

SAP SuccessFactors Services 2023 Market Insights Excerpt

Transforming HR operations to
improve productivity and
accountability

May 2023

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- Key enterprise SAP SuccessFactors services trends shaping the market
- Avasant recognizes 17 top-tier providers supporting the enterprise adoption of SAP SuccessFactors

Demand-side trends (Pages 8–12)

- Enterprise need for a unified HR solution has increased the demand for SAP SuccessFactors services.
- Manufacturing, retail, and utility industries register more than half the SAP SuccessFactors services demand.
- Enterprises leverage preconfigured tools and accelerators to optimize their transition to SAP SuccessFactors.
- Organizations must consider certain key aspects while scouting for a unified people management platform.

Key contacts (Page 13)



Key enterprise SAP SuccessFactors services trends shaping the market



Increase in the need for a unified people management platform

- Enterprises develop complex HR technology landscapes due to the use of multiple HR solutions, leading to challenges such as workflow redundancy, data visibility issues, and process inefficiencies.
- To provide an optimal solution for the challenges, enterprises are increasingly adopting SAP SuccessFactors, driven by the demand for a unified people management platform, HR process standardization, improved employee engagement, cost reduction, and better system integration.

Manufacturing, retail, and utility industries lead the SAP SuccessFactors adoption

- These key industries are driving the adoption of SAP SuccessFactors, accounting for over 52% of the service demand.
- Enterprises achieve multiple benefits through SAP SuccessFactors adoption, including reduced training costs, decreased manual intervention, improved decision-making, enhanced employee engagement, and increased operational efficiency.

Rise in the demand for automation to achieve compliance

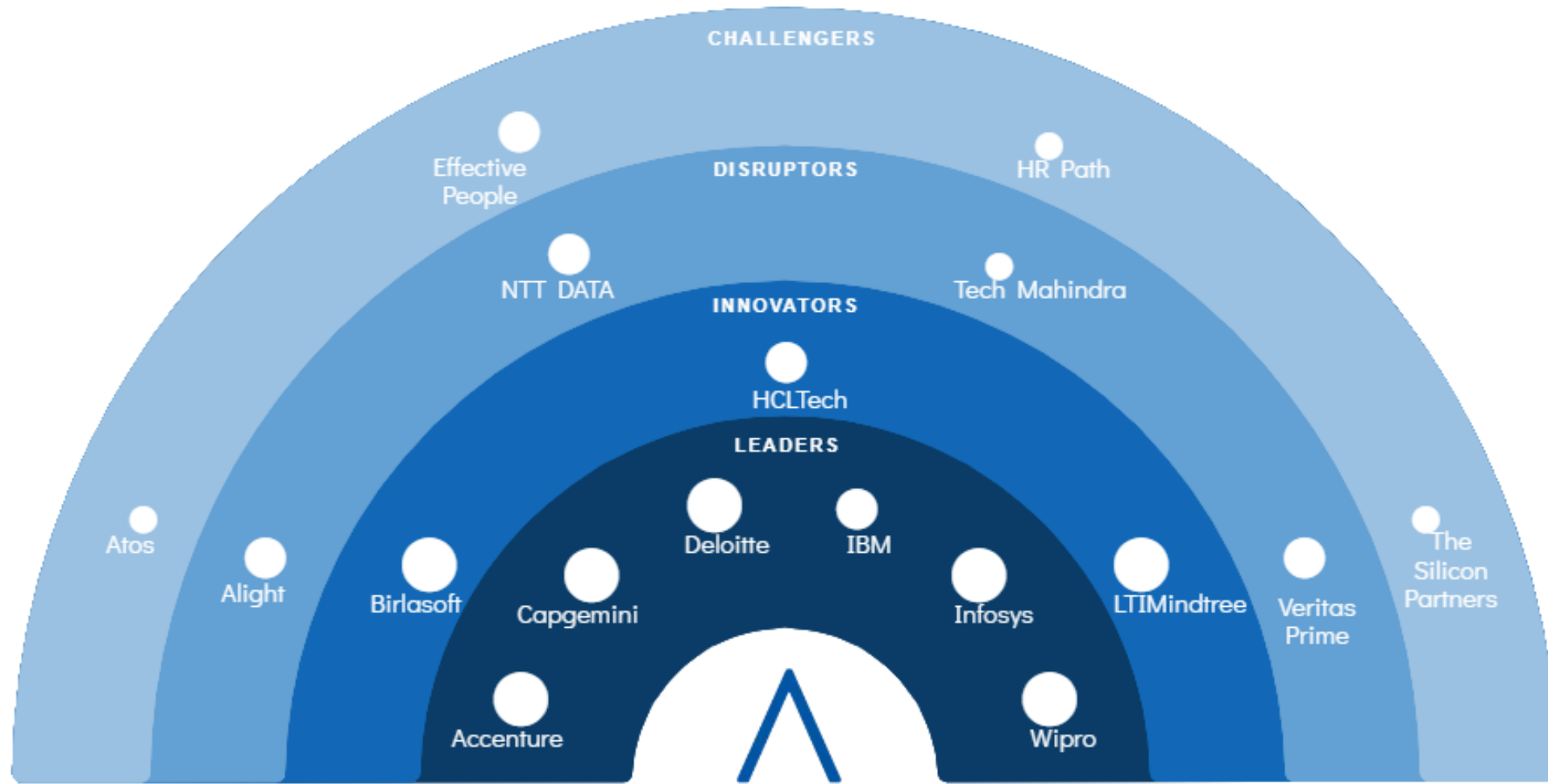
- Enterprises leverage multiple digital tools and accelerators with industry best practices and modular designs, improving efficiency and reducing transformation risk in SAP SuccessFactors adoption.
- These tools help address a variety of use cases, such as automating data conversion and migration, adhering to region-specific compliance, and facilitating industry-specific workflows.

AI and self-service options help improve user adoption

- Enterprises can maximize SAP SuccessFactors investment value by ensuring scalability, minimizing customizations, and offering employee self-service options for streamlined administration and improved user adoption.
- Generative AI, preconfigured solutions, process integration, and automation solutions help optimize HR functions, enhance decision-making, and ensure smooth user adoption during SAP SuccessFactors adoption.

Avasant recognizes 17 top-tier providers supporting the enterprise adoption of SAP SuccessFactors

Practice maturity ○ ○ ○



The rising need for a unified HR solution has led to a nearly 22% increase in the demand for SAP SuccessFactors services



Enterprises minimize discrete spending and optimize costs across HR processes by deploying a unified SAP SuccessFactors solution for managing end-to-end HR processes.

Key drivers enabling enterprise adoption of SAP SuccessFactors listed in the order of their priority:

1 Unified HR platform

Helps HR professionals perform end-to-end processes, including talent management, workforce planning, payroll management, and benefits administration on a single platform.

2 Standardized HR processes

Implements uniform processes across multiple business units and geographies within the organization, enabling greater visibility for the top management.

3 Core HR and payroll management

Enables the execution of essential people management functions such as employee data management, attendance, salary processing, and succession planning.

4 Employee engagement

Improves employee satisfaction by providing easy access to personal information, enabling transparent communication, and automating administrative tasks.

5 HR administration cost

Streamlines administrative tasks and improves efficiency in HR operations, leading to better allocation of resources and cost savings for the organization.

6 Integration with other systems

Offers a seamless data exchange between HR and other areas of the organization, such as sales, finance, and operations, to reduce redundancies in business processes.

Manufacturing, retail, and utility industries contribute over 52% of the SAP SuccessFactors services demand



The key drivers for SAP SuccessFactors adoption include automation of HR processes, enhanced employee engagement, and improved decision-making.



Migrated its manual HR processes to SAP SuccessFactors to create a unified repository of employee data across the organization. This led to a 60% reduction in training costs and a 50% decrease in manual intervention for HR processes.



Transformed HR operations with SAP SuccessFactors to improve employee communication and accountability. It improved decision-making through data-driven insights and enhanced employee engagement to support business growth.



Deployed SAP SuccessFactors to align HR processes with industry best practices and support data-driven decision-making. This improved operational efficiency and reduced costs through the integration and automation of HR processes.

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