



FPL Group Illuminates HR Data with Informatica PowerAnalyzer

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— Joeri Carty, Manager of Employee Informatica Delivery Group, FPL Group

CHALLENGE

Providing Human Resources managers and analysts with greater visibility into HR information through an easy-to-use, Web-based interface

INFORMATICA SOLUTION

- Informatica PowerAnalyzer®
- Informatica PowerCenter®
- Informatica PowerConnect® for SAP R/3

BENEFITS

- Fast, easy access to HR metrics
- Ability to understand trends and drivers
- Greater data consistency across the organization
- Time and cost savings

NUTS AND BOLTS

- Data Integration: Informatica PowerCenter, PowerConnect for SAP R/3
- Sources: SAP R/3 HR application
- Targets: Oracle8i data warehouse
- Platform: HP/UX 11

With annual revenues of more than \$10 billion, the FPL Group (FPL) is nationally known as a high quality, efficient, and customer-driven organization focused on energy-related products and services. With a growing presence in 26 states, it is recognized as one of the country’s premier power companies with three strong, growing businesses: Florida Power & Light, FPL Energy, and FPL FiberNet.

The Challenge

Business intelligence (BI) has traditionally focused on analyzing sales, marketing, customer, finance, and supply chain data to drive revenues and reduce costs. As those systems have matured, however, smart organizations are bringing BI to bear on an area that’s equally important and yet largely unanalyzed—human resources.

FPL Group has 12,000 employees and rolled out Informatica’s PowerAnalyzer to provide Human Resources (HR) managers and analysts with powerful new visibility into HR information—from recruitment to retirement—through an easy-to-use, Web-based interface.

“Managing the composite knowledge, skills, and experience of an organization’s employees is a key to competitive advantage,” said Joeri Carty, manager of FPL Group’s Employee Information Delivery Group. “Looking at HR data from an analytic perspective has the end result of making us more productive as a company. There’s a domino effect that improves the entire organization.” With its HR analytics solution based on Informatica PowerAnalyzer and Informatica PowerCenter with PowerConnect for SAP R/3, FPL Group will empower its HR staff to:

- Analyze trends in hiring, transfers, and turnover
- Perform analysis on key metrics for Human Resources
- Assess headcount, demographics, diversity, and unit/geographic distribution

BI for HR: New Challenges, New Opportunities

FPL Group rolled out its HR analytics solution at a time when a challenging economy made it imperative for organizations to be more productive, cost-efficient, and run by top-quality personnel. By beginning to analyze the HR dynamics in its workforce, FPL Group is well on its way to answering that challenge.

At FPL Group and elsewhere, managers increasingly appreciate that there's much more to HR management than static payroll numbers. "Our operational VPs are looking more closely at HR and saying, 'What can we do better?'" Carty said. "You can see a shift in looking beyond payroll data to make sure we're training our employees, educating them, and keeping them happy."

To some extent, FPL Group, like most organizations, has always examined its HR information. But in years past, the process was cumbersome and slow. Once a month, the reporting department would aggregate data from legacy HR systems, package it as spreadsheets, and distribute the information to business users for basic reporting. Business users would often request special ad hoc reports. The system had a lot of room for improvement.

FPL Group's Employee Information Delivery Group rolled out its initial Informatica HR analytics solution in October 2002. It selected the Informatica platform based in large part on the proven track record of the PowerCenter extraction, transformation, and loading (ETL) platform in FPL Group's Power Systems, Sales and Marketing, and Information Management business units.

For HR, PowerCenter does nightly extracts from an SAP R/3 HR application—including employee name, job title, salary, benefits, business unit, address, training, supervisor, and so forth. From there, the data is fed into an Oracle8i-based star schema data warehouse, ready for business user access via PowerAnalyzer.

Native connectivity to SAP through Informatica PowerConnect interfaces made it easy to design and maintain the ETL processes, Carty said. Moreover, PowerAnalyzer's flexibility in accessing non-star schema data will enable FPL Group to tap into a historical HR data store — "a great plus," as Carty put it.

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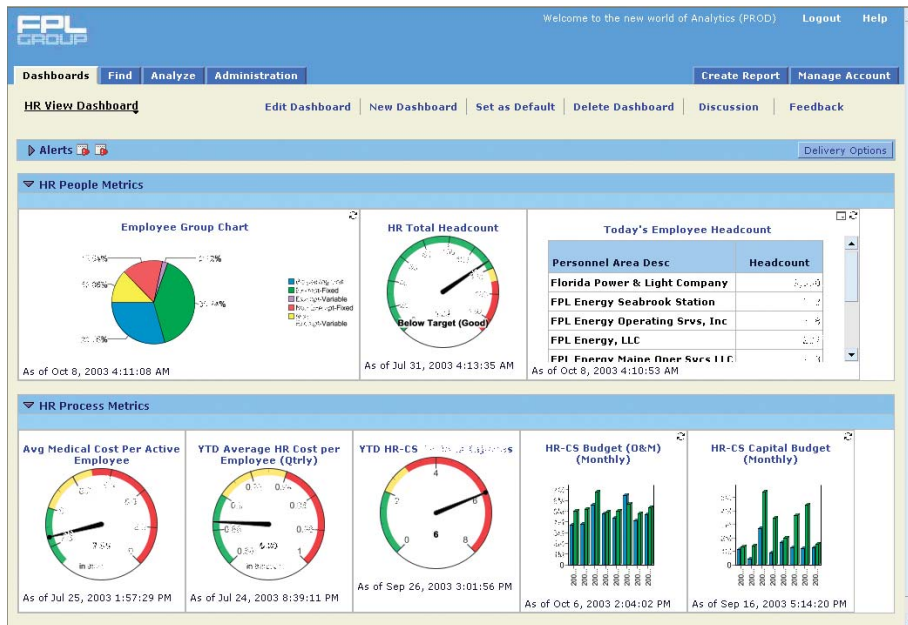


Figure 1
Executive dashboards deliver key metrics for expenditures, turnover, and other prioritized data points to enable decision-making on critical issues.

Faster Insight, Better Decisions

Besides giving HR employees access to current data, FPL Group's HR analytics solution enables them to go far beyond simple spreadsheet reporting, Carty said. With Informatica PowerAnalyzer, users are able to drill into data to understand trends and drivers.

"We want to move people beyond the spreadsheet mindset to look at data analytically, for trends and benchmarking," Carty said. "We want them to take a step back and say, 'OK, what is the data really telling me?'"

At the same time, FPL Group is taking advantage of PowerAnalyzer's tight integration with Microsoft Excel, its support for the Adobe .pdf file format, and advanced charting and graphing capabilities, to provide HR analysts with the best of all worlds. And FPL Group is making the most of PowerAnalyzer's facility to easily incorporate metrics and key performance indicators into personalized dashboards.

Dashboards customized for VPs and directors, for instance, deliver key metrics such as overall expenditures, turnover, and other prioritized data points to enable decision-making on critical issues. Building the metrics proved simple. "You just create the metric and associate it with the data attributes you need," Carty said. "It's not complex at all."

The Informatica platform has helped FPL Group greatly simplify back-end administration. Savings—both in time and cost—are also realized through PowerAnalyzer's intuitive GUI, metrics-based reporting, and ease of use. And by standardizing on an Informatica platform, FPL Group stands to benefit from a common data model that ensures users speak the same language. "... we're making sure that people have the same results," Carty said. "It creates a lot more consistency across the organization."

Enhanced Results Through Standardized BI

The Informatica platform has helped FPL Group greatly simplify back-end administration. “We used to have to maintain different infrastructure and hardware on the back end, with separate fees and licensing,” Carty said. “Because Informatica runs off the same platform and doesn’t need any major modifications on the back end, there’s definitely a lot of savings right there.”

Savings—both in time and cost—are also realized through PowerAnalyzer’s intuitive graphical user interface (GUI), metrics-based reporting, and ease of use, Carty said. FPL Group business users require a short introduction and a user manual before they can begin putting PowerAnalyzer to work.

And by standardizing on an Informatica platform, FPL Group stands to benefit from a common data model to ensure that users speak the same language. In the past, different data definitions were applied to such common terms as headcount, causing

discrepancies. “Another big driver is we’re making sure that people have the same results,” Carty said. “It creates a lot more consistency across the organization.”

Carty said FPL Group will continue rolling out PowerAnalyzer across the HR organization to further improve HR systems and processes. He’s confident that the Informatica solution will be up to the task.

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