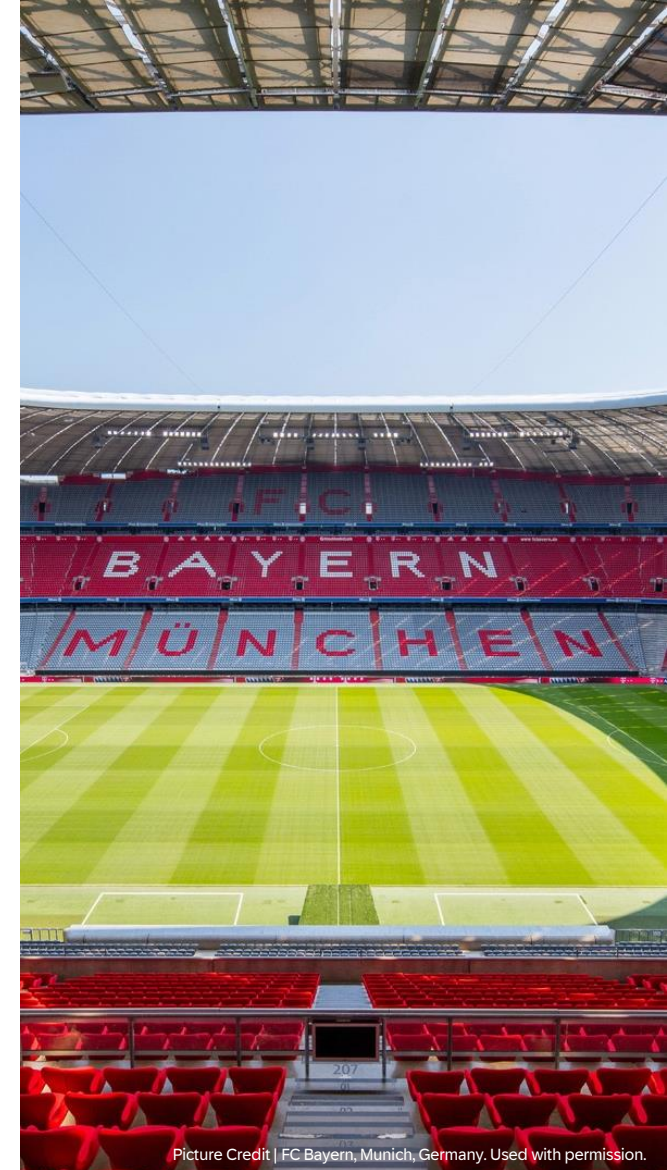




FC Bayern: Digitalizing HR management for better employee experiences and business success

A giant of the beautiful game, FC Bayern is Germany's most successful football club and one of the most successful professional sports clubs in the world. It achieves success by constantly setting new goals and pursuing them with vigor. The club recognizes its stunning achievements come from not just its talented football players on the field but its dedicated employees in Munich, New York, Shanghai, and Bangkok.

Committed to supporting its people to reach their full potential, FC Bayern looked to digitalize its **HR and talent management capabilities** by investing in a modern HR suite in the cloud. It had an immediate need to optimize employee self-services, recruiting, and performance management. FC Bayern also needed support for onboarding, compensation management, learning, succession planning, and leadership development processes.



Enabling digital HR capabilities and a more engaged workforce with SAP SuccessFactors Human Experience Management Suite

Before: Challenges and opportunities

- Historically grown, time-consuming, and manual HR processes with a reliance on spreadsheets
- Lack of functionality for employees to access their HR data securely from anywhere and on any device, and no self-service options for employees, managers, and HR staff
- Inefficient processes to generate HR reports

Why SAP

- Comprehensive functionality and reputation for stability and reliability offered by SAP SuccessFactors Human Experience Management Suite (SAP SuccessFactors HXM Suite)
- Preconfigured processes and best practices, enabling an accelerated solution deployment

After: Value-driven results

- Digitalized and integrated HR processes using SAP SuccessFactors HXM Suite
- Unified HR processes and data across employee self-services, recruiting, and performance management, with future plans for onboarding, compensation management, learning, succession planning, and leadership development processes
- Empowered employees, including nonoffice workers such as greenkeepers and coaches, to quickly access their personal data and streamline HR tasks using the SAP SuccessFactors Mobile app
- Simplified report generation for managers, optimizing workforce planning and analytics

“SAP SuccessFactors solutions enable FC Bayern’s HR team to do what it does best – focus on **strategic, value-added HR** rather than transactional processes.”

Julia Willer, Head of HR, FC Bayern

100%

Of employees enabled with digital HR experiences

Reduced

Time spent on outdated, highly manual HR tasks

FC Bayern
Munich, Germany
www.fcbayern.com

Industry
Sports and entertainment

Products and services
Professional sports club

Employees
>1,000

Revenue
€665 million

Featured solutions
SAP SuccessFactors HXM Suite, including SAP SuccessFactors Employee Central, SAP SuccessFactors Recruiting, and SAP SuccessFactors Performance & Goals solutions