

Idea Management at Bayer

In 1997, target software solution began development for a software program for successful idea management at Bayer. The system was continuously enhanced to meet the latest requirements. Today, approximately 30 companies, both within and outside the Bayer Group, are using idea management with this technology solution from Bayer Business Services. The major user continues to be the Bayer Ideas Pool at Bayer Industry Services. Together, both service companies - one technological, one technical - handle up to 25,000 ideas annually for more than 50,000 employees.

Bayer Business Services offers a full scope of human resources management

Bayer Business Services is the competence center of the Bayer Group for IT-based sales and research services. The SAP® Human Resources (SAP HR) environment provides services to the Human Resources Services business area HR management - from application service to unique customer-specific solutions. All standard idea management functions are available in addition to individual enhancements for every customer or idea group. The customer has the choice between the manager model as in the Bayer Idea Pool and the idea team model used by teams of experts to evaluate ideas in their respective subject area.



Bayer Business Services

From Letter to SAP System-Supported Idea Management

Between 1997 and 1998, target software solution developed software for idea management for Bayer that was seamlessly integrated in SAP HR. This solution was the basis for the Bayer Ideas Pool in its current form and for other idea groups - even outside of the global corporate group. The Bayer Ideas Pool started in early 1999 with approximately 125,000 ideas from the legacy system. In the following years, target developed the solution with the goal to further create standard idea management software for SAP.

The ability to integrate an idea management system in SAP HR was a decisive factor in Bayer deciding to work with target. This cooperation has repeatedly proven itself of value in the further development of idea management. In several steps, Bayer Business Services opened the formerly closed system of the Bayer Ideas Pool. First, the technical areas were able to read data in SAP HR at any time. Later, submitters, managers, reviewers, and coordinators had direct access to the data in the idea management systems - using HR self-services in the Bayer intranet. Employee managers and coordinators have also been using online self-service functions to evaluate submitted ideas for some time. In the near future, the complete life cycle of idea management - from submitting and reviewing an idea to valuating one - will be carried out through HR self-services.

The integration of idea management in SAP HR further enables access to existing enterprise data available in the SAP system. Thus, a manager with personnel responsibility for the first submitter of an idea is automatically assigned from the central SAP organizational structure. The manager also receives the idea for valuation electronically. If the manager values the idea positively, then premiums are awarded through the payroll system to the employee's salary account - using, of course, the personal tax rate for the employee used in payroll. At the same time, premiums are

automatically debited from the department profiting from the idea.

Through this integration in SAP HR, the large restructuring in the Bayer Group that took place over the last few years was hardly apparent in the Bayer Ideas Pool. All changes in organizational assignments, functions, or addresses took place in the master databases and updated data was always available in the Bayer Ideas Pool. Furthermore, SAP Basis technology enabled a clean distribution of the datasets to the different idea groups in the new subsidiaries that resulted from the restructuring. If the Bayer Ideas Pool were to have operated in a stand-alone system without integration in the SAP system, this transfer of organizational changes would have resulted in an enormous expenditure of time and effort.

Making the Bayer Idea Pool available as a self-service is a benefit of the direct link with SAP HR. The integration in SAP Employee Self-Services further reduces processing time as it enables end users in the corporate group to immediately edit their ideas in a consistent and trusted workspace.

The continual further development of the program for idea management has transformed the Bayer Ideas Pool from an "idea administrator" to a modern, IT-supported business idea management system. The wide scope of functions in the standard solution from target ensure that even the most demanding of customer requirements can be implemented quickly and easily. And the next enhancement is coming soon - all documents, such as notes or sketches to support an idea, can be included into the system in an optical archive.