AA: Driving Continuous Business Process Improvement With the SAP® Value Management Program

When driving in the United Kingdom, The Automobile Association Limited, known to all as the AA, is always there to help. The country's leading provider of roadside breakdown assistance, it also offers financial services such as loans and insurance, driving lessons, and maps and travel guides. In order to further drive best-in-class business performance, the AA uses benchmarking and value analysis methods learned in the SAP® Value Management program.

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Executive overview

Company
The Automobile Association Limited (AA)

Headquarters
Basingstoke, United Kingdom

Industry
Automotive

Products and Services
Breakdown assistance, driving advice, financial services, maps, travel guides, and driving schools

Employees
8,500

Revenue
£931 million (2011)
(€1.15 billion)

Web Site
www.theaa.com

VALUE MANAGEMENT

Objectives
- Continuously improve performance to maintain operational excellence
- Identify improvement potential in HR and financial management processes
- Build a case for improvement by clearly demonstrating gaps against industry benchmarks

Approach
- Introduced value management methods to business and IT stakeholders
- Performed benchmarking analyses on HR and financial management
- Presented benchmarking results to business stakeholders in the AA and its parent company

Achievements
- Completed seven benchmarking and best-practice surveys on the use of the SAP® ERP Human Capital Management and the SAP ERP Financials solutions
- Evaluated three business processes, made improvement recommendations, and adopted numerous industry best practices
- Created profiles for two employees on the SAP Value Management Center site

"The benchmarking and value analysis tools and methods from the SAP Value Management program are useful for identifying improvement potential in various business process areas."

Darren Stone, SAP Solution Architect, The Automobile Association Limited (AA)

TOP BENEFITS ACHIEVED

7
Benchmarking surveys completed and improvement areas identified

3
Key processes collaboratively evaluated for improvement opportunities

5
Business and IT employees engaged in the benchmarking project

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