

What Do an IT Service and a Shoe Have in Common?

Unique starts with you, according to Crocs, and for good reason. Whatever it is that sets you apart and makes you impossible to categorize, Crocs makes a shoe that says it perfectly. Understanding that happy employees make for happy customers, Crocs adopted several components of SAP® SuccessFactors® solutions several years ago. When it added the SAP SuccessFactors Employee Central and SAP SuccessFactors Onboarding solutions to the mix, it wanted to remove glitches and maintain the top performance its people had come to expect.

Crocs turned to SAP and engaged the offering expressly designed for the purpose, the SAP Preferred Success service. SAP provided continuous quality checks, its “schedule an expert” services, and proactive success checks to tune the solutions for better response times. Now Crocs employees are getting the same excellent performance from their new components as they have been experiencing all along from the established ones. SAP form-fitted the service to Crocs’ needs just as closely as the company’s shoes conform to its customers’ feet.



Hurdling Complex Performance Optimization Issues with **SAP® Preferred Success**



Crocs Inc.
Niwot, Colorado
www.crocs.com

Industry
Retail

Products and Services
Shoe manufacturing
and retail

Employees
5,200

Revenue
US\$1.2 billion

**SAP® Solutions
and Services**
SAP® SuccessFactors®
Employee Central solution,
SAP SuccessFactors
Onboarding solution, and
SAP Preferred Success
service for SAP
SuccessFactors solutions

When Crocs decided to expand its use of SAP SuccessFactors solutions, it brought SAP Preferred Success on board during the early stages of implementation. SAP took charge of the complex environment, including multiple third parties and stakeholders, navigating internal resources, and serving as the shoe company's voice. Crocs received immediate value from SAP Preferred Success, which led the project to successful delivery on time.

Before: Challenges and Opportunities

- Optimize performance of SAP SuccessFactors Employee Central and SAP SuccessFactors Onboarding
- Discover the reason for suboptimal performance and fix it
- Avoid manual data verification and processing

Why SAP

- Reputation for being able to cope with complex implementation issues
- Uniquely strong understanding of the software
- Willingness to tailor services to address specific situations and requirements

After: Value-Driven Results

- Enhanced performance using a series of continuous quality checks conducted before, during, and after go-lives
- Fostered strong communication among all stakeholders, including third-party vendors
- Sped issue resolution using a solid plan of action
- Transferred knowledge to Crocs that helps keep performance optimal

“SAP Preferred Success promoted product enablement and adoption by communicating **timely and relevant product information. This included Webinars by subject-matter experts, module-specific quarterly release documentation, and resource navigational tips.”**

Ben Morrison, Director of HR Systems and Business Process, Crocs Inc.

SAP SuccessFactors

Synergistic

Contributions of all parties involved as orchestrated by SAP Preferred Success

Enhanced

Ability to keep performance optimized without additional help



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