

## EmiratesNBD



Emirates NBD  
Dubai, UAE  
www.emiratesnbd.com

### Industry:

Financial Services

### Annual Revenue:

US\$1.9 billion

### Employees:

8,500

### Oracle Products & Services:

Oracle Human Resources  
Oracle Self-Service Human Resources  
Oracle Payroll  
Oracle Learning Management

### Implementor:

Oracle Consulting

**“We are empowering our employees by implementing a series of cultural-based human resources processes with Oracle E-Business Suite. We want to invest in our people, be an employer of choice, and realize real change, driving the whole company from the bottom up.”** – Charles Rocky D’Souza, Human Resources Strategy Consulting Manager, Emirates NBD Bank

## Emirates NBD Leads Human Resources Technology Revolution Across the United Arab Emirates

Emirates NBD is the biggest banking group in the Middle East by assets. The group has a leading retail banking franchise in the United Arab Emirates (UAE), with more than 115 branches and 486 ATMs. It is a major player in the UAE corporate banking arena, with a combined market share of almost 20% of corporate loans. It also has strong Islamic banking, investment banking, private banking, asset management and brokerage operations. The Group has operations in the UAE, the Kingdom of Saudi Arabia, Qatar, the United Kingdom and Jersey (Channel Islands), and representative offices in India, Iran and Singapore.

### Challenges

- Upgrade human resources (HR) system and add genuine business value through decentralization
- Create a “virtual HR manager” by instilling greater dependency on systems and self-service while eliminating bottlenecks
- Reduce overhead costs associated with core HR processes, including workflow, payroll, and performance appraisals
- Establish training methodologies to encourage HR autonomy
- Gain greater control over staff churn to reduce manpower costs
- Explore powerful, flexible platforms for future development

### Solutions

- Deployed Oracle E-Business Suite to enable a more dynamic, flexible, efficient, and less stressful HR environment
- Automated more than 50 processes and sub processes such as workforce planning, new hire procedures, training, payroll, performance management, and career management
- Empowered 8,500 employees across the region to manage their own HR processes using Oracle Self-Service Human Resources
- Enabled automation and business process integration using Oracle workflow
- Reduced the time required to run and reconcile payroll
- Enabled new flexibility with a workflow engine that accommodates rapid implementation of new or updated procedures
- Trained 250 reference leaders across disparate sites, encouraging decentralized support and self-service enrollment
- Improved efficiency by identifying workflow bottlenecks
- Became a leading international reference site for Oracle HR and workflow automation implementations