randstad

How Can Great Analytics Help Branch Managers **Better Serve Their Customers**?

Bringing employers and candidates together at **550 branches across Germany**

Since 1968, HR services provider Randstad Deutschland GmbH & Co. KG has helped employers and jobseekers meet their full potential by recruiting people to a wide range of temporary and permanent positions through a large network of branch offices. The company wanted to help branch managers offer superior customer service by **providing easy access to the information they need**. Committed to a cloud- and mobile-first strategy, Randstad sought to simplify business analytics and empower branch managers to make intelligent, sound decisions anytime, anywhere.

Cube Serv

THE BEST RUN **SAP**

With self-service analytics for branch managers, Randstad is improving customer insights and **gaining a competitive edge**.

Randstad Deutschland deployed the SAP® Analytics Cloud and SAP Analytics Hub solutions with help from partner CubeServ GmbH for a fast and easy implementation experience. Now Randstad benefits from:

- Combined data from the SAP ERP application, the SAP Business Warehouse application powered by SAP HANA®, and a third-party CRM system to make detailed reports available in the cloud using live data
- Improved productivity through the use of a central entry point provided by SAP Analytics Hub to give access to role-based cockpits for intuitive, real-time insights on customers, opportunities, employees, and candidates
- A fivefold increase in staff use of reports, thanks to a great user experience and continuous enhancements
- A hybrid analytics architecture that integrates seamlessly with both cloud and on-premise systems
- Reuse of reporting models previously created for SAP Business Warehouse within SAP Analytics Cloud
- Creation of customized reports using the analytics designer capability for SAP Analytics Cloud

"SAP Analytics Cloud enables our staff to **understand customer requirements** better and match them with ideal candidates faster. And its analytics designer capability helped us to create a fully customized app to achieve enthusiastic adoption."

Andreas Foerger, Manager of Analytics and Reporting Applications, Randstad Deutschland GmbH & Co. KG

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Randstad Deutschland GmbH & Co. KG
Frankfurt am Main, Germany
www.randstad.de (German)

Industry
Professional services

Employees
58,000

Revenue
€2.38 billion

Featured Solutions and Services
SAP Analytics Cloud, SAP Analytics Hub, SAP ERP, and SAP Business Warehouse powered by SAP HANA

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