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Managing the Employee Life Cycle: A Success Story

ION Manages Employees World-Wide with SilkRoad RedCarpet™

A 2008 study by the Boston Consulting Group concluded that today, "managing talent is the most critical human resources challenge worldwide."¹ The study also found that almost half of U.S. executives said that they expect their companies to source talent globally by 2015. Twenty-one percent of U.S. executives said that their companies will move businesses to new locations to find talent by 2015, compared with just 8 percent of companies in 2007. Given this rapid shift in trends in favor of international corps of employees, companies are going to have to find talent management solutions that are adept at handling the demands of a global workforce.

The problem is that multinationals can face especially steep challenges to employee onboarding and lifecycle management. The very diversity of place, people and approaches that comes with having offices worldwide can be an HR nightmare when it comes to streamlining processes and creating a unified sense of corporate culture. The need for simple yet universal solutions to onboarding and other transitional events in an employee's life cycle has never been greater.

Companies that can anticipate and meet these challenges will be far ahead of the curve as businesses, and their talent, continues to go worldwide.

Employee Life Cycle Management on a Global Scale: Ion

Headquartered in Houston, Texas, ION Geophysical Corporation, established in 1968 as Input/Output, has evolved from its roots as a seismic equipment manufacturing company to now providing seismic imaging, data acquisition and data processing. Today, the company has grown to 1,300 employees in the Americas, Europe, China, the Former Soviet Union, the Middle East and Africa.

www.silkroad.com

¹ "Creating People Advantage: How to Address HR Challenges Worldwide Through 2015," <http://www.marketwire.com/press-release/The-Boston-Consulting-Group-843186.html> (April 14, 2008)



Case Study

As a company with multiple locations and multiple hiring managers stationed around the world, the key to ION's continued success is not only finding but also keeping the best talent in the field. Deanna Newsome, HRIS Manager, describes the distinctive HR tasks that are part of the territory for a global company. "ION looks like a conglomerate of small companies acting very independently from one another," Newsome explains, "currently, there is an effort to become a single, co-operatively operating company despite the often disjointed international regions and countries we work in." As part of their efforts to better assimilate offices in disparate regions, the company recently turned to Web-based employee life cycle management tools.

Having successfully adopted SilkRoad technology's OpenHire recruiting management solution, Newsome decided to search for a similarly user-friendly yet powerful employee life cycle management tool. "ION already had a suite of discreet HR products. What we didn't want to do is bring on another product that would be disconnected from our existing systems." Further, the solution had to be hosted as none of the HR products are supported internally. "A web portal was critical," emphasizes Newsome, "but it had to be secure too since confidential information would be transacted in the application."

SilkRoad RedCarpet Fits Right In

RedCarpet is a powerful solution that manages, streamlines and simplifies the process of any employee life cycle event. Whether a company is onboarding new hires or managing other forms of change such as promotions, transfers, relocations, mergers, acquisitions, or offboarding, RedCarpet significantly increases readiness of new hires, improves retention and provides quick and easy visibility into all tasks associated with employee transitions. Ultimately, RedCarpet improves HR productivity and significantly reduces costs associated with administrative tasks, paperwork and processing.



Results

ION implemented RedCarpet and is using it strictly as an onboarding tool. "RedCarpet delivers acclimation information to the new employee no matter where they are," says Newsome. As opposed to the existing employee intranet, RedCarpet allows for the presentation of proprietary information through its secure portal environment as well as presenting the usual onboarding tasks a new employee must perform ahead of their actual start date. This allows the new employee "to become socialized to their new company which enables the employee to become productive much more quickly. Instead of spending their first day completing forms and going over benefit elections, New Employee Orientation has become an activity of meeting team members and establishing the relationships that allow for a faster ramp up time," explains Newsome.

Newsome is pleased with the flexibility and ease-of-use that are the hallmark of all of SilkRoad's products. "OpenHire and RedCarpet have a natural integration that flows quite nicely; that was a huge deal for us," says Newsome. "There was nothing we could think of that we needed in an onboarding product that Red Carpet couldn't achieve. Further, we have very few resources for HR product implementations, but RedCarpet is so easy to implement that limited resources were not a factor during the deployment process."

SilkRoad's willingness to go the extra mile to assuage any fears of privacy breaches also impressed the ION team. "Most of the concern actually occurs in our European locations because of the strict European Data Privacy Law," explains Newsome. "Nevertheless, SilkRoad just went out and secured the Safe Harbor Certification in order to knock that concern out," she says.

Because RedCarpet remains extremely flexible even as it deals with the entire employee life cycle, the team at ION expects the return on investment to last for years. "Using these HR lifecycle products allows for a level of consistency and predictability of the onboarding experience everywhere in the world," says Newsome. Despite the diverse locations, ION expects to hire nearly 300 people globally per year for the next 5 years and all will be onboarded using the RedCarpet application. "By and large, these tools have been very well received and utilized just because they're so easy to use," says Newsome.



the life suite



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SilkRoad technology, inc. is a leading provider of integrated Employee Talent Management Solutions that facilitate the hiring, onboarding, development and management of the talent of an organization. Through SilkRoad's solutions, companies are able to hire better employees, increase retention, identify high and low performers and better leverage the employee's potential inside their organization. SilkRoad technology is headquartered in Winston-Salem, NC with offices in Bedford, MA; Chicago, IL; West Long Branch, NJ; Jacksonville, FL; Sydney, Australia; Hamburg, Germany; and Singapore. More information is available by visiting <http://www.silkroad.com> or by calling in the U.S. toll free 866.329.3363 or internationally at +1 336.201.5100. All trademarks are the property of their respective owners.