



# **El nuevo reto de RRHH: nuevas tecnologías**

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# Oracle Corporación



- Mayor proveedor mundial de Software Empresarial
- Fundada en 1977
- Ingresos: 26,8 mil millones \$ (FY10)
- 345.000 Clientes
- 98.000 Empleados en más de 145 países
- Sede Central en Redwood Shores, California, EEUU

# 34 años de Innovación Continua



ORACLE THIRTY YEARS  
**30**

HELPING CUSTOMERS LEAD, INNOVATE, AND GET RESULTS.  
**FOR 30 YEARS.**

## 1970s

### Defying Conventional Wisdom

**T**he Oracle Group, then known as Software Development Corporation, was founded in 1977 in Redwood City, California. At the time, the prevailing wisdom was that software was a commodity, and that the only way to succeed in the industry was to sell hardware. Oracle defied this conventional wisdom by focusing on software development and customer service. The company's early success was driven by its innovative database management system, Oracle Database, which provided a more flexible and powerful way to manage data than existing systems.

**ORACLE'S EARLY YEARS**

- 1977: Oracle Database is introduced.
- 1978: Oracle Database is the first relational database management system to be implemented on a minicomputer.
- 1979: Oracle Database is the first relational database management system to be implemented on a mainframe computer.
- 1980: Oracle Database is the first relational database management system to be implemented on a personal computer.



## 1980s

### Ready for the '80s

**O**racle's success in the 1970s paved the way for its expansion into the 1980s. The company's focus on software development and customer service continued to drive its growth. Oracle Database became the industry standard for relational database management systems, and the company's success led to the founding of Oracle Corporation in 1982. The company's early success was driven by its innovative database management system, Oracle Database, which provided a more flexible and powerful way to manage data than existing systems.

**THIRTY YEARS ON THE MARCH**

On March 19, 1982, Oracle Corporation was founded in Redwood City, California. The company's early success was driven by its innovative database management system, Oracle Database, which provided a more flexible and powerful way to manage data than existing systems.

**ORACLE'S EARLY YEARS**

- 1982: Oracle Corporation is founded.
- 1983: Oracle Database is the first relational database management system to be implemented on a personal computer.
- 1984: Oracle Database is the first relational database management system to be implemented on a mainframe computer.
- 1985: Oracle Database is the first relational database management system to be implemented on a minicomputer.

## 1990s

### Nothing but Net

**A** s the Internet became a global phenomenon, Oracle's focus on software development and customer service continued to drive its growth. Oracle Database became the industry standard for relational database management systems, and the company's success led to the founding of Oracle Corporation in 1982. The company's early success was driven by its innovative database management system, Oracle Database, which provided a more flexible and powerful way to manage data than existing systems.

**ORACLE'S INTERNET GET BEHIND THEM**

Oracle's focus on software development and customer service continued to drive its growth. Oracle Database became the industry standard for relational database management systems, and the company's success led to the founding of Oracle Corporation in 1982. The company's early success was driven by its innovative database management system, Oracle Database, which provided a more flexible and powerful way to manage data than existing systems.

**ORACLE'S EARLY YEARS**

- 1990: Oracle Database is the first relational database management system to be implemented on a personal computer.
- 1991: Oracle Database is the first relational database management system to be implemented on a mainframe computer.
- 1992: Oracle Database is the first relational database management system to be implemented on a minicomputer.
- 1993: Oracle Database is the first relational database management system to be implemented on a personal computer.



## 2000s

### Innovation and Results

**I**n the 2000s, Oracle continued to drive its growth through innovation and customer service. Oracle Database became the industry standard for relational database management systems, and the company's success led to the founding of Oracle Corporation in 1982. The company's early success was driven by its innovative database management system, Oracle Database, which provided a more flexible and powerful way to manage data than existing systems.

**ORACLE PREPARES FOR**

Oracle's focus on software development and customer service continued to drive its growth. Oracle Database became the industry standard for relational database management systems, and the company's success led to the founding of Oracle Corporation in 1982. The company's early success was driven by its innovative database management system, Oracle Database, which provided a more flexible and powerful way to manage data than existing systems.

**ORACLE'S EARLY YEARS**

- 2000: Oracle Database is the first relational database management system to be implemented on a personal computer.
- 2001: Oracle Database is the first relational database management system to be implemented on a mainframe computer.
- 2002: Oracle Database is the first relational database management system to be implemented on a minicomputer.
- 2003: Oracle Database is the first relational database management system to be implemented on a personal computer.



# Oracle en 1999 - ¿Cuáles eran los principales retos de RRHH?

- Presión del mercado y elevado nº de contrataciones
  - 100-150+ contrataciones al día
  - Incrementos de headcount del 50% en Consultoría y Soporte
- Infinidad de sistemas y procesos manuales
  - 45.000 empleados en 50+ países
  - Multitud de BBDD desactualizadas
- Necesidad de tener informes de gestión a nivel global
  - N° de empleados, rotación, empleados por línea de negocio, etc.
- ¿Satisfacción de los empleados?
- Protección de datos



# Cultura self-service

**Una empleada realiza una determinada acción**



- ✓ Cambio de información personal/laboral
- ✓ Compras
- ✓ Gastos
- ✓ Reserva de vuelos

**Su supervisora aprueba la transacción**



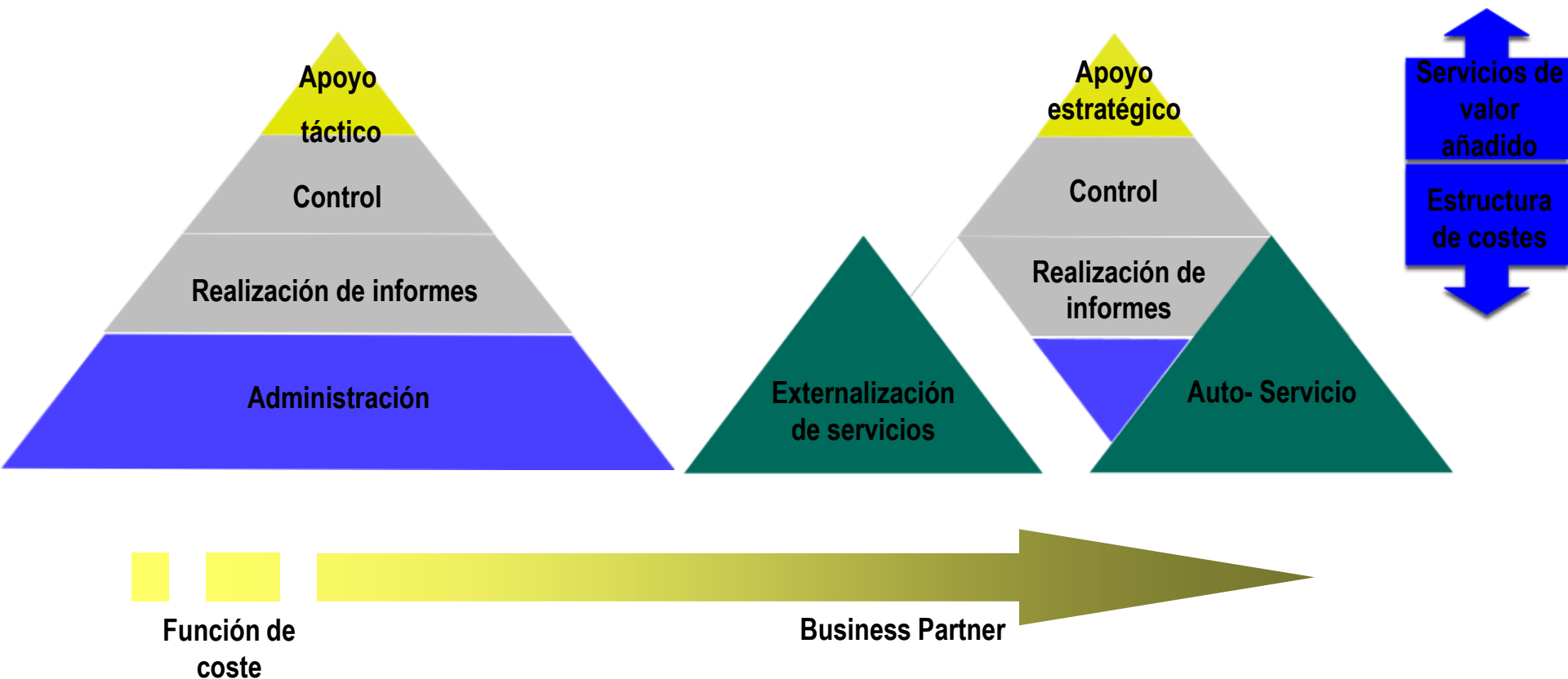
- ✓ Contratación
- ✓ Evaluaciones
- ✓ Revisiones salariales

**La acción es completada**



- ✓ Análisis de resultados

# Transformación estratégica: de Gestión de RRHH a Gestión de Capital Humano



# Nuevas expectativas

## Información

MyYahoo,  
weblogs,  
emails, IM



## Formación

Podcasts,  
e-learning,  
OU



## Roles

Experiencias,  
equipos,  
proyectos



## Comunidad

Habilidades,  
afinidad  
proyectos,  
equipos



## Lugar de trabajo

Oficina, casa,  
de forma  
remota,  
virtual, global



## Tipo de contrato

Full time, part  
time, freelance,  
Sub-  
contratado



## Convergencia

Juegos, TV,  
trabajo, casa,  
ocio



## Equipos

iPods, móviles,  
cámaras, USBs

# El Ciclo de Vida del Talento



# La Tecnología como Capacitador

- ✓ Uso de herramientas para la gestión de procesos
- ✓ Adopción de la tecnología web 2.0 en el día a día

Be a Jayne...



not a John,




and harness the Power of SNBC

ORACLE



+16 millones art  Team Collaboration millones videos/día

 *Direct blog*  Pidgin



+600 millones usuarios

+200 millones

# Fusión de herramientas – Diseño orientado a Productividad

The screenshot displays a user profile for Leslie Hann, Finance Director, with contact information and a navigation menu. Below the profile is a dashboard with several widgets:

- Contact Information:** Work: 555-350-9698, Mobile: 555-238-9946, Chat: patMiller@aol. Includes a floor plan image.
- Pay and Benefits:** Compensation (Check Number: #21564, Date: 12/24/2008), Benefits (Medical Coverage: Be Healthy HMO, Dental Coverage: Pearl Dental, Life Coverage: Lucky Life Insurance).
- Development and Growth:** Vision Corporation provides a supportive environment to foster career self-management and encourages you to proactively track your work and personal goals and to take advantage of training and development opportunities. Includes Leadership Advancement, Develop Comprehensive Understanding of the Industry, and Be flexible and adaptable.
- Kudos:** Received (3), Given (0). Includes messages from Maya Smith (Coworker) and Fred Jones (Senior VP).
- Career Planning:** I would like to grow my expertise and further develop my interpersonal skills so that even as I remain an individual contributor, I can act as a senior advisor for my area to the line of business management. Includes Career Suggestions.
- Time and Availability:** Vacation Accrual Plan: 51 days, Sick Accrual Plan: 8 days. Includes a bar chart for Vacation Accrual Plan - IDC (51 days).

- Mejora la productividad con modelos de procesos de negocios y diseño de patrones
- Completa tareas rápidamente con navegaciones de un click
- Herramientas de colaboración integradas(chats, RSS feeds)

# Resultados de una Cultura Innovadora

## ➤ Mayor compromiso

- Rotación inferior a la media del mercado
- Gran nivel de autogestión y de motivación

## ➤ Consecución de resultados de negocio

- Mayor adaptabilidad a las necesidades de los clientes
- Mayor eficacia de los procesos internos

## ➤ LIDERAZGO



# ¿Hay otra forma de trabajar?

Gracias

# **Hardware and Software** **Engineered to Work Together**