



SAP SuccessFactors Human Capital Management Consultants and Implementation Solutions for Core HR and Payroll



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Interview conducted by:
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CEOCFO: Mr. Marson, would you tell us about iXerv?

Mr. Marson: iXerv specializes in delivering SAP SuccessFactors HCM (Human Capital Management) suite services. That is a cloud based HR software suite from SAP. We provide all types of implementation and strategic solutions, specifically focused around core HR and payroll.

CEOCFO: What do you like about SAP?

Mr. Marson: SAP has been a leader in business-to-business solutions for decades, and are particularly strong in the HR space, where they have been the leader for over two decades. Now with the emergence of cloud, their acquisition of SuccessFactors gave them a foot-hold into the cloud. They have built on that acquisition to become one of, if not the leader in the cloud HCM software space.

CEOCFO: Who is using your services? Is there a common thread among your clients, such as size, location or type of business?

Mr. Marson: iXerv serve a variety of different customers across the globe. The focus of our business is in the Americas, Northern Europe and Southern Africa. We also serve a wide variety of companies of different sizes and different industries, mainly in the enterprise space. We do not see a particular commonality between customers, but one similarity we do see is that customers are looking for an experienced partner who is going to help them implement a solution to support their HR business processes and help transform their organization and Human Resources.

CEOCFO: Do many of your clients take advantage of the full range of services or pick and choose among several different offerings?

Mr. Marson: All of our customers select SAP SuccessFactors or our partner payroll solution Celergo. However, in terms of services, different customers want different things from us. Some are just looking for core HR, some are looking at having payroll implemented as well, while others might just look at a more strategic service like a health check or one that helps them identify what moving to a cloud technology is going to look like versus a legacy on premise technology. Therefore, we see different needs among different customers, and our variety of offerings and expertise is why we work with such a variety of customers.

CEOCFO: How do you help a potential client figure out what they need, where what they want may be different from what is best for them?

Mr. Marson: We leverage our experience of working with many different customers to best help other customers understand what the best practice solutions are for them. We are all about trying to make sure that we maximize the value for our customers and we bring experience to the table that is going to help them transform their business. It is really all about bringing experience in common practices to the table and helping customers transform their processes and practices.

CEOCFO: You are working in a global environment where every country and every state has certain regulations and rules. How do you keep up with the regulatory issues?

Mr. Marson: It is not so easy, but SAP has about 200 people that track regulatory changes around the globe, across most of the countries in which our customers operate. In addition, the payroll vendors that we work with do the same thing. Therefore, the software that we work with already comes with all of the local requirements, which really makes our job easier. Our job is to guide the customer in understanding the local compliance that they have in each country and making sure that we have all of the local requirements covered for both HR, as well as their payroll, and ensuring that they are compliant.

“The trends that we have seen over the last 12 to 18 months is that customers are really interested in payroll and how they can streamline their multi-county payroll options. It is not sexy and exciting, but paying people is one of the number one activities on which a customer has to deliver.”- Luke Marson

CEOCFO: How do you help ease the implementation of a new system, and if there is a problem, how are you right there to make it better?

Mr. Marson: With all the experience we have gained and the skilled consultants we have, we find it fairly easy to plan and execute an implementation project. Of course, the reality is that customers don't know what they don't know and software is not always perfect, so we have to guide customers and ensure they understand the project management, change management, governance, and decision-making aspects of an implementation. One of the things we offer our customers is a post go-live support service called CloudCare. This enables us to support our customers once they are live, and not just with helping work through product issues or managing the support issues with SAP, but also working with them so that they understand the new releases that come out every quarter. The software releases are made every three months, and they often have many new features. Sometimes they introduce bugs, sometimes they fix bugs, so we try to guide the customer on what these features are, what they look like, what the impact is, how they can leverage them - as well as what is being fixed. We also partner with our customers to help them continue to innovate as they move along their HR journey.

CEOCFO: How do you reach out to potential customers? Do many come to you through SAP?

Mr. Marson: Yes, we get many customers coming through SAP. For customers, often their first point of contact with the partner ecosystem of SAP is SAP itself. Some customers are able to go out and find the different partners, just because some people in the company may have experience with certain partners in the ecosystem. However, more often than not they are relying on SAP to recommend they right partner for them. Luckily, SAP consider iXerv as one of their key, trusted partners when it comes to core HR and payroll with their SAP SuccessFactors Cloud HR solutions.

CEOCFO: Are there services that you offer that do not get the attention you think they should?

Mr. Marson: I think sometimes customers do not quite understand the value of project and program management. They do not understand exactly what a project manager does and core HR payroll implementation has a great deal of different moving parts. There are many things going on, there are many people involved, a great many decisions that need to be made, many issues and other things that need to be tracked, and keeping on top of all of this is requires a great deal of management. Therefore, this is an area that they struggle to understand. One of the other areas is change management. Putting in a new software solution has a great deal of change, no matter how simple or easy it is to use. These cloud solutions are very easy to use compared to an on premise solution, but still there is some change required. For example, when you sign up for Facebook for the first time, you will not know what all of the features are and what they do. I'm sure if I took a Facebook course today there would be a great many things that I would learn that I did not know. Change management is helping people to understand the software and the solution, but also trying to get them to understand the value of the solution, getting people used to it, getting them to want to adopt it, and getting them to understand the benefit so that they do not push back on adoption of this new software, as is often the case. The third area where customers sometimes struggle is looking for a partner with the right experience. Sometimes customers are eager to sign a partner

but they do not often look at who specifically is going to do the implementation for them. Sure, the partner might have one or two good references, but you need to make sure you are getting the experienced people as part of the implementation. In some cases, customers do not even ask for references and do not even ask to check CVs of the implementation team. The customer could be getting anyone doing their implementation; even someone who has no experience in that technology, or maybe does not have any HR process experience, and that can be very deadly for an implementation of any magnitude.

CEOCFO: How do you help your potential clients understand that when they come to you, they are getting more than from other sources?

Mr. Marson: For us it is very easy because those topics I just mentioned are things we can talk through very clearly and thoroughly with the customers. It is very easy for us to talk about the software and the solutions and what we can offer because we have that experience across our company - in the leadership team as well as in the people who are delivering these implementations. For us it is very natural and our focus is critical to enabling us to deliver. We do not need to use marketing our sales speak with customers since core HR and payroll are part of our philosophy. We can actually talk to customers and provide them with real world examples; we can give them real solutions and real expertise, even before we start any implementation. That is something that separates us from the competition because we don't talk fluff and we are not just putting a sales person in front of a customer just to sell them something. We are actually able to use our expertise to guide the customer, even before they have begun their implementation journey.

CEOCFO: You recently introduced the iXerv Payroll Solutions (iXPS). What does that bring to the table that you did not do before?

Mr. Marson: The trends that we have seen over the last 12 to 18 months is that customers are really interested in payroll and how they can streamline their multi-county payroll options. It is not sexy and exciting, but paying people is one of the number one activities on which a customer has to deliver. SAP offers a number of different payroll options, including their On Premise SAP Payroll, their Cloud-based Employee Central Payroll, and the Managed Payroll offering, but what they do not have is an offering for the many countries that are too small to be part of those other three offerings. What iXerv Payroll Solutions brings to the table is the ability to deliver some of these services, but also cover those smaller countries that SAP's other offerings don't cover. This is what SAP calls a Multi-Country Payroll Outsourcing (MCPO) offering, and we partner with one of the leading experts in the market: Celergo.

CEOCFO: What is next for iXerv?

Mr. Marson: We have enjoyed great success recently and we credit that to our focus on core HR and payroll, our experience and our offerings. We have plans to expand our business operations geographically across the Americas and we also want to continue to expand our payroll services, continue to build out our offerings to customers with payroll and with non-payroll applications as well. We want to begin to offer more bespoke solutions that sit on top of the SAP SuccessFactors solutions, so we can bring even more value to our customers.

CEOCFO: Address our readers. What should they remember about iXerv?

Mr. Marson: They should remember iXerv as the global experts in core HR and payroll. We are here to help no matter what size you are, where you are located and how many countries you operate in. We can help you by delivering real value to your business and enable you to be successful.



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