# Integrated Labor Market Digital Platform

Dr. Hichem Maya SVP, Head of Industry Digital Transformation SAP Middle-East and North Africa



### The Current Reality

### Challenges of the Temporary Contract Employment Model

#### **JOB SEEKERS**

- Have poor visibility and limited access to employment opportunities
- Need to acquire skills and knowledge in preparation for their placement
- Need to make informed decision and to uphold their rights

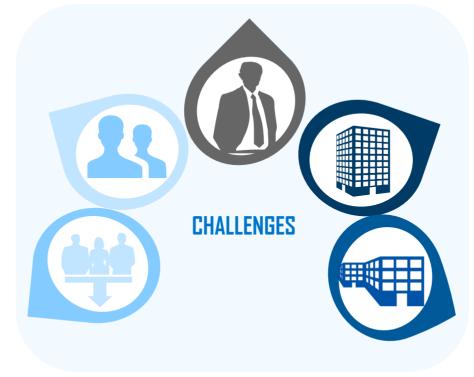
- Lack of governance of the overall processes
- Lack of information and data on the workers, on their skills and on their performance

#### **INTERMEDIATORS**

Need to provide a greater supply of workers at reasonable costs

#### **EMPLOYERS**

Face immense pressure to hire, maintain the right talent and comply with regulations at a reasonable cost



### **LABOR AUTHORITIES (COO)**

- Need to integrate and analyze data from various institutions to enable an understanding of existing labor supply and demand
- Plan for the future
- Have a better visibility of labor performance at COD and there adherence to laws
- Ensure employees get fair treatment from employers

### LABOR AGENCIES (COD)

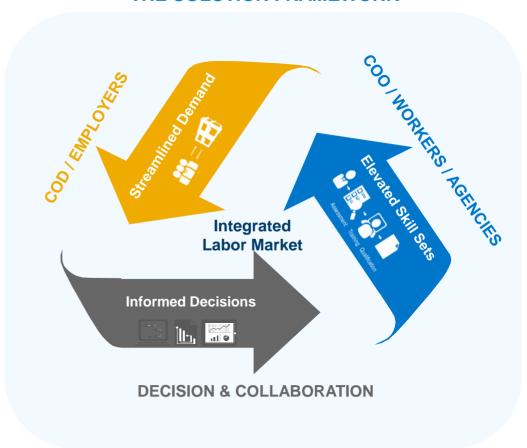
- Face inefficiencies and low visibility due to lack of integration
- Face an increase in complexity due to a higher volume of collaboration

## Regional Integrated Labor Market Digital Platform Solution Framework

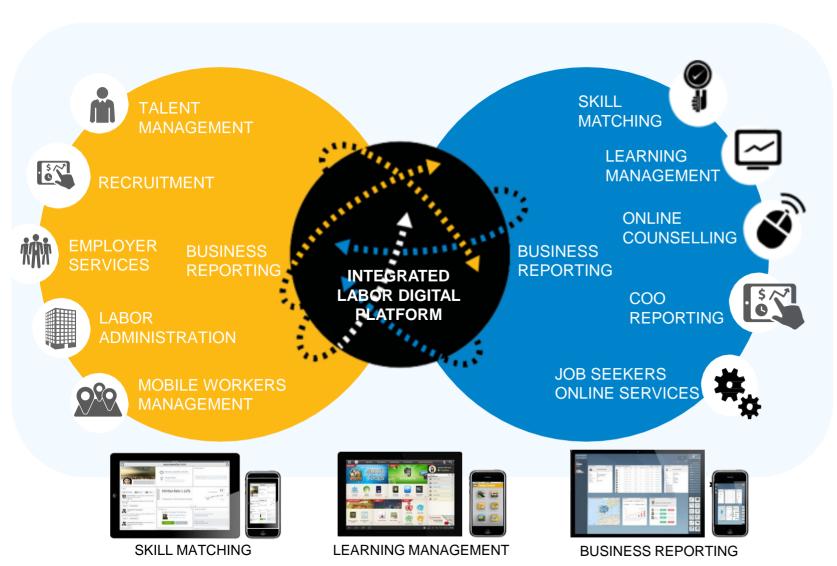
The solution framework illustrates how the solution will link all the stakeholders of the sender and destination countries:

- ✓ The solution will establish a databank of qualified workers accessible to employers to facilitate effective jobmatching, facilitate labor mobility thus streamline demand.
- ✓ It will automate job placement processes, including contract management, labor rights protection, training, certifications and allow for easier information analysis for decision makers.
- ✓ The integrated platform will ensure adherence and compliance to the laws and regulations of each country, as well as data privacy and security depending on clearly defined roles and responsibilities.
- ✓ Thus will drive greater efficiency, control costs and achieve flexibility and transparency between these countries.

### THE SOLUTION FRAMEWORK



## Regional Integrated Labor Market Digital Platform Platform Components



- ✓ The platform links the worlds of sender (COO) and destination (COD) countries via technology solutions from SAP into a single Integrated and connected online platform to offer single source of truth
- ✓ SAP's proposed solution supports the full spectrum of labor market activities
- ✓ SAP uses state-of-the-art established solutions such as e-recruitment, enterprise learning management and citizen relationship manager, in combination with integrated social media solutions, to reach the target audience

## Regional Integrated Labor Market Digital Platform Benefits

## **EFFICIENCY & EFFECTIVENESS** ✓ Reduced recruitment cost ✓ One-Stop shop for COD, COO. workers and **BENEFITS** employers ✓ Protection (COD, COO) and contract management

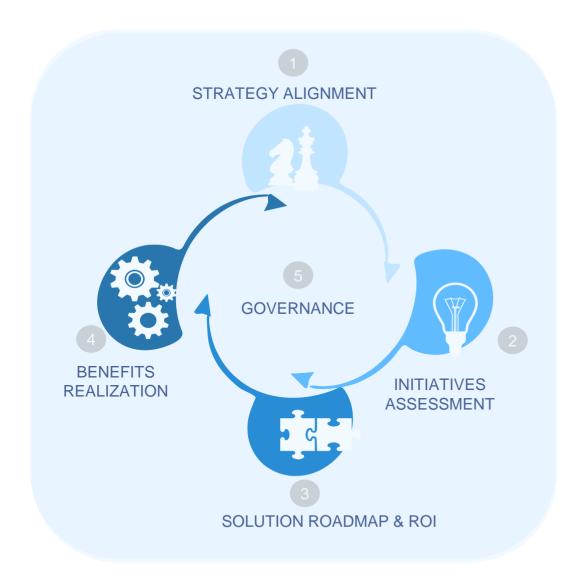
### **TRANSPARENCY & FAIRNESS**

- Ensure fair ethical treatment through transparency
- Enable high performance workers and support mobility
- Trained employees alignment with the employer and market requirements

### STREAMLINED PROCESS & ACCESSIBILITY

- ✓ End to end transparency
- ✓ Single version of the truth for all stakeholders
- ✓ Informed decision making through real-time data availability and predictive analysis

### Approach for Enabling Success



- 1. Strategy Alignment: Understand COD and COO strategic direction and identify initiatives
- Initiatives Assessment: Opportunities deep-dive based on strategic impact and prioritization based on value
- 3. Solution Roadmap & ROI: Document end state solution, business and benefits case, total cst of ownership and strategic roadmap
- 4. Value Realization: Deliver transformation on time, on budget, and on value
- 5. Governance: Maximize investments & accelerate value creation with governance based on executive engagement, value delivery and continuous innovation