

Dynamic Distribution Lists: on-demand to any targeted audience segment, using myCommsCentre Targeted Communications™

Challenges to Internal Communication

The demand to react quickly, align with changing business needs and engage employees, continues to challenge HR and Communication teams.

Major changes within the business such as acquisitions, mergers, re-organisations, new business processes and project roll outs, provide high profile opportunities to shine or fail.

Legislative requirements continue to develop and demand new ways to deliver and prove compliance.

Effective and accurate internal communications are essential, of high importance and in many situations critical to the business.

Organisations rely on the availability and accuracy of distribution lists to get the right information to the right audience segment. However when leveraging distribution lists, teams are challenged with:

- a high cost of ownership, in managing, creating and maintaining lists
- missing, inconsistent, time consuming and error prone processes for keeping distribution lists up to date
- low accuracy and quality. Organisations are dynamic in nature, changing all the time - keeping lists updated and accurate is a major challenge -difficult and costly to achieve

This document introduces a cost efficient, high quality solution to meet these challenges.

myCommsCentre Dynamic Distribution Lists – real time integration with SAP

myCommsCentre is a unique communication solution in the global market place. It allows you to dynamically and accurately build a distribution list for any granular audience segment in under six minutes. Audit across the process, down to the individual recipient level gives full visibility on readership and audience behaviour patterns. How does it work?

Your SAP HR system represents the gold snapshot of where people sit in your organisation. At a people level, the business changes on a daily basis and it is the HR system which manages and tracks that change. For this reason, your HR system stands out as the most accurate data source for identifying groups of people at any moment in time.

myCommsCentre integrates with SAP HR to leverage employee level attributes, empowering communication teams to dynamically generate targeted, accurate, on-demand distribution lists. Your communications people will have a fast, highly effective, low cost solution at their disposal, to support and deliver business process and strategy. All audience segments are accessible - receiving the right information at the right time.

Some communications teams try to leverage SAP data by requesting regular data exports from their SAP department, unfortunately the results can take days to receive, by which time the data is out of date again. Even if the delay in receiving the export is accepted, the issue of targeting becomes apparent.

Communication teams need user friendly access to the employee attributes that reside in SAP, so within minutes they can target employees by any custom combination of business unit, security/job role, project team, location, language or any other employee or user attribute in your



landscape (e.g. any HR field in your SAP HR system).

The dynamic distribution list only exists at the time you deliver messages. The data is not removed from SAP, so there is no need for storage or a separate maintenance effort. Your communication support team can access SAP data without challenging any security protocols.

Note that if you do not run SAP HR, but do run the SAP Travel and Expense Management, CRM, SRM or Finance solutions, you still need to speak to us, as myCommsCentre Dynamic Distribution Lists also of value to you.

Target Custom Employee Groups – Access to ‘Relevant Audience Segments’

myCommsCentre is a software only, SAP certified, communications solution, leveraging your existing data and infrastructure. The business can ensure accurate distribution lists, employee targeting and process auditing. Your users and employees only receive relevant, personalised messages.

The business can minimise the attrition of engagement by reducing overall email traffic. This can be achieved through precision audience targeting and by personalising messages.

‘Effective employee communication is a leading indicator of financial performance and a driver of engagement’

(Watson Wyatt, 2009)

The ability to reach variable segmented audiences means the business can leverage personalised messages. Targeted, personalised, message delivery significantly increases employee motivation to align with business strategy and process.

The solution delivers considerable cost reductions by reducing help desk traffic, increasing employee productivity and automating manual processes. An intuitive administration suite enables communication targeting from one central solution, covering multiple channels.

Supporting major changes to the business can be achieved with the power to direct and control messages at a granular level. The need to push relevant information to target audiences, in support of critical projects, becomes straight forward with the powerful, multi-channel, targeting engine. The easy creation of interactive and automated bulletins enables the delivery of audited surveys and enhances self-service processes.

Legislative requirements can be met with audited acknowledgements, reducing the cost and risk to the business. The cumbersome volume of compliance related tasks can be minimised with the power to target individuals and groups.

A study by Watson Wyatt states ‘Effective employee communication is a leading indicator of financial performance and a driver of performance engagement’. Access to credible data clearly demonstrating performance is essential when calculating the economic value of the communication function. Visibility of communication delivery and response is created by myCommsCentre with audit level reporting across all activity.

Solution Summary

- Dynamic Distribution Lists
- Targeting
- Audit
- Alerts
- Interactive bulletins
- Multiple language support
- Training & Event support
- User subscription



Channel Support

- Email
- SAP Portal
- Intranet e.g. SharePoint, any web system
- Desktop
- SMS
- PDA

SAP NetWeaver and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG.

The information contained herein may be changed without prior notice. © Copyright 2009 Promenta Ltd. All rights reserved.

Solution Benefits

- Reduce costs
- Increase employee to business alignment
- Minimize engagement attrition
- Increase employee productivity
- Improve business transformation
- Increase relevance and quality
- Reduce compliance risk
- Improve reputation amongst internal customers

About Promenta

Promenta develop and market specialist business communication software for the global market. In addition to myCommsCentre Targeted Communications, we also provide myCommsCentre Web Forms, a software only, SAP certified, web form creation and management solution.

[Examples from our client list](#)

For further information, please contact the Sales team:

UNITED KINGDOM

Promenta Ltd
Suite 3
24 High Street
Ruddington
Nottingham
NG11 6EA

Tel:+ 44 (0) 870 44 67 123

Email:contact@promenta.com

UNITED STATES

Promenta(US) LLC
3422 Old Capitol Trail
PMB# 539
Wilmington
DE 19808-6192