

The HCM Practice by cbs

*Passion
for HR*



Agenda



01

We are the HCM Practice by cbs

02

We digitize, professionalize, and automate HR

03

We are the right partner for your HR transformation

04

Get to know us even better and contact us



01

We are the HCM Practice by cbs



cbs Corporate Business Solutions GmbH

p78 has been part of the cbs Group since 2023

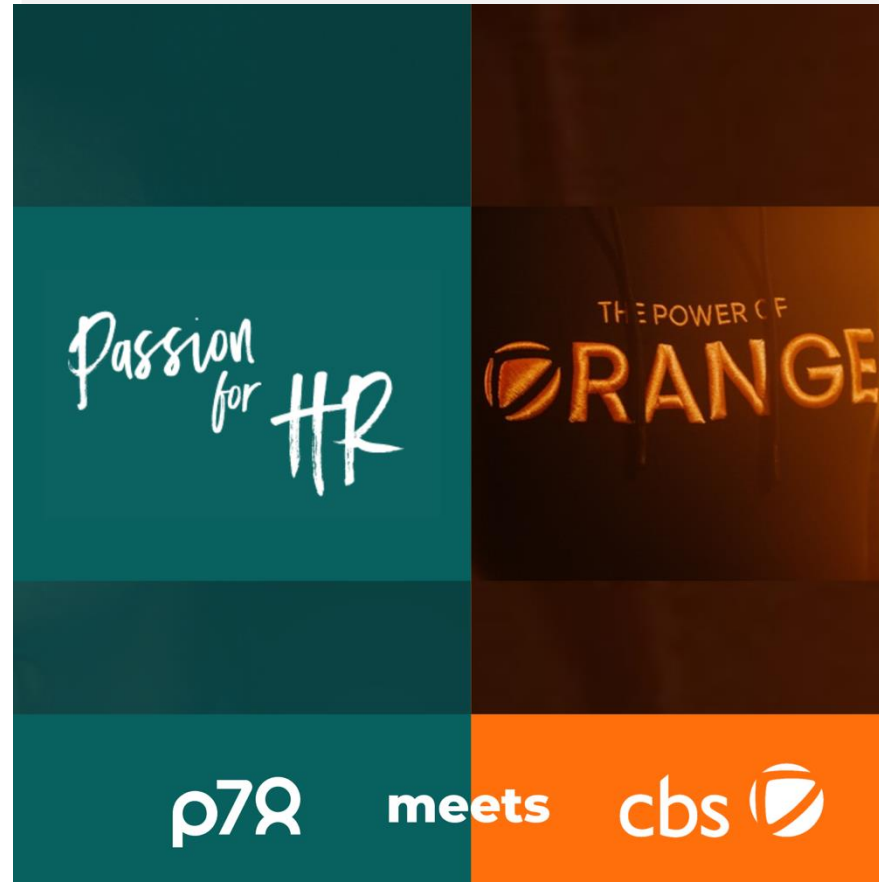
Vision: Global Leader

Consultant for world market leaders.

Mission: Next One

Delivering the Next Generation of Corporate Business Solutions

**SAP full-service provider
with Focus on S/4HANA, esp.
Logistics & Finance**



277 Mio.

EUR Revenue in 2023

1.700

Employees (2025)

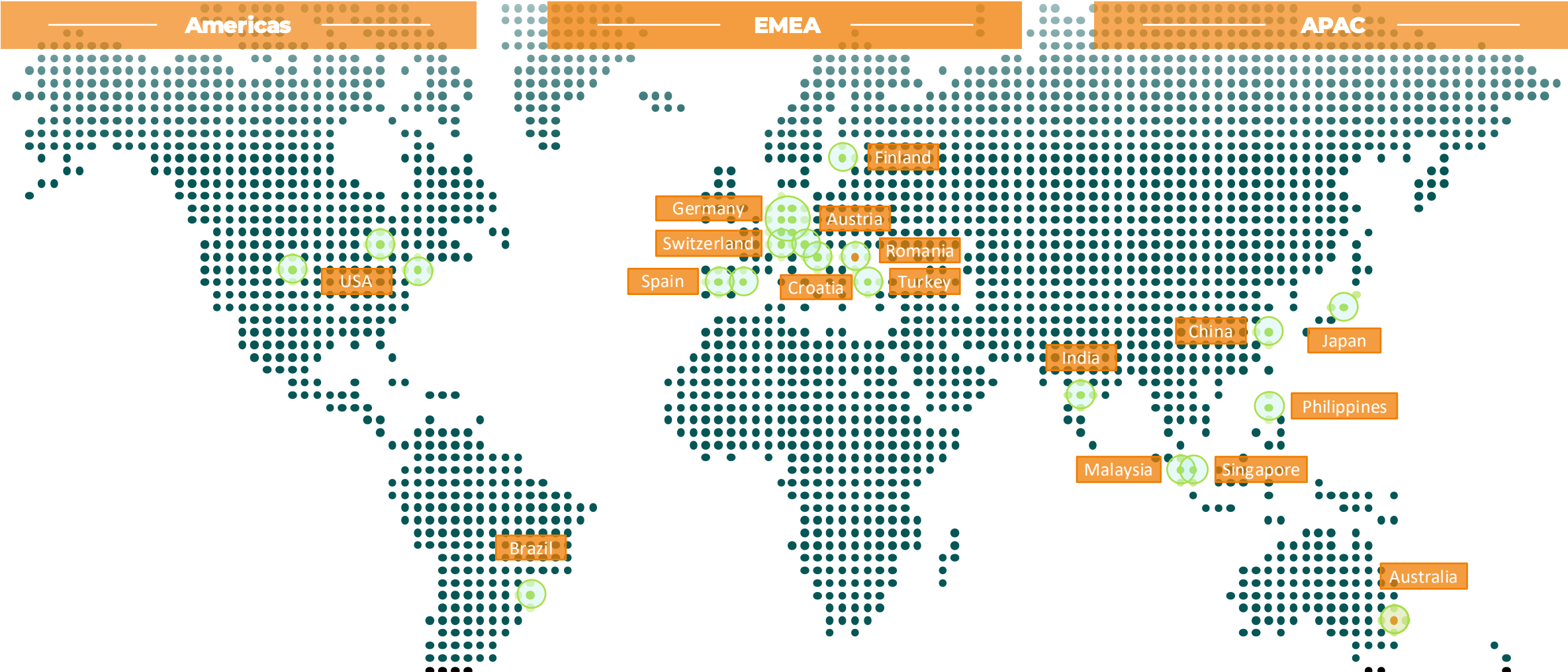
35

International locations

70%

Of global market
leaders as customers*

ONE Global Consulting Company



500+

Active
International
Customers

1.700

Employees
Q3 2025

277

Mio. Euro
Revenue 2024

35+

International
Offices

Together we are even stronger.

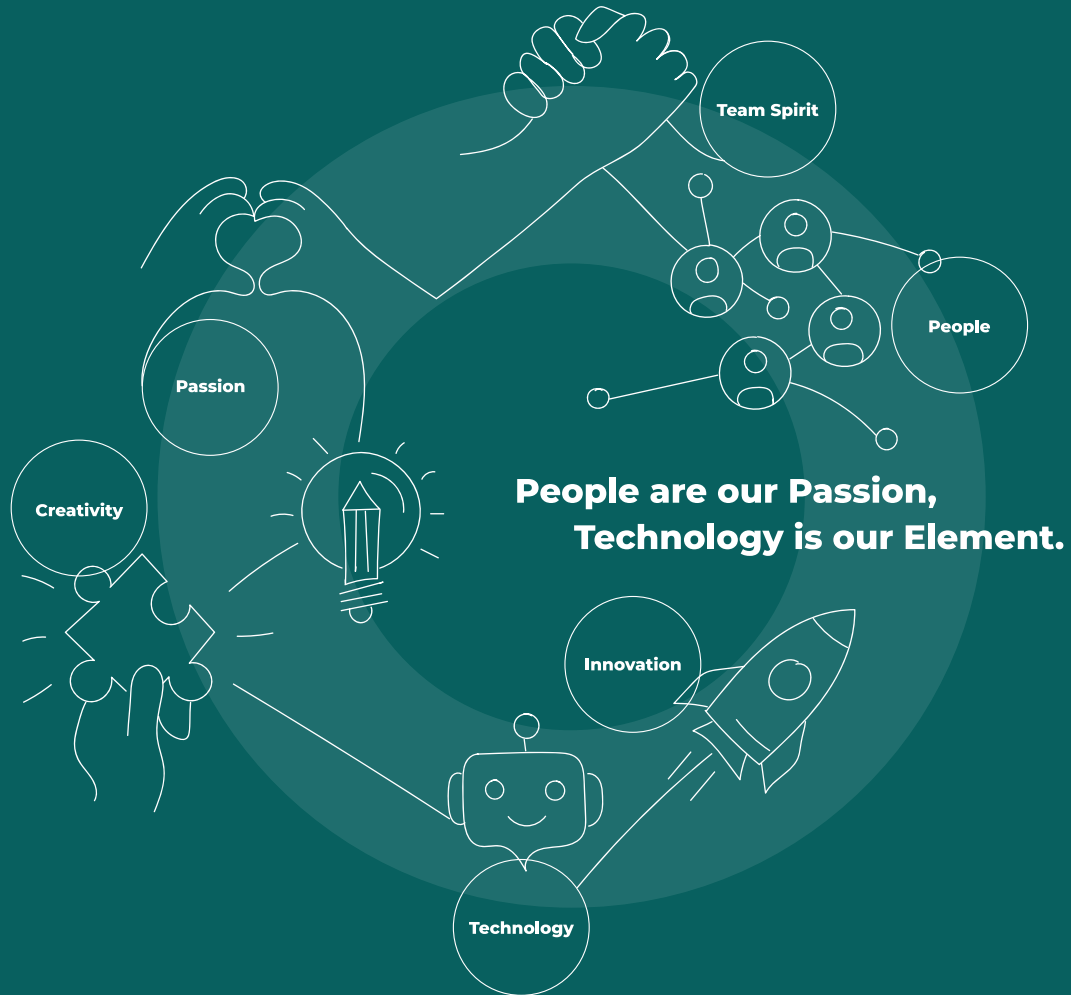
p78 has been part of the cbs Group since 2023.

As a subsidiary, we are expanding the service portfolio to include the core competence of human capital management.

Together, we combine our expert knowledge and position ourselves on the market as a leading HR/IT consultancy as well as SAP HCM Practice on the market.



The HCM Practice by cbs



Vision

We are the HCM consultants for global market leaders and a full-service provider for people and culture issues.

Mission

With creativity, innovation, and passion, we work as ONE ambitious team to create digital solutions that inspire people, ensure our customers' success, and prepare them for the challenges of tomorrow.

The cbs HCM Practice in a Nutshell

HR/IT service and consulting company

Transformation and digitalization consultant in human resources and travel management

International project experience

We bring international project experience from the USA, Canada, Australia, China, India, Singapore, Europe, and beyond.

Comprehensive customer support

from HR/IT strategy to conception and design to implementation and ongoing operation

Innovative software products

for SAP Cloud and on-premise solutions



SAP SuccessFactors
SAP ERP HCM / H4S4
SmartRecruiters
SAP Concur

Microsoft
Partner



90+

HCM Core Team

SAP Gold Partner

Expert

SAP Business Technology Platform

- L Database and Data Management
- L Application Development and Integration
- L Analytics and Planning

SAP Gold Partner

Expert

Human Capital Management

- L Core HR and Payroll
- L Talent Management
- L Learning
- L Compensation and Commissions



This is important to us – our values and principles

People are at the heart of everything we do. They are the heart and soul of every company, the driving force that keeps everything moving, and the catalyst for growth. Our consulting services and software solutions focus on HR – on people and the entire employee life cycle. That is why people and the cycle are the two central elements of our p78 brand.

Values that shape our actions:

- Transparency, trust, and authenticity
- Innovation and growth mindset
- Commitment to excellence
- The customer at the center of everything we do
- Sustainability and social responsibility

The HCM Practice: Your reliable HR partner for the manufacturing industry

Competitive advantage for manufacturing:

With in-depth industry knowledge and customized HR and IT services, the HCM practice supports manufacturing companies in their digital transformation. cbs brings many years of SAP expertise and a deep understanding of industrial requirements to the table, helping to make processes more efficient and productive.



HR/IT strategies with a future:

As a subsidiary of cbs, p78 focuses on the digitalization of HR-related processes. With modern human capital management concepts and SAP SuccessFactors, we help industrial customers strategically realign their HR processes.



Comprehensive HR solutions for industry:

Whether time management, digital HR processes, or forward-looking HR strategies – together, p78 and cbs offer a comprehensive portfolio for efficient, transparent, and sustainable HR processes in manufacturing as an HCM practice.

A man with a beard and short dark hair, wearing a grey blazer over a light blue shirt, is sitting at a desk in a modern office. He is looking down at a smartphone in his hands with a joyful expression, his mouth open in a smile and his right hand raised in a fist pump gesture. The background shows a blurred office environment with glass partitions, a desk lamp, and some books on a shelf. A large, bright green curved shape is at the bottom of the image, partially obscuring the man's legs and the desk.

02

**We digitize, professionalize,
and automate HR**

HCM Practice - Service and Solution Portfolio Throughout the Employee Life Cycle



Professional HR and HR/IT Expertise

We know where the journey is headed.

- HR Strategy & Transformation
- HR Consulting & Processes
- HR Technology & Architecture
- HR Analytics & Reporting
- Experience & Change Management



Innovation Expertise

SAP HCM Deluxe.

- p78 Apps & AddOns
- Custom Development & UI Extensions
- Agile Solution Delivery
- Artificial Intelligence
- Process Mining

Technology Expertise

If it doesn't fit, we make it fit.

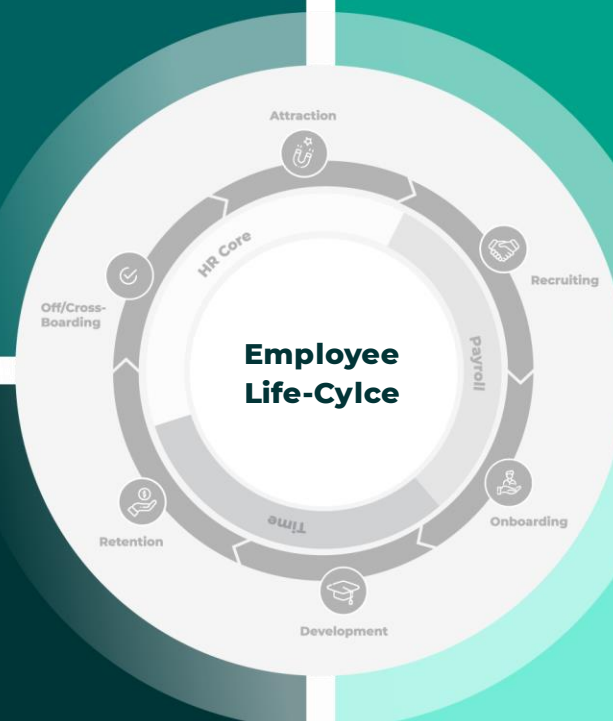
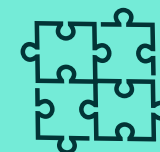
- Architecture & Platforms
- Integration & Development
- User Experience
- Automation & Process Excellence
- Data & Analytics
- Security & Compliance



Solution Expertise & Consulting

We create end-to-end digital HR processes.

- SAP SuccessFactors
- SAP ERP HCM & H4S4
- SAP Concur
- SmartRecruiters
- SAP BTP & SAP Build
- Microsoft Azure





“

We know where the journey is headed

**We create a sustainable HR/IT landscape for you
and deliver the appropriate strategic concepts to
go with it.**

HR NOVA

HR/IT Roadmap

Change Management

HR NOVA: Our Consulting Approach



Strategic & Business Needs

From strategy to global rollout

Our approach covers the full journey: strategic roadmaps with significant plateaus, process design, and implementation of global end-to-end HR processes.

Solution Delivery/ Implementation

Scalable HR-IT architectures

We design and implement future-proof HR-IT landscapes aligned with SAP SuccessFactors standards, ensuring flexibility, scalability, and long-term value creation.

Digital Architecture Transformation (Integrate)

Beyond the SAP standard

We extend the core with customer-specific extensions, integrations on SAP BTP and Microsoft Azure, and hybrid architectures: delivering greater efficiency, seamless connectivity, and a next-generation employee experience.

Build & Extend

Proven methodology and measurable results

With uniform methods, structured transformation frameworks, and a focus on adoption, we ensure tangible business impact while advancing HR-IT maturity one plateau at a time

Organisational Adoption

Maturity Levels of HR Digital Transformation



01

Initial Digitalisation

Beginning of single process automation and data centralization

Ad-hoc reporting

02

Integration and Efficiency Enhancement

Digital HR core processes & first Talent Management processes

Self-Services for employees and manager

HR data harmonization and first Dashboards

03

Process Refinement & Effectiveness

Seamless digital end-to-end processes

Skill Management & Job Architecture Concepts

Advanced analytics & optimization

Initial AI Use Cases

04

Leader in Digital Transformation

Digital enabled employee journeys

Strategic HR partnership

New HR Operating Model

People & Culture Focus

Comprehensive AI Usage including predictive analytics

HR Digital Maturity & Employee Experience



Development of a roadmap for HR/IT transformation for Rohde & Schwarz

Initial situation:

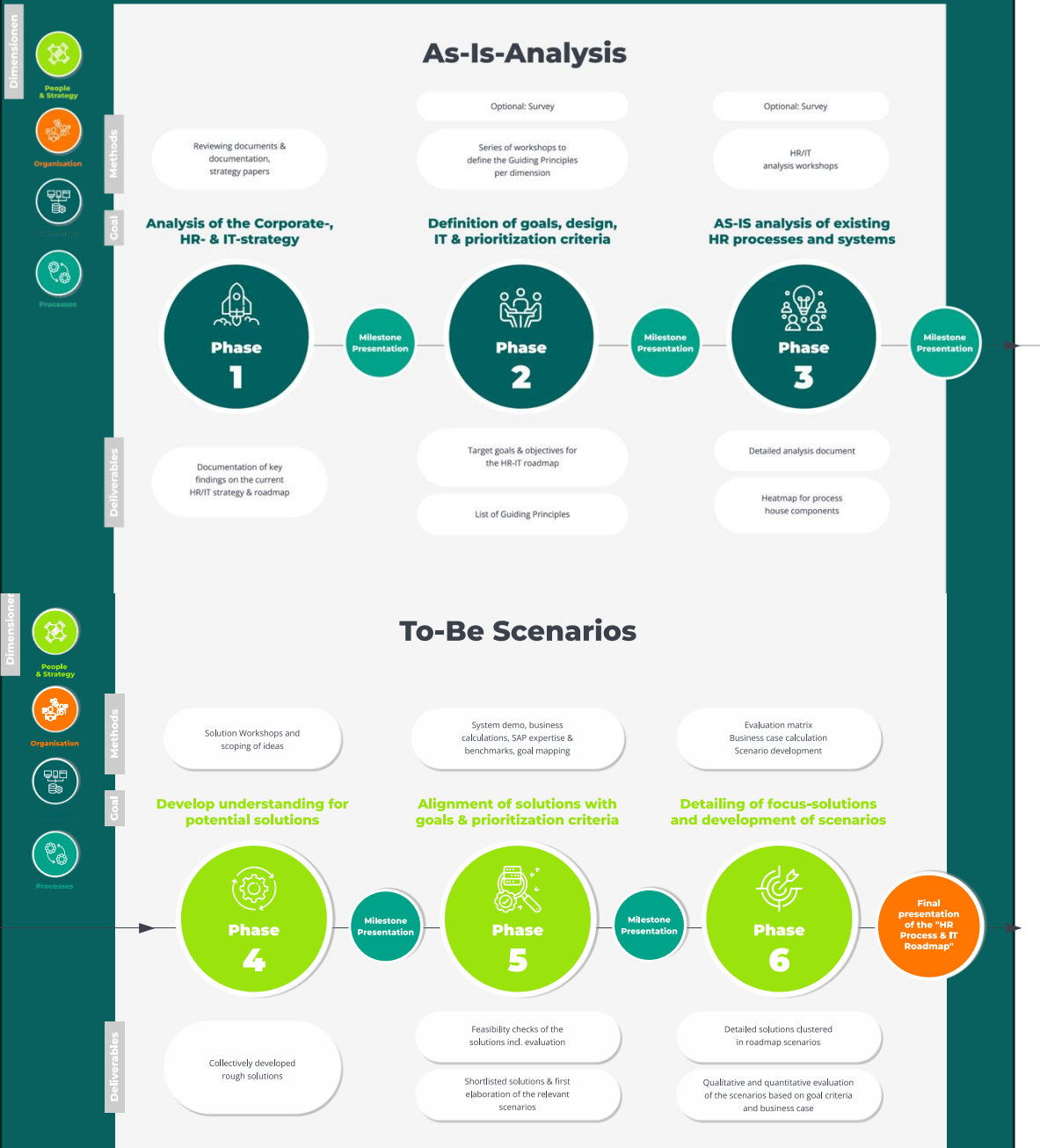
- Highly heterogeneous system landscape (SAP ERP HCM, SAP SuccessFactors, and company-specific isolated applications)
- Urgency of digitizing the HR landscape due to the end of maintenance for the SAP ERP HCM system in 2027

Solution & implementation:

- Development of strategic guidelines for the HR/IT roadmap
- As-is analysis: Analysis of the group, personnel, and IT strategy; analysis of existing HR processes and systems
- To-be scenarios: Development of an understanding of possible solutions, evaluation of goals, and development of implementation scenarios

Result & outlook:

- Target vision for a harmonized and future-proof HR/IT architecture that meets both current and future requirements
- Jointly developed medium- to long-term HR/IT roadmap
- Outlook: H4S4 – Technical carve-out as a follow-up project



Our change management approach for HR/IT projects



We make HR/IT changes successful—through pragmatic, measurable change management that empowers, inspires, and sustainably engages people.

What happens without change management?

- Lack of clarity regarding roles
- Emergence of shadow processes
- Resistance, excessive demands, and lack of acceptance
- Circumvention of new processes or rejection of the new solution/system
- Explosion of tickets and frustration
- Project team as lightning rod

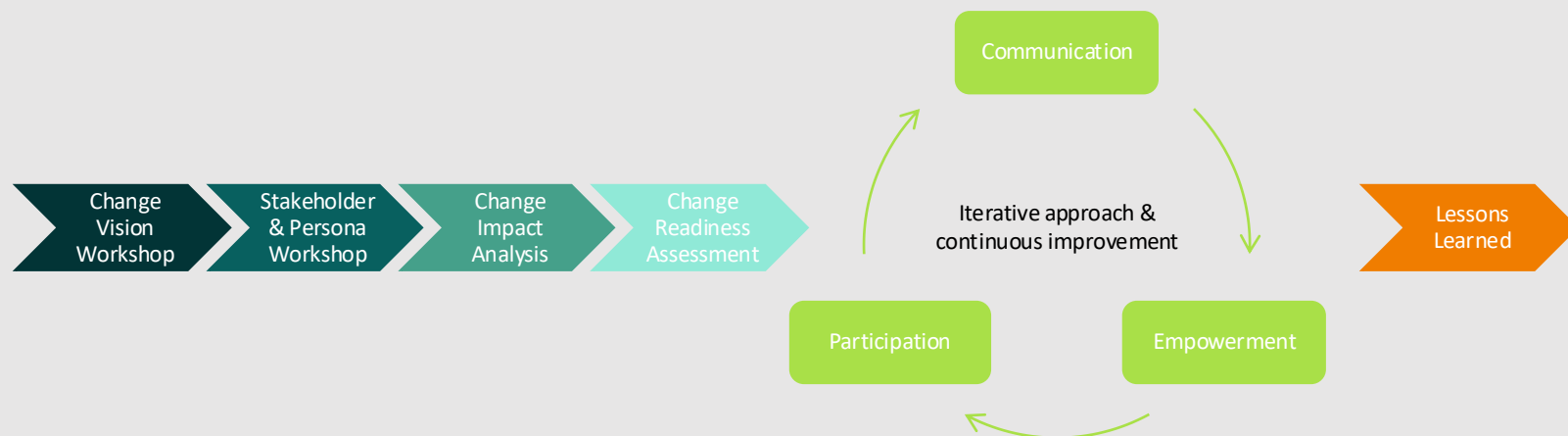
What does change management make possible?

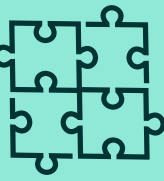
- Clarity about goals, vision, and roles, and gaining trust
- Active participation and proactive assumption of responsibility, e.g., by managers
- Sustainable transformation and transition through continuous change monitoring
- Improved data quality through effective system use and processes
- Targeted enablement and empowerment
- HR as an enabler and transformation partner for the future
- Sustainable transformation and transition through continuous change monitoring

HCM Practice as partner



Our best practice approach





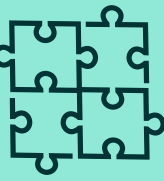
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We create end-to-end digital HR processes (based on modern SAP solutions).

We understand HR processes holistically—from strategy to implementation, with a focus on the user experience.

HR Digital Solutions	Core, Pay & Time	Recruiting + Talent	Travel + Expense

SAP SuccessFactors Suite (HCM)



Employee Experience

A digital workplace, clear processes, and a unified environment create a seamless work experience.

SAP SuccessFactors Work Zone

Employee Central	Time & Attendance	Payroll	Benefits	HR Help Desk (ESM)	Recruiting	Onboarding	Performance & Goals	Succession & Development	Learning Management	Opportunity Marketplace	Compensation Management
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SAP SuccessFactors Platform

Mitarbeitendenprofil | Erweiterungen | Integration | Sicherheit | Administration | Talent Intelligence Hub | Mobile app | microsoft 365 Integration | Eingebettete KI

People Analytics

SAP Business Technology Platform (BTP)

Identitätsauthentifizierung & Bereitstellung | Integration | Erweiterung & Automatisierung | KI

Core HR & Payroll

Centralized management of employee data, time tracking, and payroll – integrated, automated, and transparent.



People Analytics

From live reports to workforce planning – data-driven decisions for a transparent HR strategy.

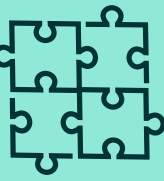
Technology

From access to automation – integrated, AI-powered technologies for a connected system landscape.

Talent Management

From recruiting to compensation – attract, develop, and retain talent with integrated, data-driven processes.

HR Digital Solutions



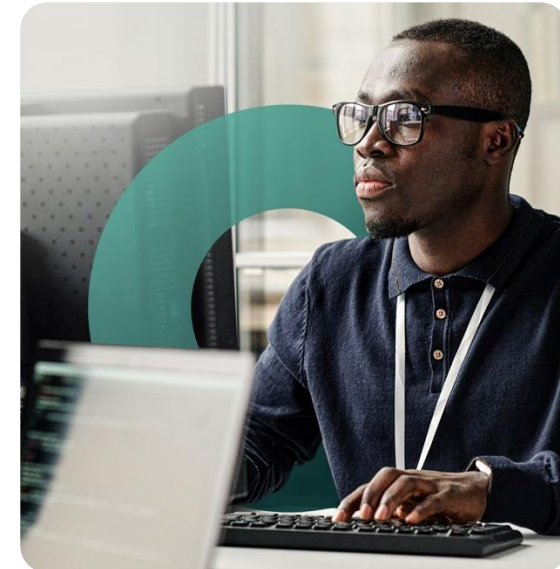
SAP SuccessFactors HCM

We support you on your journey to the cloud and accompany you throughout the implementation project for the complete SAP SuccessFactors HCM Suite.



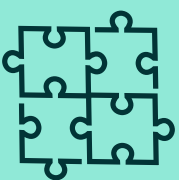
SAP ERP HCM / H4S4

The current on-premise solution SAP ERP HCM will only be available until the end of 2027/2030. We help you successfully manage the transition to SAP HCM for S/4HANA (H4S4), whether on-premise or in the Private Cloud Edition, with a holistic approach.



Cloud Platforms

With the help of cloud platforms such as SAP Business Technology Platform (BTP) or Microsoft Azure, we enable solutions to be integrated, additional solutions to be newly developed, or existing SAP solutions to be expanded as needed.



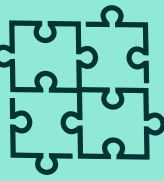
Efficiency begins with time management. Security ends with billing.

We bring structure to your time and payroll processes - with foresight and SAP expertise.

Whether classic payroll accounting or modern time management with self-services and rules and regulations: we design seamless processes, integrate existing SAP and third-party systems, and ensure a future-proof HR/IT landscape.

With technical expertise, tried-and-tested integration models, and international project experience, we make your HR processes efficient and digital.



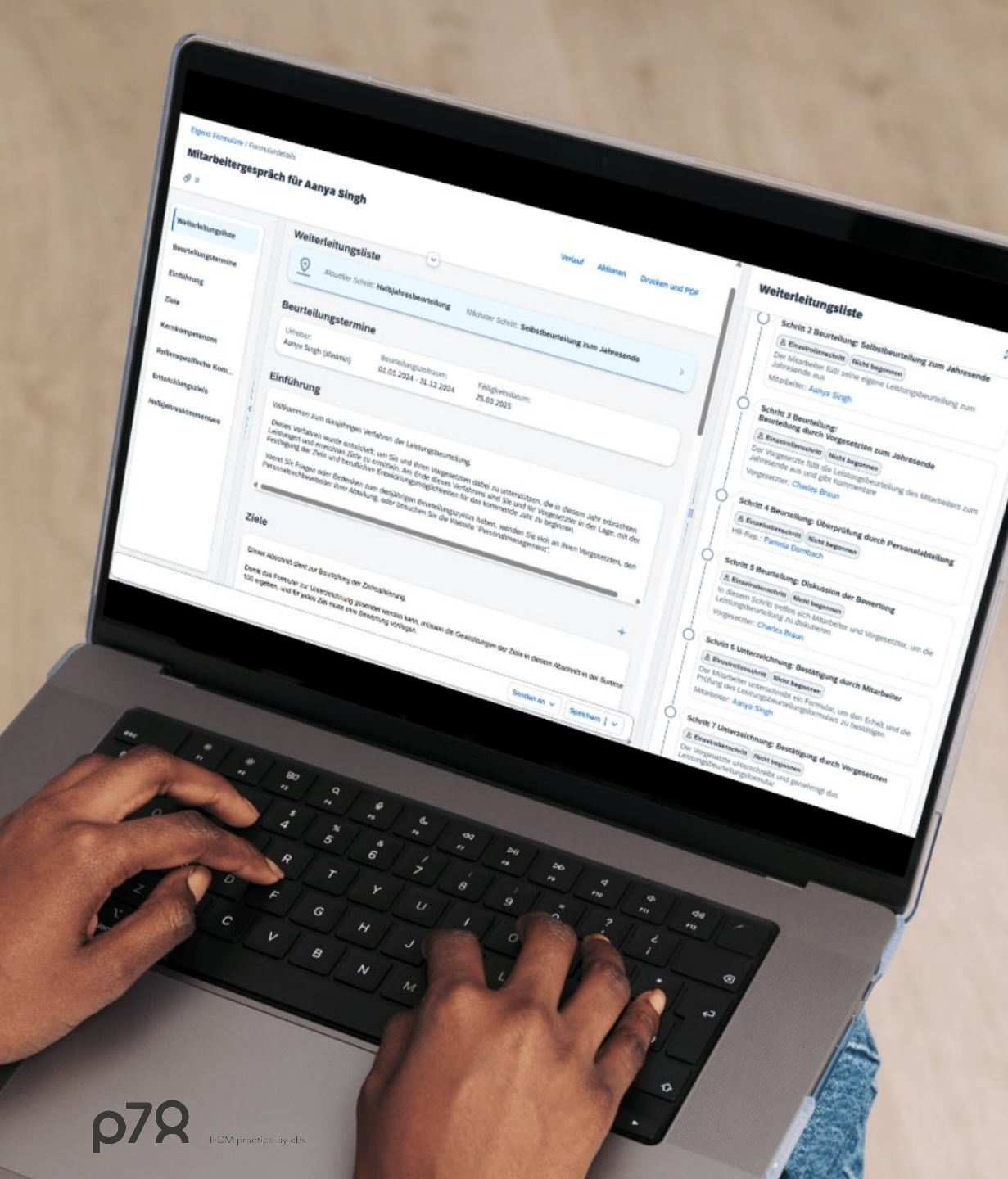


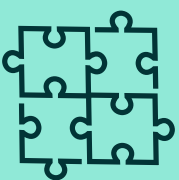
Finding, promoting, and retaining talent

We are shaping the talent management of tomorrow – integrated, digital, and future-proof.

Attracting and developing talent today involves more than just recruiting. We combine onboarding, learning, and performance into end-to-end processes that support both departments and employees.

Instead of isolated solutions, we create an integrated HR architecture that offers transparency and allows companies to respond flexibly to new requirements. This transforms isolated HR islands into a holistic development process.





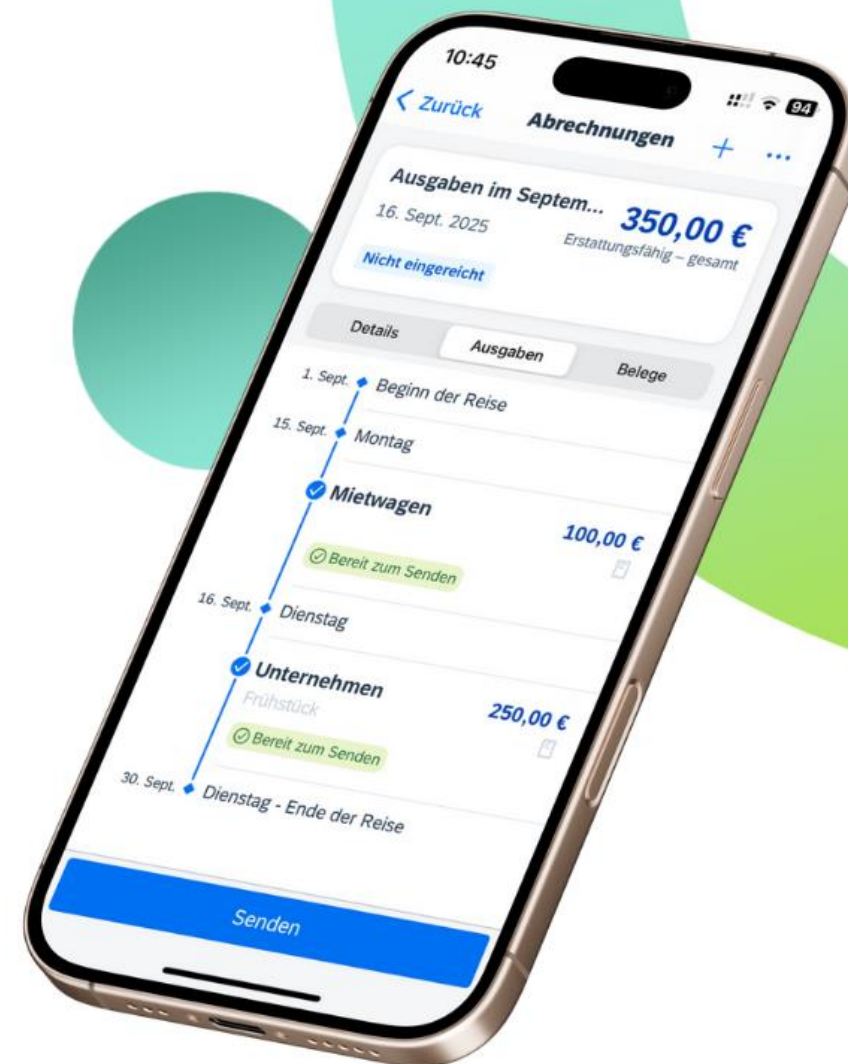
This is how smart travel management works today

We bring structure to your travel policies—worldwide and integrated with SAP Concur.

We support you in optimizing your travel management processes – step by step. As a certified SAP Concur partner, we accompany you through the global rollout:

- from **strategic design**
- to **technical implementation**
- to **change management and post-go-live support.**

With our experience, we ensure that your transformation runs smoothly.





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If it doesn't fit, we make it fit.

We develop customized HR customer solutions based on modern infrastructures.

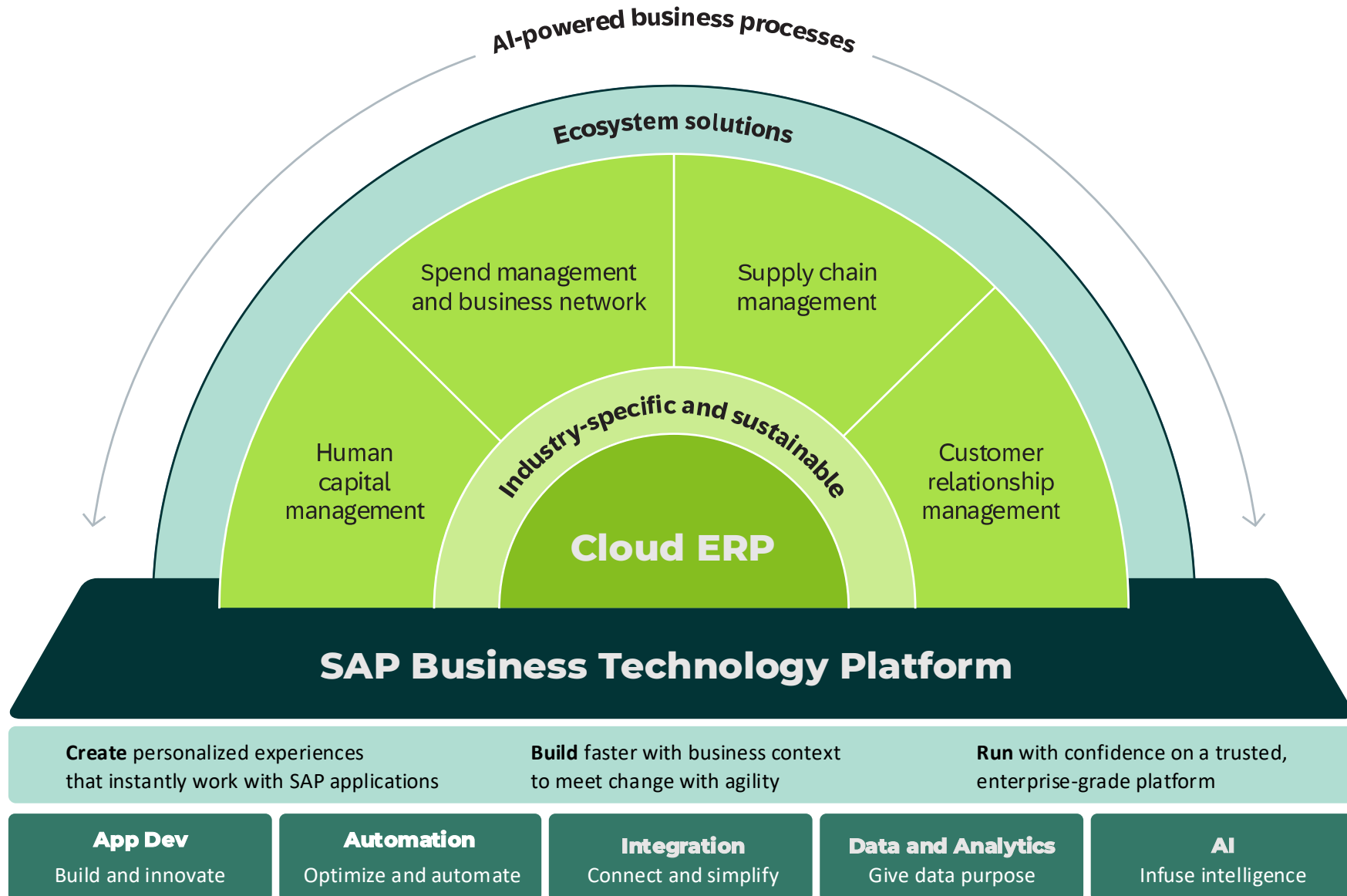
Custom Development

Career Sites

Integration

AMS

SAP Business Technology Platform (BTP)



Custom Development



**Application
Development**

**ABAP
Development
On-premise &
Cloud**

**SAP Fiori
Application
Development**

**Product
Development**

**Migration
projects**

**Azure
Application
Development**

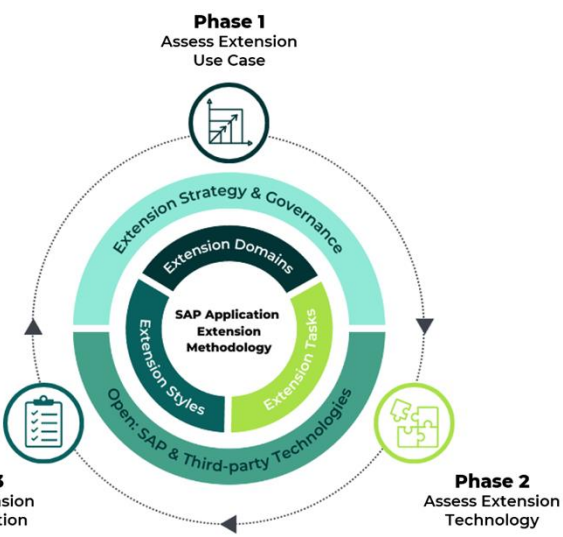
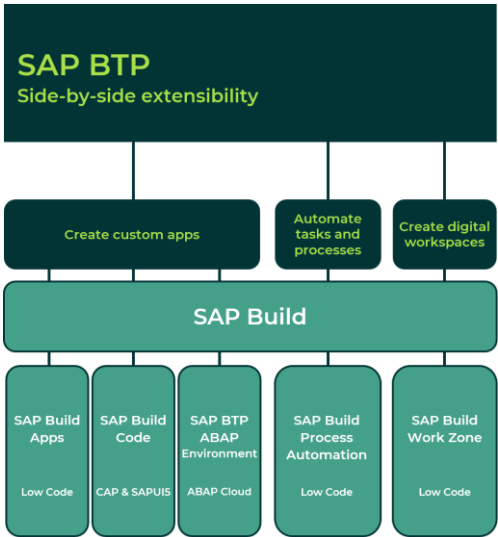
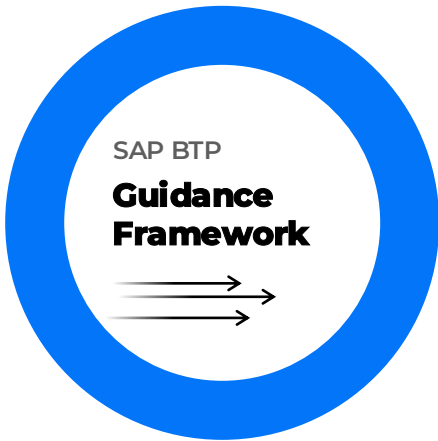
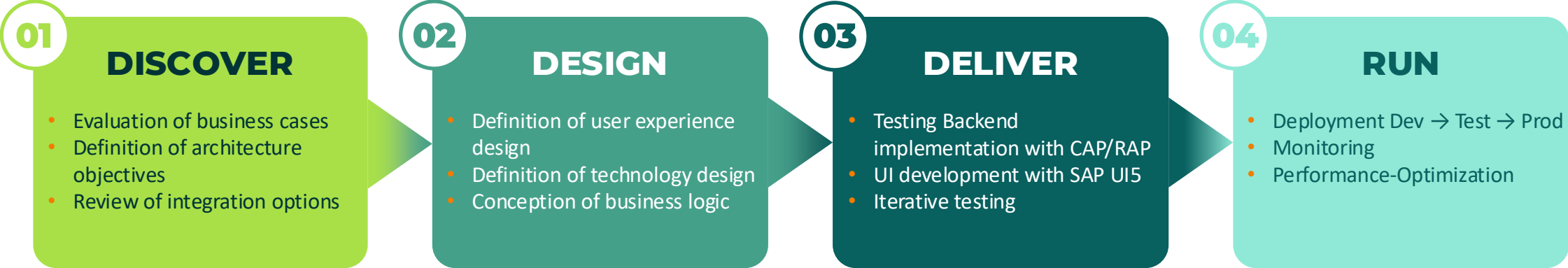
**Low-Code/No-
Code
Development**

**Process
Digitalisation
& Automation**



Let's make it happen!
Customized solutions & automation

Deep Dive: Methodic Custom Extensions

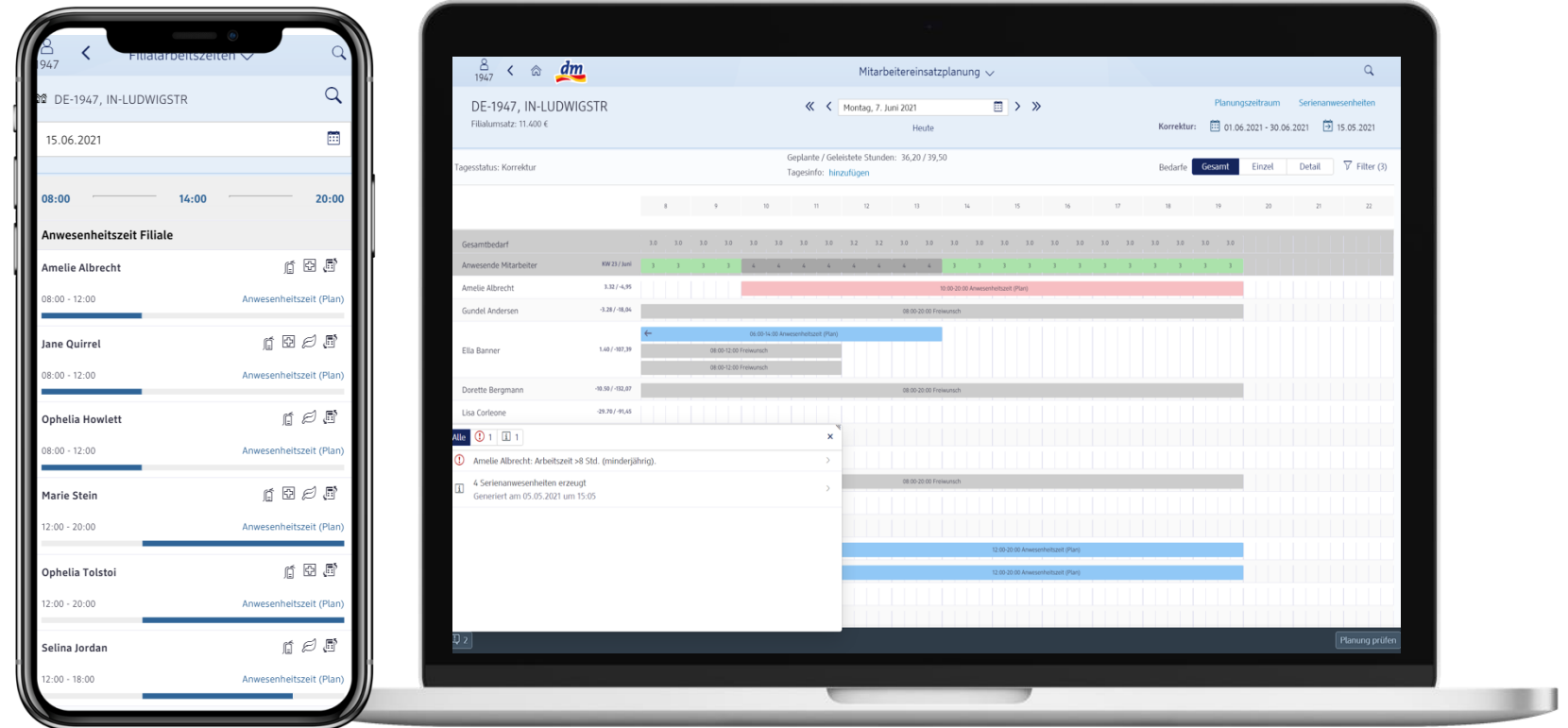


Methodic & Frameworks

Customized, employee-centered personnel planning at dm drogerie-markt



- Employees should be able to independently enter themselves into personnel resource planning in SAP HCM via smartphone (ESS). Managers or planners revise the resulting plan in the form of a Manager Self-Service (MSS) in SAP HCM.
- Development of a digital and integrative solution based on SAP Fiori or SAPUI5 (4 applications for employee resource planning)
- Linking the created apps to the SAP HCM time management system (PT) based on individual programming



Learn more in our p78 Lab

Accessible Apps

my.NRW – Accessible apps in public services



Key Areas



Cognitive
Disabilities



Visual
Impairment

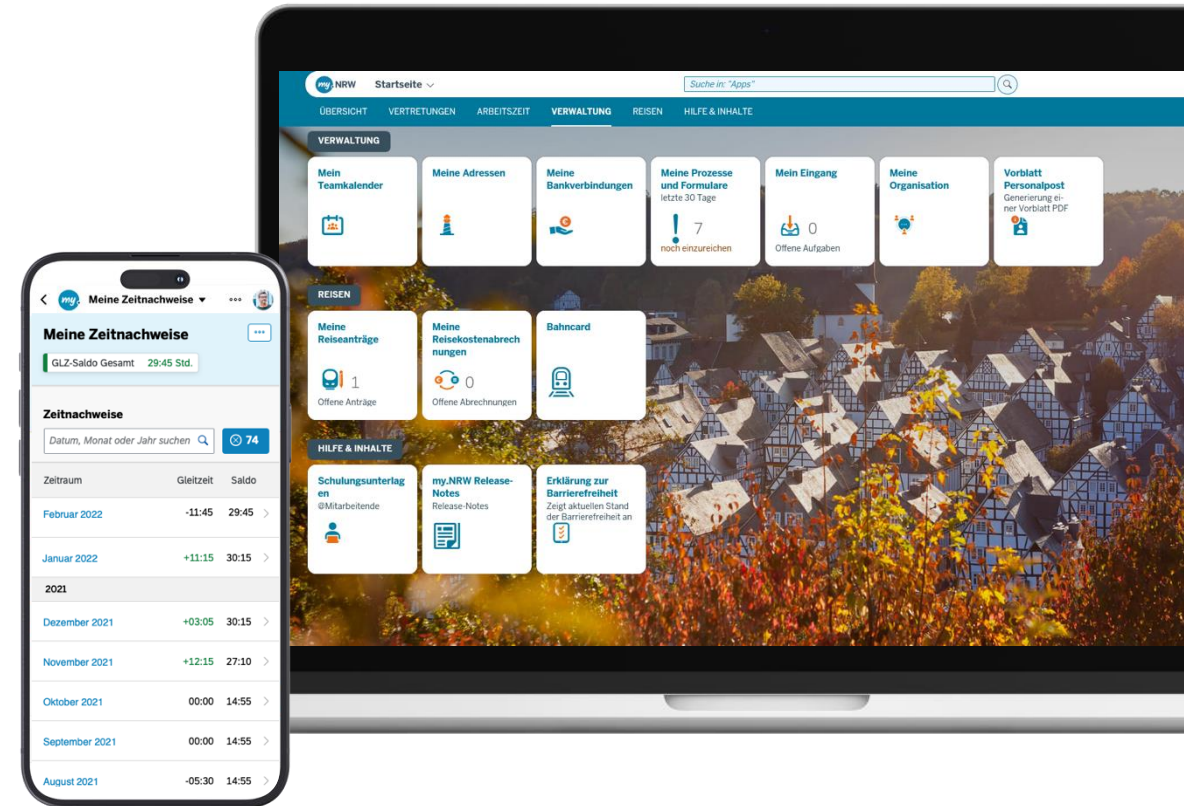


Blindness



Motor
disabilities

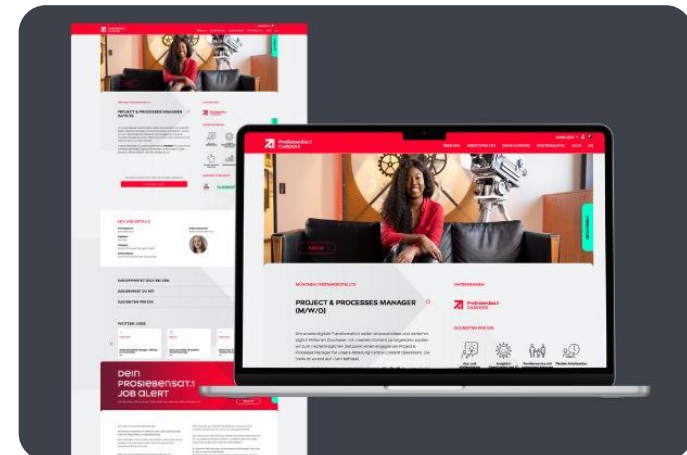
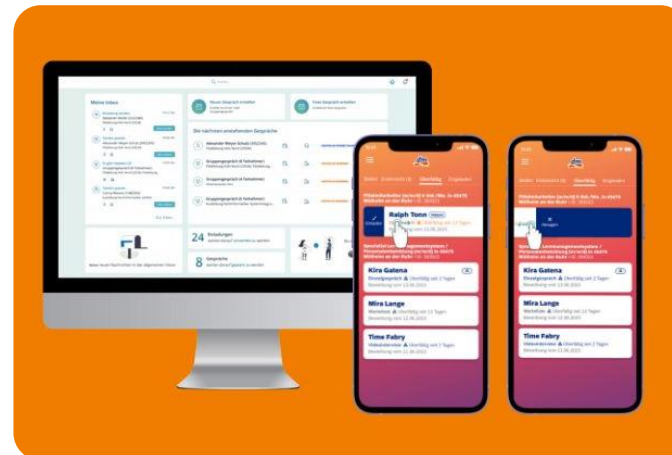
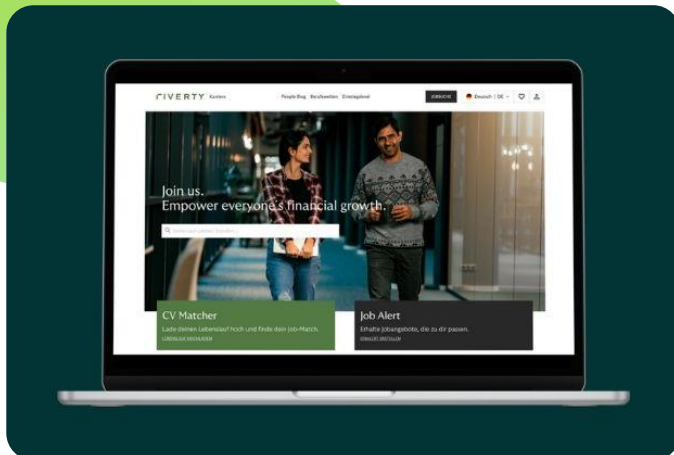
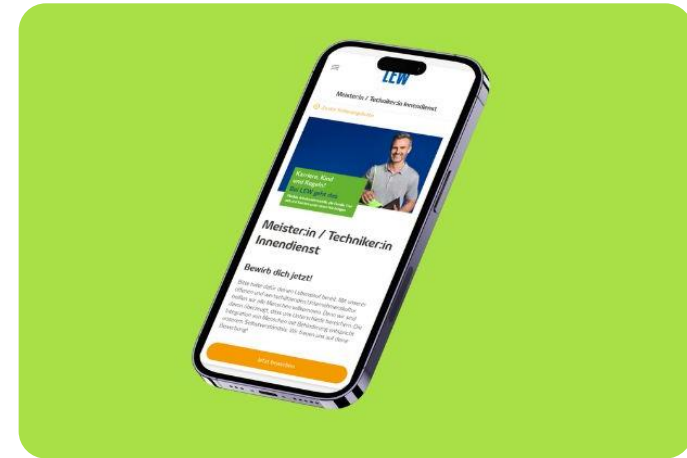
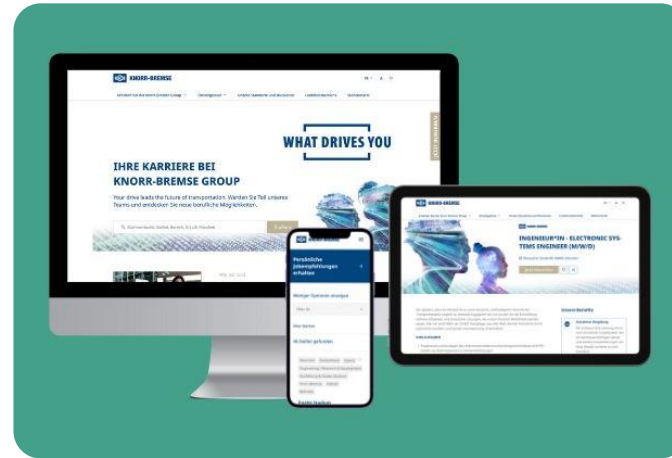
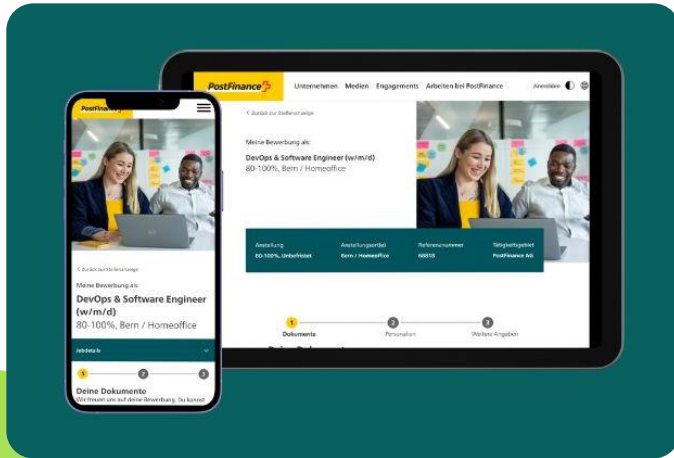
- Consideration of numerous specifications and guidelines
- Front-end technology: SAPUI5 v1.92
- Focus on topics such as clarity, visualization, understandable language use, reduction to the essentials, self-help options, humanization of content, voice output



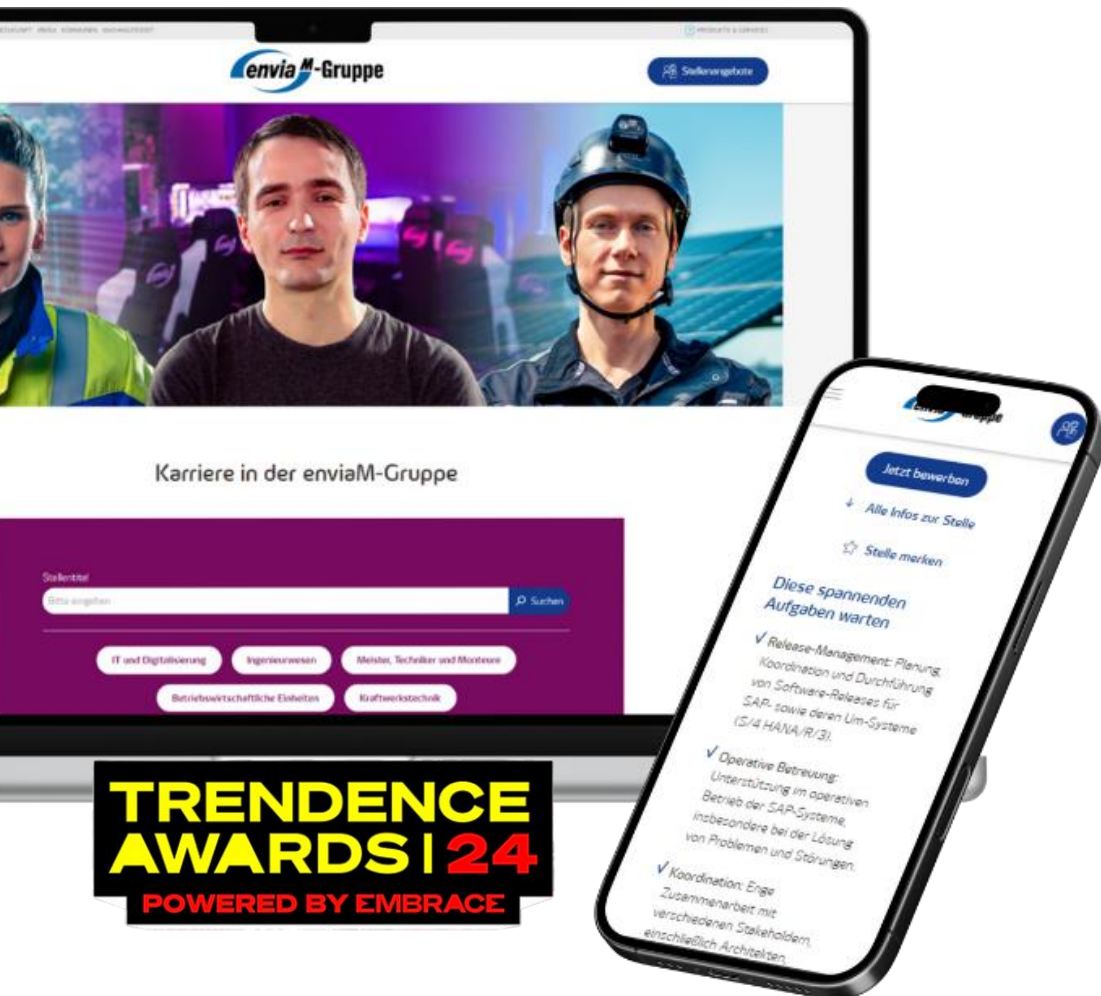
Because first impressions count... Career pages, job advertisements, application processes, interviews, etc.



We design effective career pages for an unprecedented candidate experience.



Setting new standards in digital recruiting with a new career page at enviaM



- Trendence Award for the best candidate experience 2024
- The focus was on a modern and user-friendly design that offers applicants clear guidance and a positive user experience—both on desktop and mobile devices.
- Special attention was paid to a mobile-optimized application process that enables quick and easy application from any device.

The site creates an inspiring experience for applicants, primarily through:



intuitive user
guidance



quick and easy application on
mobile devices



clear structure and
attractive presentation

Collaboration instead of a patchwork

– HCM Practice as an integration partner



Integration Strategy & Design

- Development of a customized integration architecture
- Structured design to avoid isolated applications and redundancy
- Goal: Reduction of system complexity and promotion of reusability

SAP SuccessFactors Integration

- Integration of Core Hybrid, Talent Hybrid, and other SF constellations
- Connection of SAP on-premise and cloud solutions
- Tried-and-tested implementation in various system landscapes

Third-Party Integration

- Connection of external systems via SAP Integration Suite or Microsoft Azure
- Secure and efficient data exchange across the entire HR/IT ecosystem
- Improved process networking and consistent data management

Cross-System Workflows

- Cross-system process integration between SAP SF and ERP HCM
- More efficient collaboration through automatic notifications
- Transparent task management and user-friendly UI integration

AMS4HR – We ensure smooth operation in the background



Why AMS

- Routine tasks block internal IT (no capacity for innovation)
- Labor market situation (difficult to find affordable experts)
- Globalization (24/7 support)
- Lack of expertise in internal departments
- Outsourcing of internal IT (corporate strategy, cost savings)

HCM Portfolio (Processes, Modules, Areas)

- SAP SuccessFactors Core & Tech
- SAP SuccessFactors Talent Management
- SAP SuccessFactors & Concur Hot Topics
- SAP HCM & Fiori

Experts on Demand

Supplement internal resources
Specialized knowledge and experience

Application Experts / „Experts on time“

Specific consultants for a specific period of time
Bridging temporary capacity bottlenecks

Application Management Services

SLA-based support including service desk,
incident/problem/service/change request
Various customer-specific configurations possible

Application Process Management

Process owner in the customer's IT department, contact person for the business
Permanent/long-term and temporary positions available

Hybrid Forms

Primarily in the form of customer teams (with one main contact person) that jointly cover AMS and projects



“

SAP SuccessFactors Deluxe.

Our innovative solutions and enhancements offer you even more efficient HR processes and a unique employee experience that goes beyond the (SAP) standard.

p78 Apps & AddOns for SAP SuccessFactors & SmartRecruiters

Apps & AddOns for SmartRecruiters



As with nearly all recruiting and ATS systems, the standard features of SmartRecruiters eventually reach their limits. This is exactly where our p78 Apps & Add-ons come in. They specifically enhance the standard platform with additional features, greater flexibility, and practical solutions for customized recruiting and HR processes.

Thanks to intuitive operation and low-maintenance solutions, your team can manage many customizations and processes independently—without having to rely on external support on an ongoing basis.

p78 CareerStudio

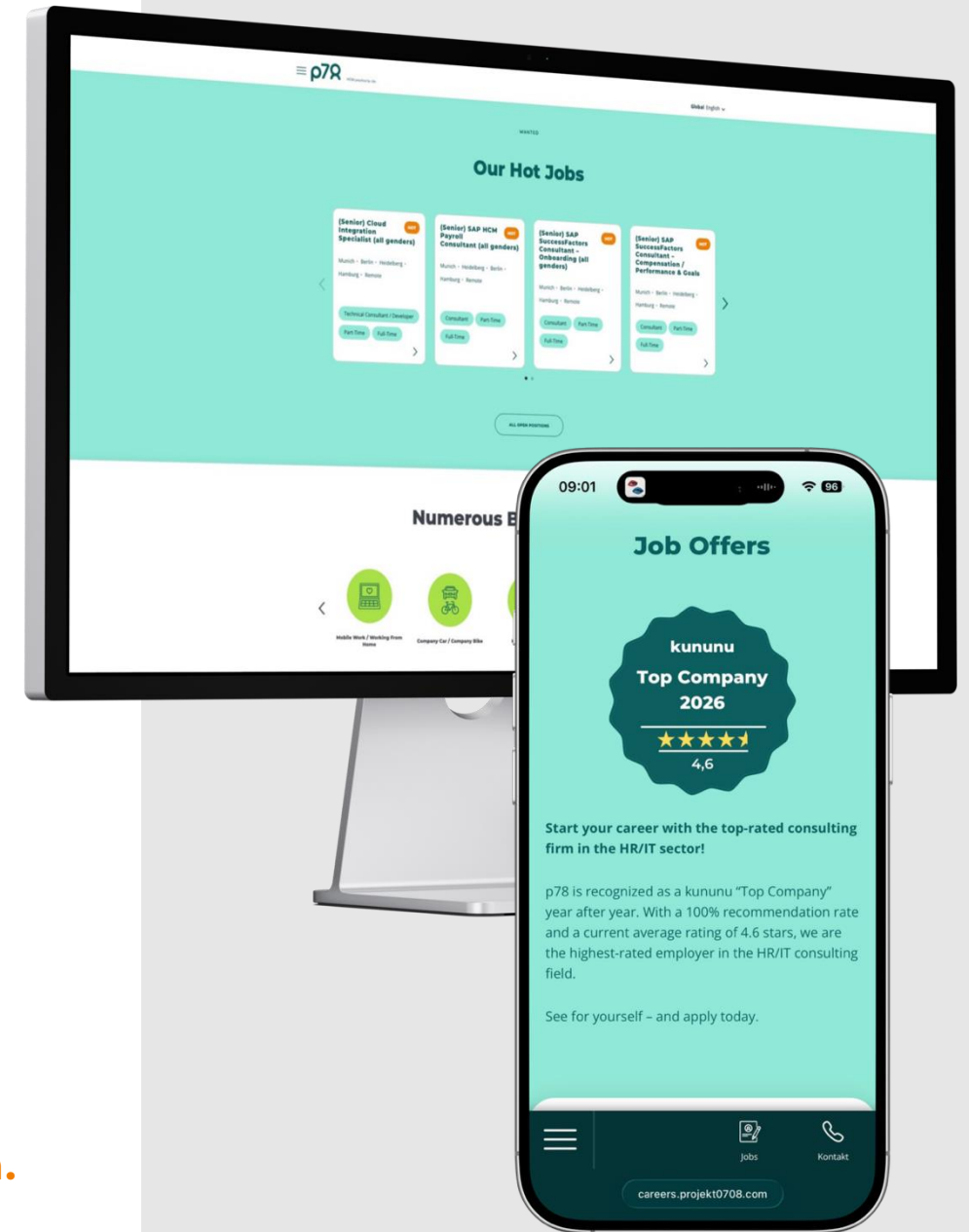
The flexible platform for modern career sites

“CareerStudio” integrates any modern CMS system with SmartRecruiters, creating a flexible, future-proof platform for recruiting websites. Content can be managed intuitively, while the design and structure can be fully customized to match your corporate identity. This results in attractive, brand-aligned career pages that offer maximum design freedom and a consistent candidate experience.

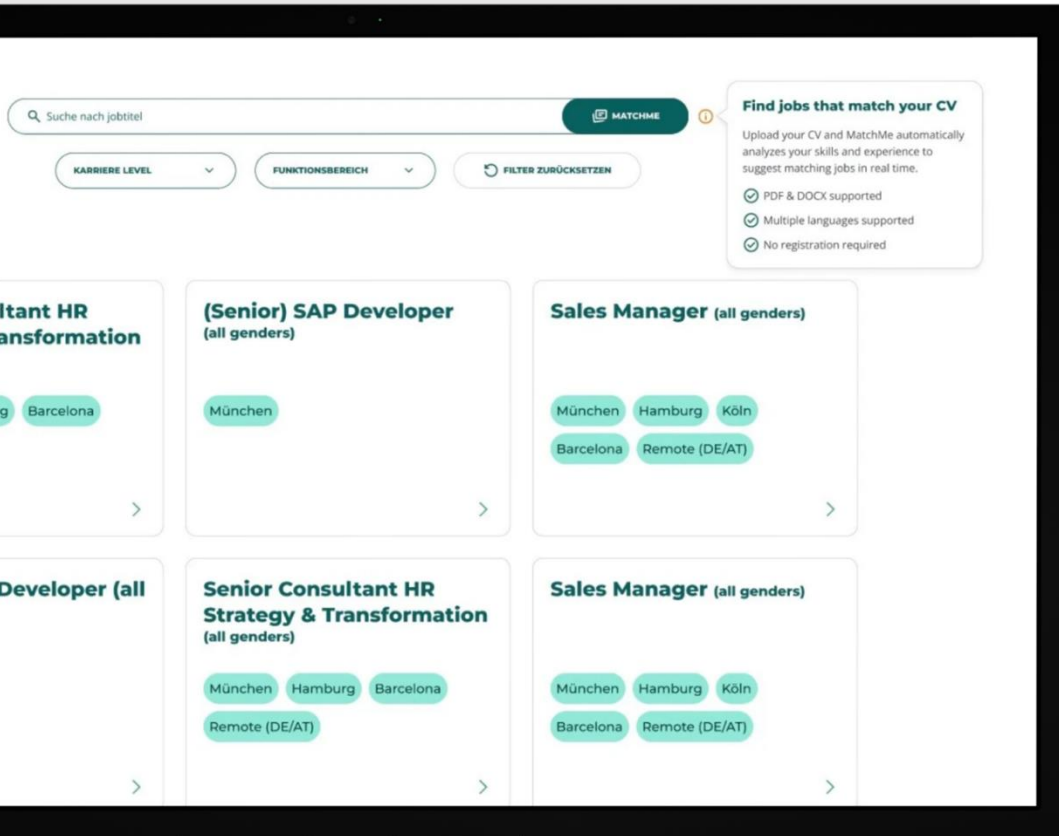
Key features at a glance:

- A flexible component system with interactive elements for creating bespoke page layouts.
- Simple content management and updates for HR teams, independent of IT or external agencies.
- Additional tools for analytics, marketing and candidate engagement can be flexibly integrated.
- Optimised display across all devices, from smartphones to desktop computers.

Implemented once. Independently manageable long-term.



p78 MatchMe



The intelligent CV search for modern career portals

MatchMe extends SearchStudio by offering an intelligent, CV-based job search directly within the front end. Candidates can upload their CV and receive matching job opportunities within seconds. Relevant skills, roles and keywords are analysed and matched in real time with published vacancies, reducing barriers to entry, minimising drop-offs and guiding qualified talent to suitable positions more quickly.

Key features at a glance:

- An intelligent CV-based job search function within the career portal that automatically detects matching job opportunities.
- Analysis of relevant skills, roles and keywords in CVs to provide precise job matching.
- Support for multiple languages for international recruitment and talent acquisition.
- Data processing in compliance with data protection regulations without the permanent storage of personal data.

Requirement:

Use of SmartRecruiters with an implemented SearchStudio solution.

Implemented once. Independently manageable long-term.

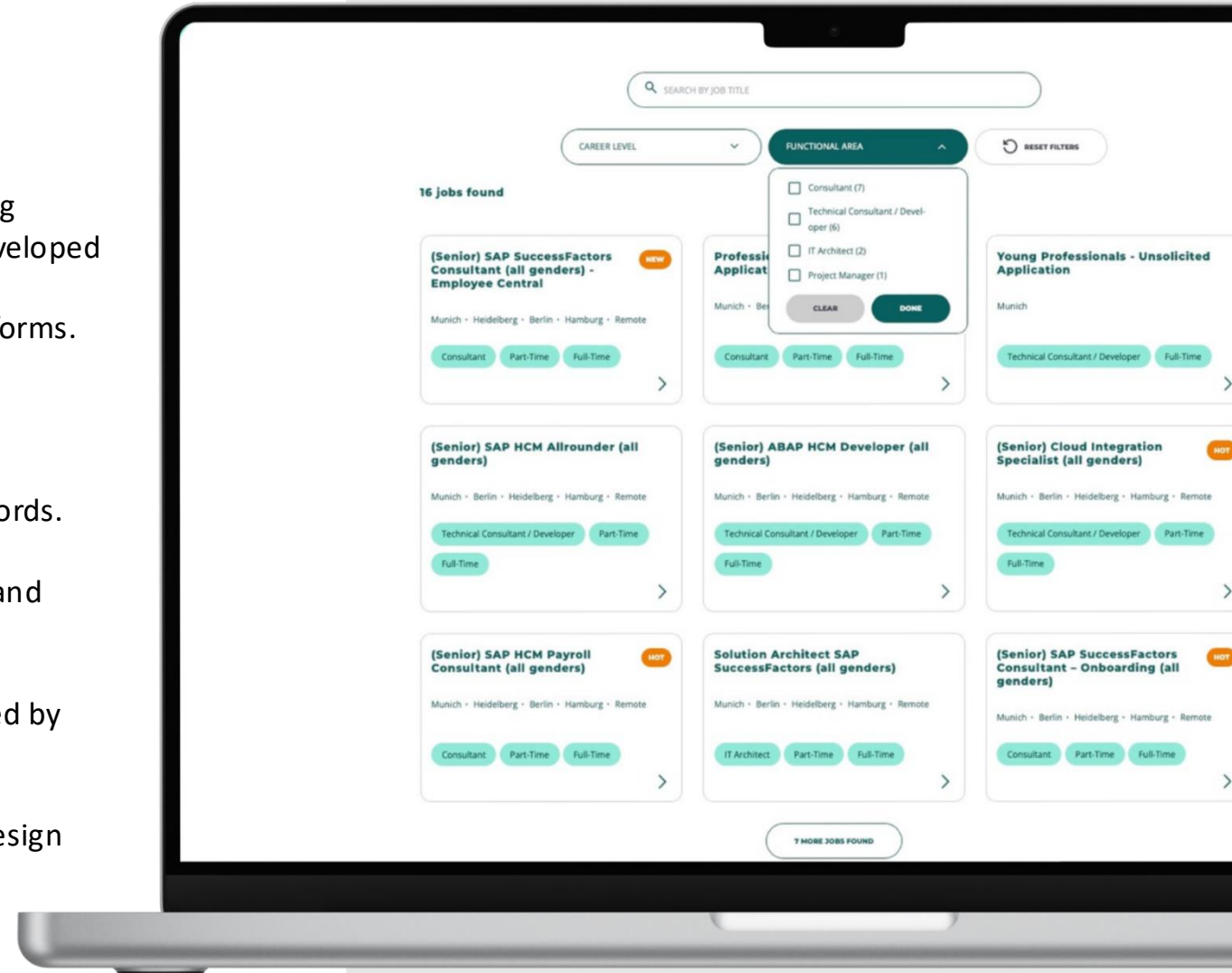
p78 SearchStudio

SmartRecruiters' modern job search

SearchStudio is a flexible job search solution for SmartRecruiters, helping candidates to quickly and intuitively find relevant job opportunities. Developed by p78, it combines intelligent search technology with maximum design flexibility, integrating seamlessly into existing career sites and CMS platforms.

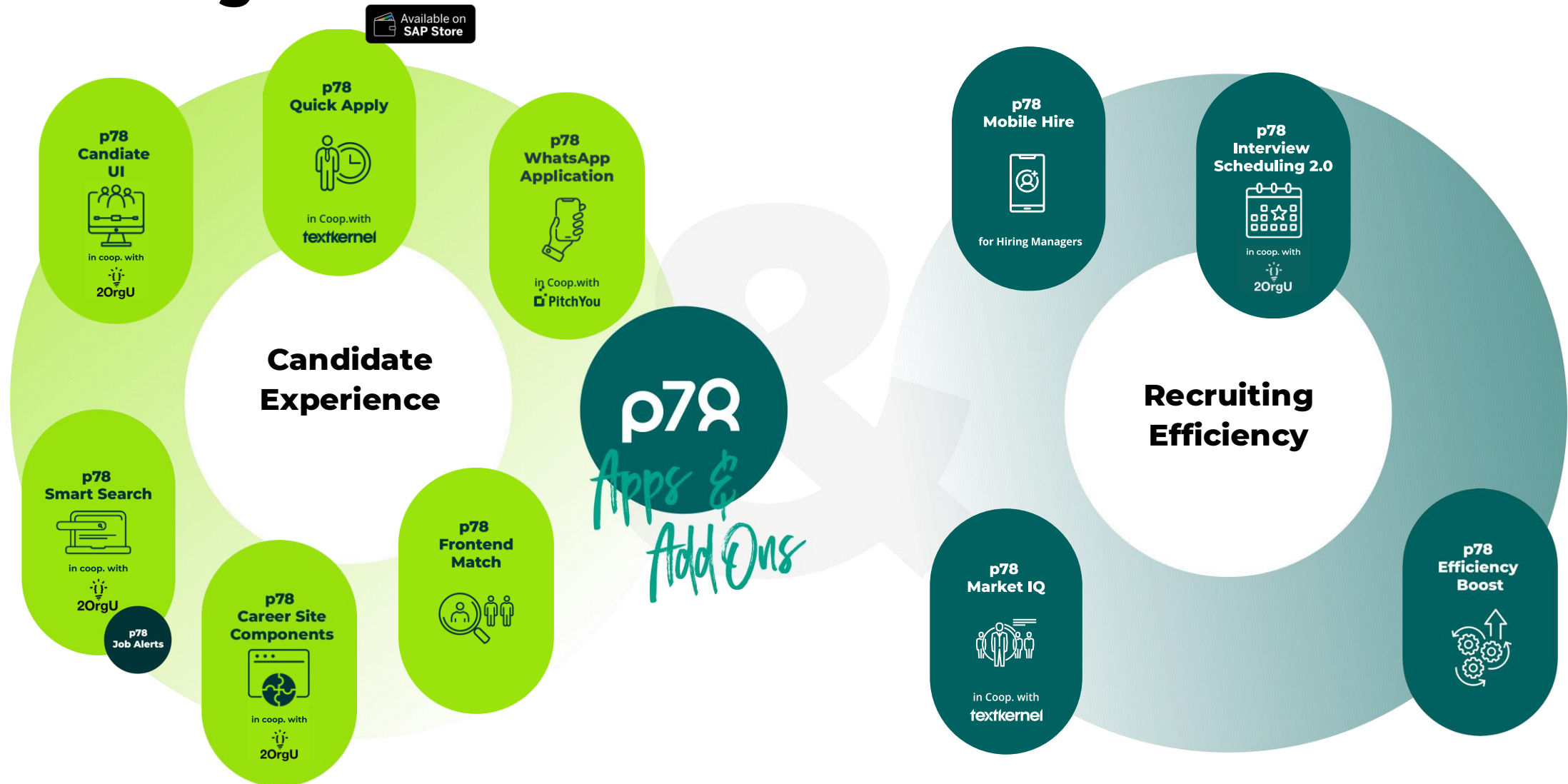
Key features at a glance:

- Semantic job search with intelligent search logic and contextual understanding to provide relevant results, even without exact keywords.
- Dynamic filter functions enable you to narrow down search results and quickly navigate within the job search experience.
- Fully customisable design options, free from any restrictions imposed by templates or fixed layout structures.
- Job result lists that can be freely configured in terms of structure, design and functionality along the desired candidate journey.



Implemented once. Independently manageable long-term.

Game-Changing Apps & AddOns for SAP SuccessFactors Recruiting



A group of business professionals are gathered around a table in a modern office setting. A woman with blonde hair, wearing a light blue checkered shirt, is smiling and gesturing with her hands while speaking. Next to her, a woman with dark curly hair, wearing a light beige blazer, is listening attentively. In the foreground, the back of a person's head is visible, looking towards the speakers. The table is cluttered with various items including a laptop, a tablet, papers, and a coffee cup. The background is softly blurred, showing large windows and indoor plants.

03

**We are the right partner for
your HR transformation**

This is how we work with you – pragmatically, cooperatively, successfully

01

Advise

- A holistic view of your HR/IT landscape
- Practical recommendations instead of standard blueprints

02

Implement

- Agile project methodology with clear milestones
- Smooth data migration & integration

03

Run

- Continuous optimization instead of just operation
- Active change management & communication

04

Support

- “After the project is before the project”: Long-term support
- Enabling your teams for sustainable success

Our project philosophy

Well-thought-out project structure

- **Project governance as a guiding principle**

We are convinced that clear structures provide orientation. Well-thought-out governance defines roles, responsibilities, and decision-making processes in such a way that trust, transparency, and commitment can develop.

- **Communication as a living culture**

For us, open and efficient communication channels are more than just processes—they are an expression of cooperation on an equal footing. This ensures that everyone involved is informed, involved, and part of our shared success.

Quality & Customer Satisfaction

- **Quality as a fundamental principle**

For us, quality means more than just achieving defined standards. We strive to design every project in such a way that it builds trust and delivers lasting value.

- **Continuity as a promise**

We do not view results as a one-off achievement, but as an ongoing process. Through constant questioning and further development, we ensure reliability, satisfaction, and long-term success for all involved.

Efficiency & Productivity

- **Optimal use of resources**

We view resources such as time, budget, and personnel not merely as means to an end, but as valuable foundations for sustainable project success. Through mindful planning and careful use of these resources, we create genuine added value.

- **Focus and clarity throughout the project**

For us, speed does not mean rushing but rather acting in a targeted manner. With clear priorities and a shared understanding, we can complete projects in a focused and transparent manner, achieving tangible progress.

Our Projectphilosophie

We create the right amount of structure: enough to deliver real value, but not so much that we overwhelm ourselves and our customers with unnecessary administration. Too little structure leads to chaos, too much paralyzes progress.

Our project management connects three central pillars:

Sustainability by Design

- Sustainability is planned from the start

Building Bridges

- We connect levels, teams, regions, and people so that everyone works in the same direction

Tools & Templates

- We bring tools and templates when they are needed – but we design them to live beyond the project's end

Methodological consistency instead of rigid processes:

- Phases give us the timeline (when does what happen)
- Dimensions define areas of responsibility (what needs to be managed)
- Tools show us how we work – independent of timing

Why are we as HCM Practice the right partner?

HR/IT strategy

HR in transition: We accompany our customers on their transformation and individual path to the cloud. We support them with tried-and-tested methods and our own toolset

Professional and technical expertise

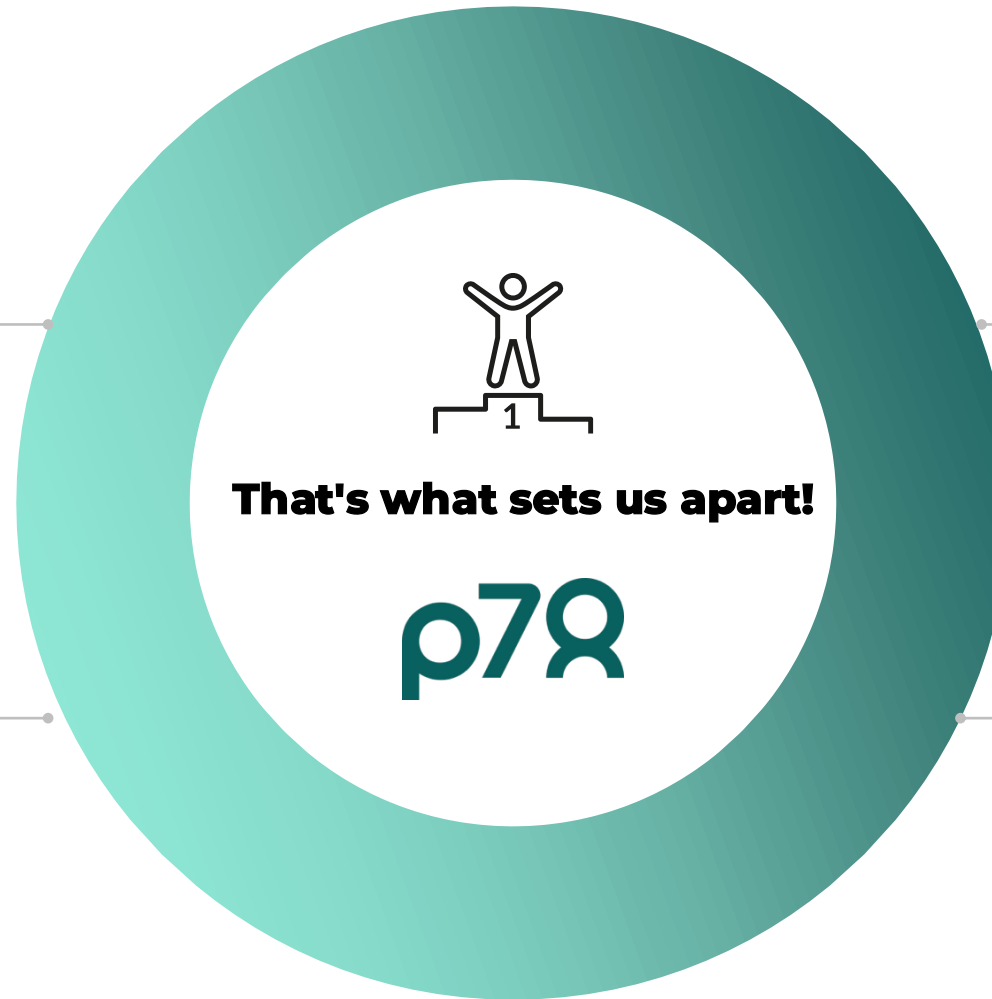
In-depth technical know-how regarding design and implementation of complex SAP HCM/HXM solutions & architectures

All from a single source

From HR digitalization to business travel management: all HR solutions and their orchestration and integration from a single source (SAP SuccessFactors, SAP ERP HCM/H4S4, SAP Concur)

Innovative power

Frontrunner: Development of innovative solutions and best practices using the latest technologies



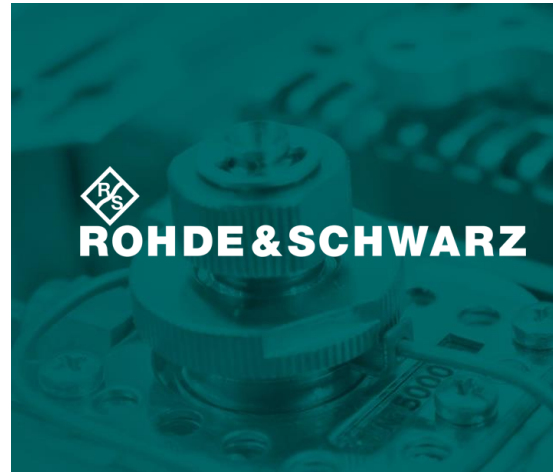
These customers trust us

Satisfied Customers & Success Stories

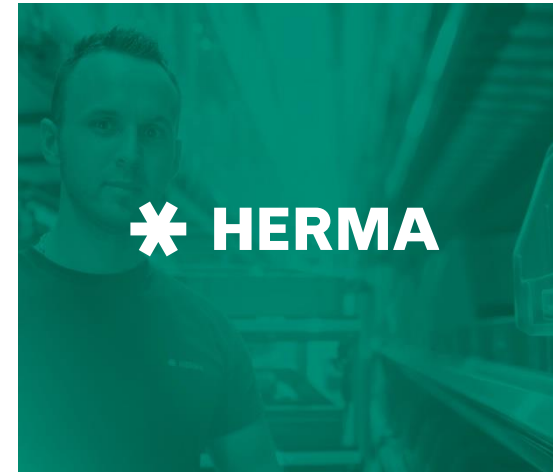
An excerpt from our references



Design of the HR/IT strategy and roadmap for the period after SAP ERP HCM



Development of a roadmap for the HR/IT-transformation



Definition of the HR/IT-target vision for HERMA including roadmap



Development of the HR/IT digitalisation strategy



Analysis of SAP options and development of the HR IT roadmap



Comprehensive change management for the implementation of a new HR core system



Evaluation of SAP-based go-forward solutions and roadmap development



Development of the HR/IT digitalisation strategy

p78 wins the SAP Innovation Award 2024

Our customer project “**Built with SAP Build the future workplace**” or “**PILLERConnect**” was awarded with the **SAP Innovation Award 2024** in the Experience Wizard category.



For more information see our [Success Story](#).





04

**Get to know us even better
and contact us**

With certainty the right information for you



HR/IT Talk - Podcast

The monthly podcast for experts in Human Resources, HR/IT, and the SAP HCM/HXM environment.



p78 Live-Webinars

The latest SAP technologies, methods, and trends – exciting use cases, successful best practices, and implementation approaches.



p78 Impulse-Newsletter

Stay informed on current topics and trends in HR/IT, with valuable insights for your daily work, event announcements, and product and service offerings related to SAP solutions for HR, talent, and business travel management.



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https://www.youtube.com/channel/UCW4t6y_YdRkk8MnATNIQliQ



<https://www.projekt0708.com/info-center/hr-it-talk-podcast/>



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