

Volkswagen chose Communiqué as the new standard for enterprise content management projects for the entire Volkswagen Group.

Day was charged with relaunching the Internet human resources sites using Communiqué. The goal was to present Volkswagen as an attractive employer for all job applicants target groups, from student to top executive.

Volkswagen Human Resources Portal

The Volkswagen Group, headquartered in Wolfsburg, Germany, is one of the world's leading automobile manufacturers and the largest car maker in Europe.



“In order to effectively manage our corporate wide web strategy we required a very flexible, open and scalable enterprise content management system.”

Carsten Meyer-Trexler, Volkswagen Computer Science Center

“After comparing Day’s Communiqué to all of the other major content management systems, we found that Day offered the most innovative, mature and easiest to implement solution. With Day’s technology, we will be able to achieve synergies and real advantages in efficiency by unifying our web properties across the entire Volkswagen Group.”

Raphael Müller, Head of CMS Evaluation Team at Audi

Communiqué Solution

With its new portal, Volkswagen provides extensive information about its global activities in sections called "Work and Life", "Getting in and Getting Going", "Knowledge and Visions" and "Jobs and How to Apply". In addition, the company is able to convey its values and philosophy.

The HR portal personalizes the information for the various target groups, such as trainees, students, graduates and professionals (with professional experience). A key highlight of this concept is an individualized, virtual test drive through the Volkswagen organization to learn about the different parts of the company - from development and production to sales and market-

ing. Anyone with particular interests and job requirements will also receive specialized information that is tailored to their personal profile.

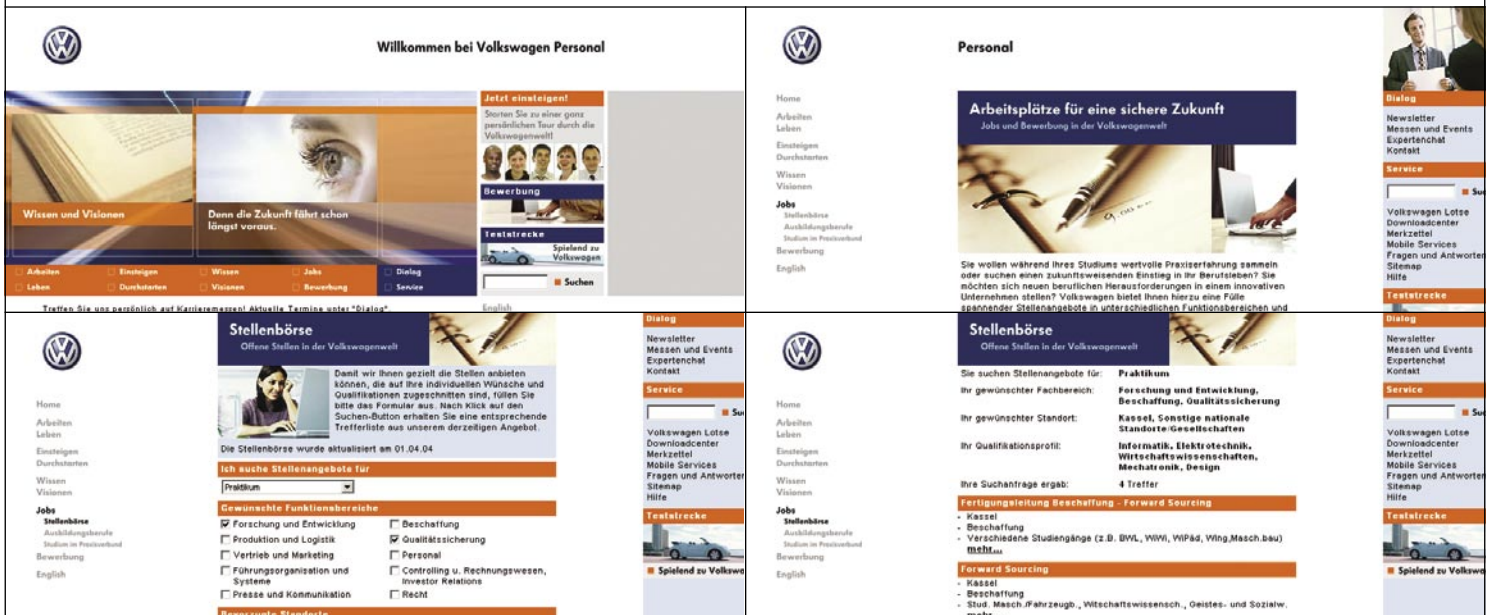
The functional core of the new online presence is the online application and the job exchange. Interested parties can apply either on one's own initiative or on a job advertisement from the joint job exchange of all Volkswagen subsidiaries in Germany. A particularly innovative functionality of the project is the design of the online application as user specific, digital application folder making the application procedure more transparent and comfortable for the user.

Additional features include a newsletter, full text search, the Volkswagen contact database and an automatic sitemap. In addition to information about the Volkswagen brand, the new HR site also has links to other relevant Web pages connected with the surrounding environment. For example, users can find links to pages about the cultural and leisure activities available wherever Volkswagen plants are located.

Communiqué has optimized and accelerated the application process for both the applicant and for Volkswagen's internal human resources. The online application captures and records up to 300 attributes per applicant and forwards them to Volkswagen's SAP HR

system. This direct connection between previously disparate systems speeds up the internal handling of an application. The input fields for capturing these attributes are generated automatically by a form generator. Using Communiqué's unique content management system, every Volkswagen HR department is able to maintain the respective contacts for the applicants in a contact database and to keep the job exchange advertisements updated daily.

<http://www.vw-personal.de>
<http://www.aperto.de>
<http://www.day.com>



Project Challenges

Implement an online job application that captures and records up to 300 attributes per job applicant and integrates to the SAP backend HR system

Develop a maintainable job exchange with a connection to the online job application via the content management system

Deliver a content management system with integrated workflow management and rights management

Create a personalized portal with both static and dynamic elements

Key Criteria for selecting Communiqué

Fast Return on Investment (ROI), Quick implementation (time to market)

Openness, flexibility and platform independence

High standardization level of the technology

Development of new standards - JSR 170

Concept of virtual repository

High level of useability and user-friendliness

Multilingual interfaces / support

Low Total Cost of Ownership