“How to use HR systems to enhance profitability, reduce risk, and gain a long-term strategic advantage”

Matthew Pearson
International Sales Director
3.3. Strategic breakthroughs

(1) Improve socialist oriented market economy regulations with the core to create an equal and competitive environment, and to make administrative reform.

(2) Quickly develop human resources, especially high quality human resources; concentrate on the comprehensive renovation of national education system.

(3) Build an infrastructure system that synchronizes with some modern projects, and focus on traffic system and big urban infrastructure.
How to develop “high quality human resources”?  

Government Level  
• “concentrate on the comprehensive renovation of national education system”  
• Consider providing incentives for employee training  

Employer Level  
• First get the HR admin in place  
• Then look at strategic HR
HR Admin vs Strategic HR

HR Admin
- Employee records
- Time and Attendance Management
- Payroll
- Reimbursement and Loan
- Organization Chart

Strategic HR
- Balanced Scorecard
- Performance Management
- Employee Development
- Analysis
- Training
- Recruitment
HRM Maturity Levels

- Level 1: Chaotic
  - Personnel Administration
  - Organization Administration
  - Payroll Management

- Level 2: Reactive
  - Time & Attendance
  - Leave Administration
  - Reimbursement Administration
  - Loan Administration
  - Payroll

- Level 3: Proactive
  - Recruitment
  - Training
  - Appraisal
  - Competency Management
  - Career and Succession Planning
  - Balanced Score Card
  - Employee Engagement
  - Human Asset Valuation

- Level 4: Talent Oriented
  - Payroll

- Level 5: Strategic Value
Typical HR Functions

Employee
- Records
- Induction
- Survey

Time
- Recording & Interface
- Leave
- Roster & Sheet
- Machine Interface

Pay
- Pay & Tax
- Advanced Components
- Interfaces

Reimbursement & Loan
- Claims
- Loans
- Co-operatives

Organization
- Charts
- Announcements
- Multi-company

Career Admin
- Position Management

BSC
- Strategy Maps
- Interfaces
- IPP

Performance
- PA
- KPI
- Competency

Employee Development
- HAV
- IDP
- Salary Planning

Analysis
- Succession Planning
- Career Planning

Training
- Scheduling
- Competency
- eLearning

Recruitment
- MPP
- Process Mgmt
- Online

ESS/MSS
- Multi Device
- Security

Language
- Help
- Dashboards
- Reporting
- Workflows

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Real Solutions.
HR Functions as part of the Employee Lifecycle
Recruitment

- MPP
- Recruitment Plan
- Advertising
- Online Applications
- Interviews
- Filtering
- Selection Process Plan
- Applicant Data Entry
- Ranking
- Hiring
- Induction

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HR Functions as part of the Employee Lifecycle

- Resignation
- IDP
- HAV*
- Appraisal
- Career Planning*
- Succession Planning*
- Strategy/BSC
- Requirements
- Recruitment*
- Emp. Records/Org Chart
- Scheduling
- Payroll/T&A*
- Training
- Competency
Payroll

Allowance
- Tax Allowance
- Meal
- Transport
- Overtime
- Other

Deduction
- Tax Deduction
- Salary Advance
- Loans
- Absent Deduction
- Other

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HR Functions as part of the Employee Lifecycle

- Succession Planning*
- Resignation
- IDP
- HAV*
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- Emp. Records/Org Chart
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- Training
- Competency
## Job Fit and Career Planning

### Current Position - Job Title
- Business Development Manager Asia Pacific - Sales Partner Admin

### Planned Career Path
1. **1. Chief Marketing Officer**
   - Self Remark: Completed in 2009
   - Remark Date:

2. **2. Sales Manager**
   - Self Remark: Possible in 2012
   - Remark Date:

3. **3. Marketing and Sales Director**
   - Self Remark: 2017?
   - Remark Date:

### Current Employment
- **Position**: Business Development Manager Asia Pacific
- **Job Title**: Sales Partner Administrator
- **Job Family**: MKT - Marketing & Sales
- **Level**: Senior Staff

### Planned Employment
- **Position**: N/A
- **Job Title**: Chief Marketing Officer
- **Job Family**: MKT - Marketing & Sales
- **Level**: Supervisor

### Competency Analysis

<table>
<thead>
<tr>
<th>No.</th>
<th>Category</th>
<th>Competency</th>
<th>Competency Point</th>
<th>Required Achievement Gap</th>
<th>Career Planning Match</th>
<th>Training Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GMC</td>
<td>Job Skill</td>
<td>4</td>
<td>0</td>
<td>-4</td>
<td>Better Sales Lead, Generation, Faster Deal Conclusion, SUNFISH HR Introduction Training</td>
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<td>2</td>
<td>Core Competences</td>
<td>Organizational Commitment</td>
<td>3</td>
<td>3</td>
<td>-1</td>
<td>Better Sales Lead Generation, Faster Deal Conclusion</td>
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<tr>
<td>3</td>
<td>OHC</td>
<td>Marketing Strategic</td>
<td>3</td>
<td>2</td>
<td>-1</td>
<td>Better Sales Lead Generation, Faster Deal Conclusion</td>
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<tr>
<td>4</td>
<td>Functional Competences</td>
<td>Integrity</td>
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<td>5</td>
<td>Leadership Competences</td>
<td>Change Leadership</td>
<td>4</td>
<td>2</td>
<td>-2</td>
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</table>

### Competency Match: 39.52%
HR Functions as part of the Employee Lifecycle

- Succession Planning*
- Strategy/BSC
- Requirements
- Recruitment*
- Emp. Records/Org Chart
- Scheduling
- Payroll/T&A*
- Training
- Competency
- Career Planning*
- Appraisal
- HAV*
- IDP
- Resignation
Sample HAV Matrix

- **Star Performer**
  - IDP: Ready for Promotion

- **High Potential**
  - IDP: Requires time, minimal training or coaching

- **Top Career Person**
  - IDP: Requires Training

- **Career Person**
  - IDP: Requires intensive training

- **Dead Wood**
  - IDP: May Terminate, Demote or Intensively Train and Coach

- **Problem Employee**
  - IDP: May require Coaching or New Assignment

- **Very Low**
  - Very Low
  - Low
  - Average
  - Good
  - Excellent
HR Functions as part of the Employee Lifecycle

1. Strategy/BSC
2. Requirements
3. Recruitment*
4. Emp. Records/Org Chart
5. Scheduling
6. Payroll/T&A*
7. Training
8. Competency
9. Career Planning*
10. Appraisal
11. HAV*
12. IDP
13. Resignation
14. Succession Planning*
HR systems help enhance profitability, reduce risk, and gain a long-term strategic advantage.

<table>
<thead>
<tr>
<th>Increased Profitability</th>
<th>Sustained Advantage</th>
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<tbody>
<tr>
<td>Reduced Labor Cost</td>
<td>Improved Talent Pool</td>
</tr>
<tr>
<td>Improved Productivity</td>
<td>Engaged and Aligned Employees</td>
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<td>Reduced Risk</td>
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<tr>
<td>Overtime</td>
<td>Improved Salary Metrics</td>
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<tr>
<td>Sick Days</td>
<td>Competency Match</td>
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<tr>
<td>Lateness</td>
<td>Staff Retention</td>
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<td></td>
<td>Recruitment</td>
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<td>Payroll</td>
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<td></td>
<td>Performance Management</td>
</tr>
</tbody>
</table>

Rapid ROI, and long term strategic benefits

Short term and long term results

Monitor and improve, using KPI’s and reports

Regular activities

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Our Customers

Media, Internet & Communications
- MNC
- SEPUTAR INDONESIA
- Huawei
- SPINNER
- PHINTRACO Indonesia
- GlobalTV
- ICON
- Trijaya Network
- MitraComm
- Indosat M2
- PT Mandiri CP Internasional
- Biznet Business Internet
- BNI
- TPI
- Aneka Arthana Sekurindo

Manufacturing
- AGC Group
- JGC
- SM
- KI
- Dongseung RSC Ltd.
- SCHOTT
- CS
- INOAC
- PT Tira Austenite Tbk
- Anika

Hospitality / Entertainment / Property
- JW Marriott Jakarta
- Grand Hyatt
- The Best Western
- Lyman
- Meridien
- Five Seasons Hotel
- Hotel Mulia
- InterContinental
- Pacific Place
- Plaza
- BVLGARI
- midPlaza

Financial Services
- UOB Buana
- Suzuki Finance
- PT Bina Arta
- BNI & Co.
- BCA
- Timedah
- BSI
- Bank Mandiri
- BCA Finance

Hospitals & Pharma
- SAKATAMA
- Epocrates
- Abbott
- Farmindo
- TDP
- Combibhar

Other Industries
- USAID
- Mandala Airways
- Lufthansa Systems
- Culitech
- Olympus

Oil & Energy
- Petronas
- VIP
- DAI
- PremierOil

Other Industries
- PNM
- AIL
- APX ID
- APEX
- BBQ
- ALSTOM
- KPK
- Save the Children
- DHL
- Rentokil Initial
- JBS

Logos of various companies representing different industries.
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