


GENPA A.S., Istanbul, Turkey

GENPA Achieves Fast Business Value, Employee Satisfaction with SuccessFactors

 itelligence delivered the SuccessFactors implementations on time or well ahead of time, enabling us to begin realizing significant, company-wide HR benefits sooner.

Ozalp Ahmet Tik, IT & IS Manager, GENPA A.S.

Challenges

- HR system was not integrated
- Manual processes and Excel-based spreadsheets being used
- Lack of global HR process standardization
- Limited user access to system

Benefits

- Single version of data truth
- Data-driven decision-making
- Self-service HR
- Increased employee satisfaction and productivity
- Reduced IT costs

Solutions

- SAP SuccessFactors Performance & Goals
- SAP SuccessFactors Succession & Development

Why itelligence?

- Deep experience and knowledge of SAP cloud solutions
- Long-time industry experience
- Knowledge of complex global business due to worldwide presence
- Trusted partner relationship





A Need for Standardization

GENPA reaches an extensive area across Turkey and has more than 1,000 sales points. However, while its employees share a mission to deliver fast, high-quality service to customers, GENPA's HR system was not efficiently managing these employees' information.

Company HR executives needed to change local processes to implement consistent, global standards without having to invent them. HR personnel wanted a system that would provide one reliable source of data truth for their employees, while also providing the ability to allocate roles in the system and grant access to their users. GENPA decided that cloud-based SuccessFactors solutions would provide the functionality needed to meet their objectives.

Fast SuccessFactors Transformation


Because GENPA had worked with itelligence Turkey for a successful on-premise SAP Payroll and Employee/Manager Self-Service (ESS/MSS) project, the company confidently turned to itelligence again for the SuccessFactors implementation. Beginning in mid-2015, GENPA and itelligence began planning the SuccessFactors approach to specifically address performance and goals management as well as succession and development.

itelligence's SuccessFactors experience was the most valuable asset in the planning phase, as the team anticipated any potential bumps before the project started. As a result, itelligence was able to provide GENPA with a realistic time scheme to ensure an on-time implementation. Another key to the project's success was a team enablement process in project methodology that established separate, dedicated teams from GENPA and itelligence to efficiently accomplish tasks.

"SAP is the leading provider of enterprise applications, business analysis infrastructures and SaaS systems that deliver leading-edge innovation points," said Ozalp Ahmet Tik, IT & IS Manager, GENPA. "The combination of SuccessFactors and itelligence as our local partner has enabled deep know-how for our operations, mobile environment support, and reduced IT costs in time and effort."

Data-Driven Employee Value

Thanks to SuccessFactors, GENPA's goal for a single, integrated HR system supported by common and standard global processes has been accomplished. Today, the company's HR department and other professional staff, 450 SuccessFactors users in total so far, have a culture and an HR operating model based around self-service and data-driven management.

 The new system has improved employee satisfaction and productivity by creating a clearer and more engaging review process, enabling managers to provide accurate and meaningful feedback and coaching.

Ozalp Ahmet Tik, IT & IS Manager, GENPA A.S.

Future IT plans for GENPA include implementing additional SuccessFactors modules to support HR functions. Recruiting, compensation and learning processes will be considered, respectively. While itelligence provides ongoing SuccessFactors support upon request, a GENPA team has also been educated to handle day-to-day process support itself.



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Company:
GENPA A.S. (ERDEM GROUP)

Industry:
Telecommunications

Products:
Mobile phone resale, distribution and technical services

Number of employees:
650

Headquarters:
Istanbul, Turkey

Website:
www.genpa.com.tr