

# AMS – Arbeitsmarktservice Österreich



“Quick, easy, and uncomplicated is the guiding principle for our eServices. This is a key contribution of Cognos solutions.”

*Dr. Johannes Kopf, LL. M., Managing Director, AMS Austria*



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Arbeitsmarktservice (AMS), Austria’s public employment service, helps job-seekers find employment and supports organizations in their recruitment efforts. To serve its stakeholders effectively, AMS Austria needed to control and optimize its use of resources and provide reliable data to support management decision-making.

## Challenges faced

Prior to the establishment of AMS in 1994, Austria used a ‘program planning’ approach to managing the employment market: centrally setting detailed objectives, right through to the lowest levels of the hierarchy. AMS replaced this approach with a ‘management by objectives’ system. Austrian states receive about 850 million euros, which is allocated according to regional requirements. In this state-specific ‘funding mix,’ greater resources go to more ambitious plans. The employment market objectives are binding. If they hit the targets, AMS employees receive a bonus.

AMS needed up-to-date, valid, accessible, transparent, and traceable results for checking progress and monitoring employment market policy objectives.

“AMS is stepping up its efforts to improve efficiency and effectiveness in all areas of the employment service,” says Johannes Kopf, Managing Director of AMS. “We needed up-to-date IT systems in line with the guiding principle for our eServices: quick, easy, and uncomplicated. We implemented the NextJob system, which has helped to shorten job-hunting periods and save public money. And our data warehouse contains all the key data for strategic employment market policy decisions in Austria.”

## Strategy followed

AMS was looking for a solution that met a range of criteria. A high level of flexibility was essential. AMS must amend employment market policy objectives every year in response to changing conditions. It is increasingly incorporating the customer’s viewpoint into its

### Industry:

- Government, public employment service

### Geography:

- Austria

### Information needs:

- Insight into labour market policy setting, management of objectives, budget allocation, effectiveness of support activities, process control, career paths in Austria, corporate customers, passive services such as unemployment benefits, and more.

### Platform:

- Linux and Windows on Fujitsu Siemens Blade

### Users:

- All 4,500 or so AMS employees
- research institutes (employment market database)
- the public (via the Internet)

### Solution:

- Cognos 8 BI

### Benefits:

- Simple generation of HTML formats, Web version, easy data storage, rapid and autonomous work without advanced database knowledge, easy modification of parameters, rapid responses to networked queries

objectives and carrying out in-depth analyses such as sustainability reviews.

AMS’s 30 or so technical criteria included simple generation of HTML formats, a Web version of the software, easy data storage, flexible parameters, and quick answers to networked queries. Other criteria included rapid user familiarization, positive references, and international operations. So it was crucial to find the best BI solution on the market, as the requirements were so ambitious.

Cognos business intelligence software met the requirements most effectively. AMS converted to



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Cognos 8 BI to enjoy the full Web functionality of Analysis Studio and Report Studio.

### **Benefits realized**

AMS implemented a data warehouse to consolidate high volumes of data stored on a variety of media and databases, including networked data from external sources. For example, in key areas such as reducing unemployment periods and distributing risk, AMS can check how many long-term unemployed are now back in the employment process, or how many vacant positions have been filled.

The AMS uses the data warehouse as a central management system. It contains data from all key areas, such as targets, AMS official unemployment figures, vacant positions, employment of foreigners, support activities, budget, European Social Fund data, unemployment benefits, and corporate customers. The warehouse also holds data from the AMS call centre, and data from SAMSOMAT self-service job-hunting kiosks.

The system allows analyses of AMS' self-service systems (**eJob room at [www.ams.or.at](http://www.ams.or.at)**), Internet-based customer assessment of AMS courses, and employment history evaluations. And in cooperation with the Austrian Ministry for the Economy and Employment, AMS set up an extranet for authorities and external bodies to access key employment market data through the whole Cognos product range (<https://arbeitsmarktdatenbank.at>).

### **Scorecard**

The AMS manages its targets through a scorecard. It gives a complete overview of employment market objectives, process goals, and customer targets. Decision-makers and controllers at all management levels access the scorecard through their Web browser to check progress and run detailed analyses in the AMS data warehouse using Cognos 8 BI.

### **Customer support**

Customer support is important because AMS is working hard to increase its market share. The data warehouse gives managers and administrators an up-to-date view of corporate customers by region, economic class, recruitment behavior, and other dimensions. AMS can segment customer groups and easily determine top customers according to flexible criteria (the OLAP

analysis options in Cognos cubes). The same applies to any changes to customer-driven data over time – the most important informational foundation for CRM.

### **Budget control**

The AMS is using the reports from multiple parties for internal usage on how it spends its budget. These parties include the national office, nine state operations, 100 or so regional offices throughout Austria, and external bodies such as the federal computing centre, state welfare and disability agencies, and the PSK savings bank. In the past, reporting and controlling these funds proved highly complex. Now AMS uses an SAP application to control its funding budget, with SAP BW acting as a 'data pump' to ensure an efficient combination of budget and personal data in the warehouse.

### **Optimized resource use**

AMS uses external data and data from the warehouse to monitor support activities and customers and ensure funds are contributing to results. AMS measures success on the basis of employment rates or positions filled, and can assess the effectiveness of individual support activities for different target groups of stakeholders defined by relevant demographics such as gender, age, education, and region.

"Cognos 8 BI allows data comparisons, such as the details of employment for customers previous and subsequent to receiving AMS support," says the project head MIS in the AMS, Dr. Oberklammer.

After Austria presented these OLAP cross-section analyses at the EU Peer Review Program in 2004, the executive summary called the Austrian example out as being "in the vanguard ... because of its comprehensiveness and user-friendliness."

### **Monitoring career paths**

By aggregating employment information by region, economic sector, and socio-demographics, AMS can identify the areas in which job seekers have the greatest chance of finding work. This employment market analysis also contributes to forecasting the labour market and setting employment policy, allowing, for example, early identification of groups at risk of losing their jobs.

## Other Cognos customers in Austria

Allgemeine Unfallversicherungsanstalt (AUVA), Austrian Airlines Group (AUA), Ballograf BiC Austria, Bank Austria-Creditanstalt, Banner Batterien, Ministry for Education, Science and Culture, Ministry of Finance, Ministry for Health and Women, Ministry for Justice, Ministry for Economy and Employment, Eybl International, Generali, IT-Solutions, Municipalities of Vienna - Graz - Steyr - Villach, Land Kärnten, Österreichische Bundesbahnen (ÖBB), Miele, Milupa, Porr, Telekom Austria, T-Mobile, Wolford, Wiener Krankenanstaltenverbund (KAV) Salinen Austria, University of Vienna, Wietersdorfer, Wolford, and many more.

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