

REFERENCE

# Fast, sustainable HR processes at ProSiebenSat.1

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The media group chooses the EASY nextPCM  
solution to create job references



# About ProSiebenSat.1

The ProSiebenSat.1 Group was founded in the year 2000. With 15 TV broadcasters in Germany, Austria, and Switzerland, and a range of 42 million TV households, Pro SiebenSat.1 is one of the leading media groups in Europe today. Adfinanced free TV is the core business focus of ProSiebenSat.1. With the broadcasters SAT.1, ProSieben, kabel eins, sixx, SAT.1 Gold, and ProSieben MAXX, the media group is number one on the German TV advertising market. The most important driver of growth at the ProSiebenSat.1 Group is its digital and ventures portfolio. This includes the video on

demand provider maxdome, the online games division, and a quickly growing e-commerce portfolio. With starwatch Entertainment, ProSiebenSat.1 also operates its own independent music label. The group develops, processes, and sells international TV programming worldwide through the Red Arrow Entertainment Group. ProSiebenSat.1 Media SE is publicly listed, and is headquartered in the Bavarian town of Unterföhring.



## CLIENT

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## INDUSTRY

Media

## SOLUTION

EASY nextPCM Personnel File

EASY nextPCM reference creation



# The media group chooses the EASY nextPCM solution to create job references

Media group ProSiebenSat.1 Media SE from Unterföhring introduced an electronic process for creating job references in the summer of 2014. The EASY nextPCM Process2Design solution is integrated directly into the HR portal, and provides effective support to managers and the HR department in creating reference letters. Participants can access premade text building blocks. This speeds up reference creation, and the entire process is documented at the same time. ProSiebenSat.1 plans to implement the EASY nextPCM solution for other HR processes as well.

As far back as 2010, ProSiebenSat.1 Media SE established a structured personnel file system using EASY nextPCM Personnel File, laying the groundwork for the reorganization of their HR administration. Today, digital personnel files from EASY nextPCM and a contract management system are central, systematic elements in the HR department.

## Countless references

Now, the media group is involved in another project to optimize work processes and move beyond electronic files. A large number of different processes at the group start with the creation of a form, and end with a finished document. One example for this is job reference creation. ProSiebenSat.1 offers a variety of educational opportunities, from trainee programs to voluntary work and internships. As you might expect, the number of reference letters the company needs to write each year is also very large. The company was looking for a way to improve the process, to reduce effort for the HR department, and to accelerate reference creation.



# Forms – documents – processes

“That’s why we were looking for a software that HR admins, HR business partners, and managers could use to create forms and documents within their usual SAP environment, and also initiate and monitor processes,” explains Sabine Lieckfeldt, IT Business Partner and responsible project manager at ProSiebenSat.1. References were the first concrete project, but the company plans to use the software in the same way for other typical HR business cases like onboarding, changes to working hours, or raises.

The company has already had good experiences in the past using EASY nextPCM for electronic personnel files. Andrea Mittelmeier, Head of HR Systems at

ProSiebenSat.1, says: “Nevertheless, we did search the market thoroughly when we were thinking about process design. EASY nextPCM Process2Design won us over, because EASY delivers concrete business content with the solution – in this case, for reference creation. We were able to get a prototype up and running very quickly. We will also be able to use the software to handle more business cases in the future as well.”





## Simple operation and expansion by professional divisions

In comparison to other solutions, including SAP ERP HCM Processes and Forms, the EASY nextPCM software is equally strong in all three areas – forms, documents, and workflows. It's also based on established standard processes. Furthermore, the system is very easy to operate, even for diverse professional divisions. They don't always need to call IT, for instance, if they want to add extra text building blocks. The media group implemented the software in April of 2014. Two months later, they had already used it to create numerous job references, and documented their creation in an audit-proof manner. In an iterative process, the HR department started with final job references, then added intermediate job references and internship certifications as well.

# Personal data automatically pre-set

EASY nextPCM Process2Design is linked to the HR portal directly, which helps it effectively support managers and the HR department in reference creation. References always start out in the HR department. Managers or employees themselves can make a request for a reference there. Then, the HR administrator starts the creation process. All the manager needs to do is enter the personnel number, and all personal data is pre-filled into a new form – an advantage of the direct SAP integration offered by EASY nextPCM. The solution also automatically suggests an introductory paragraph and corporate text.

The next step in the workflow is completed by the manager – managers see a new work item in the universal work list in their manager self service portal. They can click on the task “reference assessment” to open the reference tool. Then, they fill the reference with content using the two new tabs “duties” and “assessment.” There are a series of pre-formulated text building blocks to select from under “assessment.” This saves managers from constantly having to reformulate the same or very similar content. Additionally, pre-formulated text guarantees that the reference complies with legal requirements by avoiding phrases that could be questionable under labour laws.



**“In comparison to other solutions, the nextPCM software is equally strong in all three areas of forms, documents, and workflows. Thanks to the included business cases on EASY nextPCM Process2Go, we were able to start practical operation very quickly.”**

**Andrea Mittelmeier**

Head of HR-Systems at ProSiebenSat.1  
Media SE

## Standardization – with room for custom wording

There are 15 assessment categories (work success, qualifications, behaviour, etc.) each have three grades, with two to four text variations each. If none of these fits, the manager can write an alternative suggestion in a comment field. “Despite the pre-set, standardized fields, this allows each reference to have a customized flavour, because there is such a large selection of text building blocks,” Andrea Mittelmeier explains. ProSiebenSat.1 Media SE manages the building blocks in Excel, and previously transferred them from there directly into Word documents. During the project, these documents were transferred into the EASY nextPCM Software. After the manager fills out the reference with duties, assessments, and a conclusion, the process goes back to the HR officer. They review the content, insert any suggested comments, and can even add these as new text building blocks to the software if they want. This means the comment field can also function as a means of communication between process participants.

## Reference creation as a transparent process

The HR team can manage the text building blocks in the “Document creation” module itself, without needing any support from IT. The HR admin also adds authorized signatories – at ProSiebenSat.1, these are usually the HR staff member and the HR business partner. Finally, the process goes back to the HR business partner, who can make more changes if desired. At every level of the process, all participants are able to monitor the current status of the project using a PDF preview at any time. Managers then receive the reference for a final review – they can start another correction process here if needed.

This process is allowing the media group to sustainably optimize its reference creation processes.



EASY SOFTWARE AG, headquartered in Mülheim an der Ruhr, Germany, has been developing intuitive, customized software products for customers for the digitalization of business processes since 1990. These products integrate seamlessly into existing systems and automate, mobilize, and optimize their customers' workflows world-wide. EASY provides these solutions on-premises, in the cloud and mobile.



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