

**30-50%**

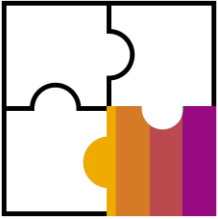
Percentage of employees hired on the spot after walking in or up to job site

**60%**

Percentage of total workforce hired/re-hired each year

**74%**

Reduction in the amount of time it takes to hire someone with new Fiori app



## Participating Partner Information

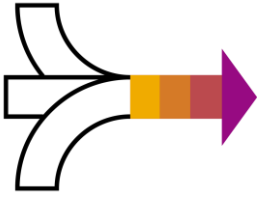
### Rizing HCM

**Developed a web application as an extension to SAP SuccessFactors; deployed to Davey Tree's SAP Cloud Platform, enabling field hiring managers to complete the Quick Recruitment**



“We understood the business, and Davey Tree’s recruiting needs are unique. The talent they are trying to attract are often not English-fluent, don’t have a resume, and many don’t even have an email address. Rizing responded with a unique solution. We built a custom OpenUI5 / Java site hosted on SAP Cloud Platform that allows applicants to apply through a public URL with one simple data entry screen. The candidate experience is matched to their needs, including offering both English and Spanish as language choices. This Quick Apply web app maps to Career Site Builder and to Onboarding so that, internally, Davey Tree has all the same functionality they need to manage and onboard candidates,” says Lindsay Jauss, Vice President, Talent Management, HCM Practice at Rizing HCM.





# Business Challenges and Objectives

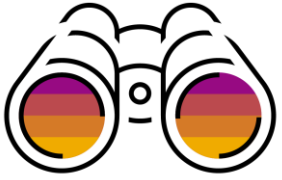


- Traditional hiring process too slow and ineffective for target applicants and for walk-in/up hiring
- Workforce is highly distributed and non-technical; many don't have email or smart phones
- Staffing requirements fluctuate wildly; seasonal workforce: +/- 6500 people annually
- Need to be able to accommodate immediate mass hiring—e.g. when they win new contracts
- Recruitment and hiring process needs to be simple, multilingual, and supported via any type of device, including mobile devices
- Hiring process needs to allow managers to support candidates that struggle with technology
- The business is growing fast and we need to be able to bring hard-working talent into the organization; that talent does not always have a formal education pedigree



- Need to eliminate the back-and-forth (email) nature of the traditional hiring process
- Need to accommodate walk-in/up candidates in a competitive labor market
- Need to communicate with those candidates more effectively and eliminate non-value-added parts of the process
- Need to support applicants in both English and Spanish
- Must be able to complete the hiring process in under 10 minutes in face-to-face, deskless environments

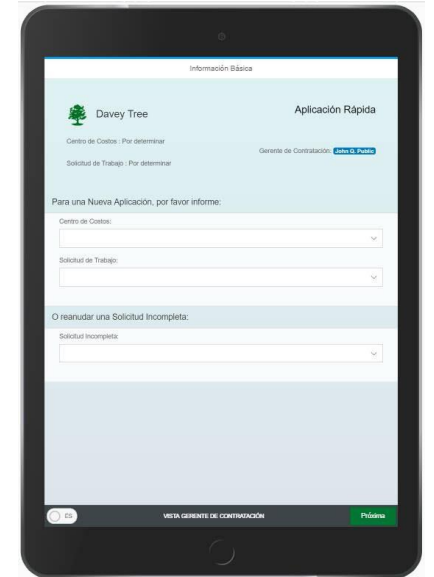




## Project or Use Case Details



- Quick Hire allows us to use technology to support hiring a talented population that traditionally has very little access to technology
- “Quick Hire” – custom Fiori extension app connected via OData API to SAP SuccessFactors
  - OpenUI5 / Java site hosted on SAP Cloud Platform
  - Single-Sign-On with SAP SuccessFactors
  - One-step, deskless application, offer, and hiring process
- Drug screen scheduling integrated with Quick-Hire application
- Spanish translation: entire application is translated for managers or candidates that are more comfortable with Spanish, with the ability to toggle between the two with one click.



Apply

Offer

Accept

Drug Screen



# Benefits and Outcomes

## Business or Social

Hiring manager can use any device tablet/mobile/URL to quickly allow an onsite applicant to apply for an hourly, no-resume-required job

Ability to meet hiring requirements for massive seasonal flow of staffing

Candidate experience is greatly improved because application, offer, acceptance, and drug screen scheduling can be done in the same step in under 10 minutes

## IT

The flexible architecture that SuccessFactors provides allows us to customize the candidate and employee experience for specific needs and scale that across a rapidly growing organization.

Fiori allows our organization to quickly deploy applications on any device with no device-specific code

SAP SuccessFactor's OData APIs allow us to extend the core application to suit specific hiring scenarios

## Human Empowerment

Provide gainful employment for groups that struggle with traditional hiring methodologies

Free hiring managers from their desks in the hiring process

Ability to respond to candidate interest at any time in any location

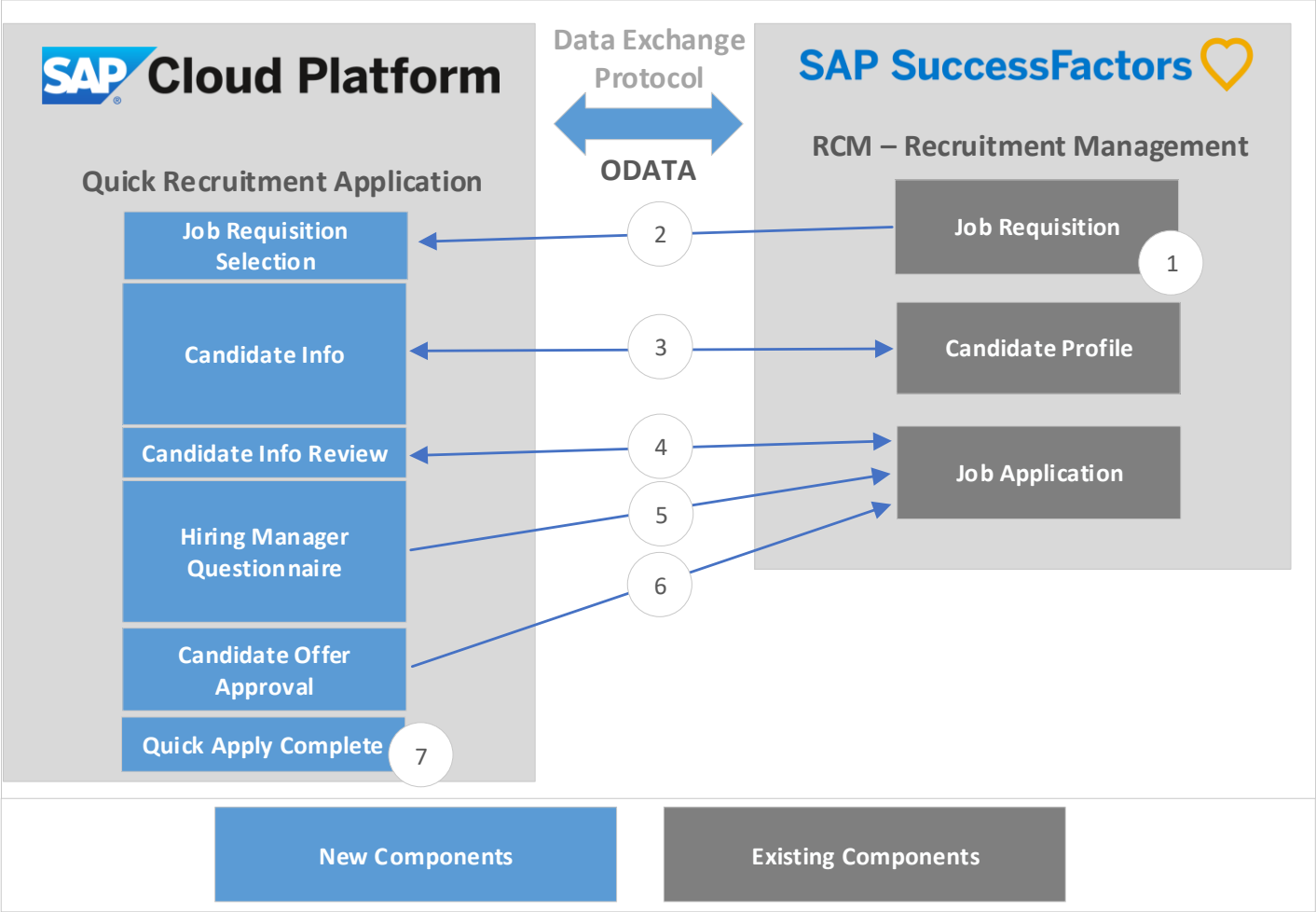
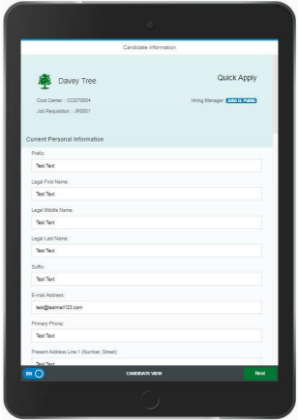
Removes barriers to employment by making the process easy and personalized

Allows managers to help candidates navigate the hiring process; build better relationships with candidates





# Architecture







# Deployment

Deployment status      LIVE

Date                      12/16/2019

Number of users      400

## SAP technologies used:

SAP technologies used:		Deployment status (live POC)	Contribution to project
SAP product			
1	SAP SuccessFactors	Live	Provides comprehensive, scalable HR platform, including total workforce management
2	SAP Cloud Platform	Live	Delivers a connected digital experience and reduces complexity
3	SAP Fiori Extension App	Live	Enabled ubiquitous mobile device capability in the field
4	SAP Digital Interconnect	Live	Allowed interaction with candidates via SMS
5	SAP Media Services	Live	Doubled traffic to job site

If you have used one of the services or support offerings from SAP Digital Business Services during the implementation or deployment phase, please select with ☒ one or more of the following offerings:

- ☐ SAP MaxAttention™
- ☐ SAP ActiveAttention™
- ☐ SAP Advanced Deployment
- ☐ SAP Value Assurance
- ☐ SAP Model Company
- ☐ Others:
- ☐ SAP Innovation Services
- ☐ SAP Innovative Business Solutions

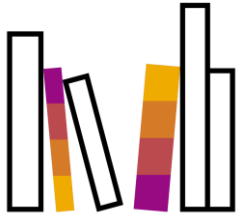




# Advanced Technologies

The following **advanced technologies** were part of the project.

Technology or use case		Yes or No	Contribution to project
1	3D printing		
2	Blockchain		
3	Internet of Things (IoT)	Yes	Enabled disruptive new ways of connecting people with people and people with things to meaningfully reach and engage non-traditional workers.
4	Machine learning or AI		
5	Conversational AI		
6	Robotic process automation		
7	Data anonymization		
8	Augmented analytics		



## Additional Information

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Our future plans include an implementation of SuccessFactors EC and ECP in our US and Canadian organizations in 2020. In 2021 and 22, we'll be moving our current ECC environment to S4. These platforms' extensibility will allow us to create truly innovative applications specific to our industry and our workforce. This includes:

1. Use of Augmented Analytics to identify market and strategic opportunities and identify ways to better care for our clients
2. Intelligent cloud-based time capture and billing for our employees and clients
3. Intelligent asset and equipment management and maintenance
4. Development of our diverse workforce through SuccessFactors learning solutions
5. Development of IoT products to improve our agility in responding to the changing environment