



# Harmonizing high user competence and cost-effectiveness

*Increasing agility for end users and helpdesk with performance support*

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How do companies balance user competence and cost-effectiveness for training and support? With complexities such as 230,000 employees, 554 locations in 61 countries, 7 corporate languages and ever more IT applications becoming “agile”, Continental AG found an all-in-one solution with **tt performance suite** to accomplish the task.

### Utilizing IT applications to their full potential

When it comes to managing the constant change of business processes and applications, large corporations tend to be highly dependent on business-critical know-how which is held by Subject Matter Experts and is neither documented nor maintained in a systematic way and often enough hardly accessible by the front-line user. As a result, costly IT applications remain underleveraged, user adoption is low, and support and training costs quickly get out of control. Continental AG has been using the documentation and authoring com-

ponent of **tt performance suite** – the **tt knowledge force** – in its Automotive Group since 2007, initially for an SAP implementation project. After 2014, **tt knowledge force** became the standard tool, now delivering content to over 50,000 employees worldwide.

Jens Bertram is Global Team Lead SAP IT MM/QM in the Tire Division at Continental and Application Owner for **tt knowledge force**.

### Support in the “moment of need”

Based on how well **tt knowledge force** worked for supporting SAP applications, Bertram wondered how he

could use it for other IT applications and make it accessible to a larger number of users. He initiated a smart internal marketing campaign with banners, info-points and short links to the internal social network. “Usually I do not advertise IT projects,” adds Bertram. Anyway, ignoring this ‘rule’ paid off – he acquired a whole network of key users with his approach. Today, over 14,000 documents have been created and updated by more than 800 e-learning authors – typically the Subject Matter Experts that now have a very useful home for their knowledge and innovative ideas. Authors create content simply by recording the steps it takes to complete a process. The time-saving recording technology allowed Continental to create 10 times the content compared to the time before **tt knowledge force** had been introduced. Also, it enables the transferring of expertise into digital content without additional headcount.



“Users mainly praise the fact that QuickAccess can be fed with unstructured content while still being able to retrieve just the information they were looking for – just in the moment of need.”

"The solutions provided by **tts** have become a global success within Continental. It is my mission to share the enthusiasm I have for the **tts** products and help any potential customers who are considering working with **tts**."



#### "We have the management's attention!"

The combined efficiency and usability of **tt performance suite** spread like wildfire. Bertram confirms, "there is no other tool that distributes knowledge as fast and as focused as QuickAccess – The super easy access and reach are without any competition." QuickAccess is a vital component of **tt performance suite** and makes relevant information available in the actual working context of any specific employee exactly at the moment it is required. Soon the project gained top management attention which made it easy to implement solid application support structures.

With more and more employees knowing about **tt performance suite**, innovative ideas came in big time e.g. "What about integrating links into QuickAccess that allow direct access into the Continental internal wiki, SharePoint, chatbots and other sources of learning, support and knowledge? Why not implement a direct connection to the ticketing system through QuickAccess?" As a result, a whole string of innovations supporting the notion of a "single source of truth" were realized within the project at Continental – and have ultimately become part of the **tt performance suite** product roadmap.

#### Performance Support for ERP rollouts and suppliers

QuickAccess is now part of the standard desktop installation package at Continental, and more project managers are asking for their project to join the Performance Support platform. For upcoming ERP rollouts, the company plans to provide training for the local key user only. All other employees will get their support exclusively through the orange on their task bar. They just need to hover over the orange to get immediate access to information whenever they are stuck in the work process.

Continental has even implemented an interface to connect their customers to learning content produced by **tt performance suite**. The next step will be to give suppliers direct access to the Performance Support portal. They will then be able to pick and choose what they want or need to know about Continental's supply chain processes.

#### Facts & Figures

- 235,473 employees across 554 locations in 61 countries
- Tire Division with 53,881 employees across 75 locations in 47 countries
- Turnover in 2017: € 44 billion
- Turnover of Tire Division in 2017: € 11.3 billion
- Increase in numbers of subject matter experts authoring content up from 230 to over 800 in less than a year
- Increase in numbers of documents from 900 to 14,000 in less than 2 years