

milch & zucker case study: 10/2006

“One Door into Roche”

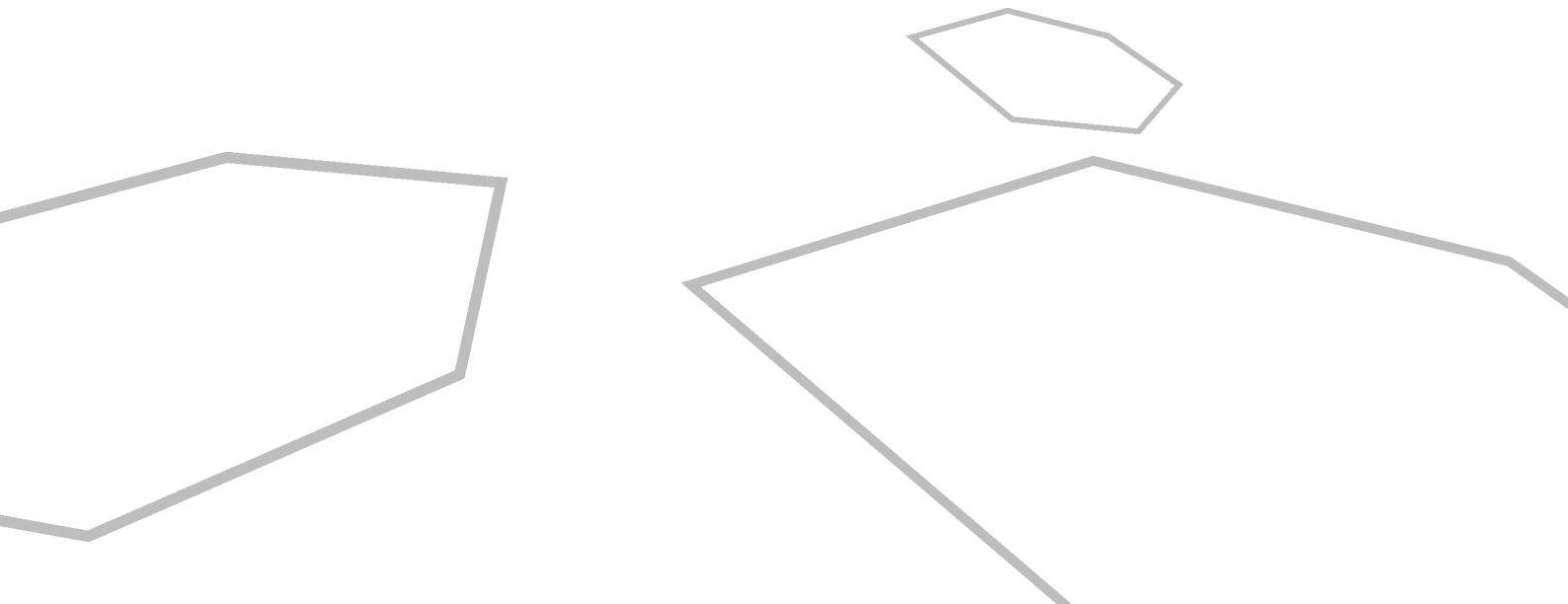
One Corporate Group – One Central Job Board

Thanks to the SOA-based platform “BeeComeOne®”, Roche has been able to bundle and post the job advertisements of its affiliated companies and subsidiaries on a single career website.

Headquartered in Basel, Switzerland, Roche is one of the world’s leading research-focused healthcare groups in the fields of pharmaceuticals and diagnostics. Having branch operations in more than 150 countries all around the globe there is a seemingly equal number of websites to match. Now, by taking advantage of milch & zucker’s integration platform “BeeComeOne®”, Roche has been able to bundle its worldwide job advertisements and other career-related information and post them on a single career website. Special web services and interfaces help to ensure that the eRecruiting systems of subgroups and affiliates are integrated into the main system.

About the company

As a supplier of innovative products and services for the early detection, prevention, diagnosis and treatment of disease, the Group contributes on a broad range of fronts to improving people’s health and quality of life. The company employs 73,000 people across the globe.



The challenge:

Many companies – One employer

Because of its multinational presence, Roche requires a globally oriented HR strategy that guarantees consistent and continuous assertion and promotion of its employer brand. The brand name “Roche” and its corporate domain, “Roche.com”, play a key role as the first points of contact for job-seekers, especially on an international level. Until recently, when accessing this domain, applicants found only a collection of links directing them to the career websites of the group’s, subsidiaries and affiliates.

Back in 2004, there was Roche’s corporate career website as well as another eight country-specific career websites, not to mention a multitude of intranet job boards. Job advertisements for a particular location had to be posted on the job board of the corresponding company or division. Likewise, applicants looking for these particular job ads would only find them on these particular job boards. At that time, the many technical and stylistic differences of the eRecruiting systems used by Roche’s various branch operations made it impossible to bundle and harmonise the group’s many different career websites.

The tasks at hand:

- All job advertisements of the Roche Group were to be brought together under the brand domain and the career sub-domain, “careers.roche.com”. Next, all job ads were to be made available to applicants via a central and high-performance search function while being depicted according to the Roche’s corporate design guidelines.
- Once bundled and standardised, the job ads were also to be posted on the corporate intranet, many in channelised form for special-interest groups (e.g., intranet IT job board).
- Initially, eight national Roche representations were to receive uniform career websites. Applicants from these countries would have access to the job advertisements of the entire Roche Group also.

Solution and Implementation:

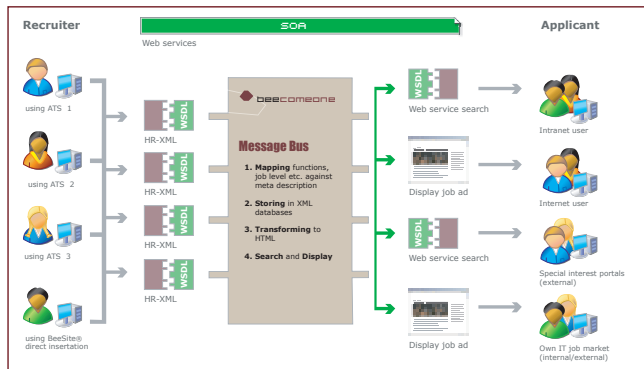
Global job aggregation at Roche

Roche employs BeeComeOne® as a so-called “middle-ware” solution, aggregating job advertisements from four dissimilar recruiting and applicant tracking systems provided by diverse system providers. These job ads are posted on the Roche Group’s global career website, <http://careers.roche.com>, in standardised form, while simultaneously being distributed to and posted on the career websites of the Roche Group’s various branch operations. This in turn makes it possible to continue using existing eRecruiting systems in their present form.

Based on a service-oriented architecture (SOA), BeeComeOne® is able to assume the mapping and storage of data from dissimilar systems. Special web services and transformation procedures guarantee uniform depiction of job data on a variety of channels. BeeComeOne® is HR-XML-certified, falling back on the HR-XML standard SEP 2.2 for the exchange of HR-relevant data.



Uniform implementation of the Roche employer brand on the career websites of various international branch operations



Aggregation of input and harmonisation of output

We have observed significant improvements in the general acceptance of the career website as well as the overall quantity and quality of the applications received.

Mr. Michael Schiess
Head of Corporate HR Planning and Controlling,
Roche

BeeComeOne®`s special features include:

- Real-time job import from Roche's existing recruiting systems (data transfer per HR-XML)
- Job export to external job boards and career websites (per HR-XML)
- Web service interface for all job board functionalities, e.g., for integration of intranet applications without separate data export

Applicants have available to them a standardised and group-spanning job search function, comprehensive reminder services (e.g., JobMail, JobMinder) and other service functions such as "send-to-a-friend". Applicants now also have the opportunity to apply for job vacancies across the entire group. Roche's new job search function uses the state-of-the-art matching technology ELISE®, developed by WCC Smart Search & Match. Search criteria may now be individually weighted according to requirements, improving the overall quality and suitability of the search results yielded.

The corporate career website is centrally administrated while those recruiters representing individual branch operations post their job advertisements as per usual on their respective local systems. Comprehensive statistics and reporting functions are available to both parties, including "total number of job ads", "most frequently accessed job ads", "opinion poll for job ad evaluation" and more.

Implementation was achieved within a period of four months.

The benefits:

A central search function and all job advertisements depicted in Roche's corporate "look and feel"

- Effective implementation of Roche's employer brand on a global, group-spanning career website; heightened awareness of international locations by applicants
- High-performance search function (matching) spanning the Roche Group's full range of job advertisements, incl. forwarding to the application forms of Roche's existing eRecruiting systems
- Retention of Roche's existing international recruiting systems, provision of a migration solution for facilitating pending conversion to a single system
- Full Unicode support for inclusion and adaptation of diverse Eastern European and Asian languages and job advertisements
- Greater acceptance by applicants, confirmed by increase in access figures
- Vacancies filled more quickly, resulting in reduced expenditure of time and money
- Improved statistics and reporting results thanks to a single global career website

Further products employed by milch & zucker within the framework of this project include: BeeSite® HR CMS for presenting the career websites of the different branch operations in a consistent look & feel and maintaining the employer brand worldwide.



Conducting job searches with the matching engine ELISE® means higher-quality search results thanks to the weighting and ranking of results.

Choosing milch & zucker and BeeComeOne® as our integration solution helped Roche facilitate the roll-out of a group-spanning recruiting solution. Roche was able to bundle and post the job advertisements of its global business representations on one central online job board in only four months, despite the fact that milch & zucker's application had to incorporate and harmonise data from four already existing systems. Job-seekers are now able to access a single site that offers them everything they need in uniform design, layout and functionality.

Mr. Michael Schiess
Head of Corporate HR Planning and Controlling,
Roche



milch & zucker
THE MARKETING & SOFTWARE COMPANY AG
BAD NAUHEIM - HAMBURG
milch & zucker has been combining the core competencies of marketing and software development under one roof since 1998, specialising in the areas of human resources marketing and eRecruiting software.



BeeSite® is a registered trademark of milch & zucker AG. BeeSite® has been certified by the HR-XML Consortium.

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