



## Absen transforms global HR management

## with Oracle HCM Cloud



### Company overview

Shenzhen Absen Optoelectronic Co., Ltd. (Absen) is an integrated service provider in the LED display industry. Absen LED displays are featured in outdoor advertising billboards, business centers, high-end shopping malls, sport stadiums, indoor and outdoor stages, and exhibitions in more than 120 countries. Its products are extensively adopted by the NBA, FIFA World Cup, European Cup and President's press conference. The company has been honored with 'National High-tech Enterprise', 'Enterprise of Credit in Guangdong Province', and 'Shenzhen Well-known Brand' awards. Most of its products are certified in Europe and the United States, including CE, RoHS, ETL, EMC and more.

### Challenges

Globalization exerted pressure on Absen's Human Resource Management (HRM) function to adapt to changing organizational needs, such as unifying and centralizing the HR management of expatriates and overseas employees. In parallel, Absen has undergone internal restructuring, re-defining the new organization hierarchy while optimizing the job roles and salary structure. These uncertainties posed challenges to Absen in controlling the workforce data accuracy and internal processes alignment.

### Challenges

- Unify and centralize HRM globally
- Optimize company's job roles and structure
- Ensure HR data consistency and accuracy

### Solutions

- Oracle HCM Cloud

### Value created

- Develop a global HCM system on cloud
- Scalable and easy-to-use cloud-based solution
- Access and share HR information flexibly across multiple countries
- Modernized HR system to support business growth



***“With Oracle Human Capital Management Cloud, we can easily organize and unify our HR data globally. We can also optimize the company workforce and plan for the future to support business expansion in the next three years.”***

*— Hai Hong Liu, HR Director, Shenzhen Absen Optoelectronic Co., Ltd.*

## Oracle HCM Cloud facilitates information sharing

With rich experience in Oracle Human Capital Management (HCM) solutions implementation and consultation, PCCW Solutions deployed Oracle HCM Cloud for Absen to streamline its daily HR operations, monitor overseas staff with multi-employer hierarchical management, and achieve costs control through the payroll interface.

The solution is built upon HR core functions which enable Absen to manage the entire employee lifecycle. The cloud-based solution allows Absen to reap the benefits more quickly, as it offers huge reductions in deployment time, easy to configure and adapt over time, significantly reducing the number of employees needed to deploy, manage, and support them.

PCCW Solutions developed various kinds of system alerts, determined the access rights structure addressing the needs of different users, yet most importantly to ensure compatibility with the company's existing HR structure. The implementation also created concepts and standards of internal HR master data, standardizing internal data and eliminating redundant processes. This greatly improved the information sharing and HR management efficiency.

The comprehensive HCM system supports Absen across nine countries, greatly boosts HR productivity and lays a solid foundation for Absen's modernized HR development to support business growth.

## About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data center hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals and transform digitally.