

MANPOWER



MANPOWER®

“THE COGNOS SOLUTION HAS NOT ONLY RAISED PRODUCTIVITY INTERNALLY, BUT HAS ALSO BECOME A POWERFUL WEAPON IN OUR COMPETITIVE ARMORY.”

–MARC VANDELEENE, MARKETING MANAGER, MANPOWER BELGIUM

Manpower opened the very first temporary office staff agency over 50 years ago in the United States. Today, Manpower offers an array of solutions designed to meet the requirements of efficient Human Resources management. These range from the recruitment and selection of permanent staff, through outplacement to solutions in the fields of contracting (outsourcing projects and operations) and resource management (total management of flexibility and large volumes of temporary employees). Manpower operates in 63 countries and places in excess of 2 million temporary staff each year.

Manpower Belgium runs a network of 52 branches. In 2002, Manpower Belgium served over 2,500 customers and placed 21,138 temporary employees.

CHALLENGES FACED

- Replacement of ICT resources to improve speed, efficiency and productivity
- Correctly convert large volumes of data drawn from a wide range of sources into useful information
- Move from a paper culture to the electronic era to increase speed of reaction to customer enquiries
- Offer customers new services that allow them to manage employee flows

The needs of staffing agency customers have changed dramatically. Previously, the quality of the temporary staff supplied was essential – with all that this implies in terms of selection to match the temporary employees’ profiles with customer requirements. Nowadays, customers set much more stringent requirements. They expect their staffing agency to offer them a total solution for the management of employee flows. This presupposes a whole raft of additional services such as detailed reporting on the solutions offered. Moreover, the size of many customer companies has increased, creating a demand for the simultaneous management of several hundred temporary employees distributed over different sites. This makes reporting an increasingly complex task.

Manpower has a 50-year record of outstanding innovation. “It was an obvious conclusion that, once again, we had decided to offer innovative solutions to the new needs of our customers”, said Marc Vandeleene, Marketing Manager, Manpower Belgium.

The modernization of Manpower Belgium’s ICT systems designed to meet the needs of customers throughout Belgium covered three areas: the central computer

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THE NEXT LEVEL OF PERFORMANCE™

installations at the Brussels head office, the intranet linking the 53 Belgian branches to the server and the extranet, Manpower's worldwide network.

In order to update the systems used in its branches – its front office operation – Manpower Belgium implemented Powerbase, the employee selection tool that is used by Manpower internationally. It enables the company's branches to match the customer's specifications with the employee's characteristics both rapidly and precisely.

This system generates an enormous quantity of different types of data (often uncoded) such as CVs, photos, employee test papers and invoices, etc.

"To update the back office operation, we asked three Business Intelligence providers to take part in a functional benchmarking exercise," commented Pierre Riga, IT Manager. "Cognos won the contest hands down: its people very quickly succeeded in building the foundations of a convincing solution, starting from the architecture of a datamart that we had developed on paper and taking into account our various guidelines."

BENEFITS REALIZED

- High back-office accessibility of information, consolidated from disparate sources
- Enhanced staff empowerment, less burden on the ICT department
- Possibility of offering customers new reporting tools for better management of their personnel flows

"This has eliminated the reams of paper which used to clutter up our corridors," continued Pierre Riga. "Now we have clear and informative screens that enable us to perform analyses along some 15 different lines, and to achieve 100% integration of the data and dynamic reporting. The accessibility of the information is impressive, and the decision-making process of our staff has improved

greatly. Suppose that we get a visit from our worldwide management. We simply have to give them the Cognos PowerPlay cube: they choose the dimensions – geographical, customer types, etc. – and can find out all about us without having to go through the ICT department."

This Cognos internal productivity-raising tool used within the Manpower operation also has become a powerful weapon in its competitive armory. As Marc Vandeleene added, "Now we can offer several new services to our customers, who have an ever-increasing need for reporting tools to manage their employee flows and want to outsource this management. We can supply the customer with the appropriate Cognos cube, thus moving from pull to push information providing."

"We are delighted with our choice of this Cognos solution from every point of view. Their consultants are excellent analysts who have worked with us as true partners," he concluded.

TECHNICAL ENVIRONMENT

- Xeon Intel Server, multiprocessor (4), 3 GB RAM, 100 Gb disk capacity
- Windows 2000 – SQL Server 2000

COGNOS SOLUTIONS IMPLEMENTED

- Managed Reporting
- Multidimensional Analysis
- ETL

INDUSTRY

Services

For any further information, please visit www.manpower.be or contact Cognos at +32 (0)2 712 10 42 or at infobelux@cognos.com.



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