

# CASE STUDY



## Continental Moves From Ad-Hoc Tools to an Integrated and Automated Global Mobility Ecosystem

Equus Connects Global Mobility and  
Business Processes to Drive Operational  
Efficiencies and Data Insights.





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# At a Glance

Headquartered in Hanover, Germany, Continental AG is one of the world's largest technology companies providing products and services to the automotive and mobility industries. Continental AG is made up of five divisions: Chassis & Safety, Interior, Powertrain, Tire and ContiTech. More than 243,000 employees across 61 countries contribute to the company's success each day, delivering innovative solutions for the automotive industry with a focus on: Safety, Information, Environment, and Affordable Mobility.

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# The Customer

Digital transformation has become a key strategy for growth for Continental. With product cycles becoming shorter, the company needed to be able to flexibly adapt to new customer requirements while nurturing and growing a workforce to support it. Furthermore, new business models were being created around the clock – and across borders. By embracing digital transformation, Continental can capitalize on emerging opportunities – both in terms of tapping new markets and also with regard to training and managing employees.

*“Digitalization of the working world is characterized by constant change. As such, companies and their workforces being able to work faster than others and, above all, being flexible in adapting to the situation will represent a competitive advantage in the future.”* explained Dr. Ariane Reinhart, Continental Executive Board member for Human Relations.

And, for Continental’s global mobility team, a digital transformation couldn’t come soon enough.

## The Challenge

Continental’s global mobility team were supporting over 1700 employees worldwide. With no formal global mobility management system in place and a centralized organizational structure, the team was struggling to support their growing expatriate population – and the business.

Lacking any automated tools, their mobility team spent hours each week manually calculating cost projections and assembling balance sheets and assignment agreements. And, without proper visibility into program data, it was virtually impossible to report on global assignment costs, leaving Continental’s business stakeholders in the dark and unable to properly manage their global

talent. Furthermore, global employees did not have access to real-time data, making them and the assignment vulnerable to fail.

Continental required a global mobility management system that would enable their program to be agile and secure, and be able to deliver an exceptional experience for both the business and their global employees. To meet this goal, Continental wanted a vendor with a proven track record of success who could apply digital technologies to their program and help them transform how they manage their global workforce.

## The Solution

After an extensive evaluation process, Continental selected Equus Software and its AssignmentPro platform to manage their mobility program, leveraging the Equus Ecosystem of partners to connect their entire global mobility network of suppliers, partners and key stakeholders.

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*“Equus understood that our implementation budget was very tight and worked with the Continental team closely to come up with creative solutions to use existing resources.”*

—Anna Potter,  
Head of Americas International Mobility

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## Results

### Data Migration & Automation

The volume and complexity of Continental’s balance sheet data, originally managed on Excel spreadsheets individually for each assignee, made it very challenging to organize the data properly so it could be imported into AssignmentPro. Equus developed a method to manipulate and organize the spreadsheet data, and together with



a team of interns, Continental was able to follow the data manipulation method to organize the information in a way that it could be imported into AssignmentPro without adding additional resource costs. Anna Potter, Head of Americas International Mobility explains, *“Equus understood that our implementation budget was very tight and worked with the Continental team closely to come up with creative solutions to use existing resources.”*

By integrating assignee data and business processes into AssignmentPro, Continental gained new operational efficiencies and data insights that enabled their team to proactively support their

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*“Overall, the regional business leaders are appreciating the closer access to the International Mobility departments within the regions to solve problems and share strategy.”*

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global employees and the wider business. And, with a flexible system now in place, Continental was able to implement master data and balance sheets to support their transition to a regional support model. Anna Potter said, *“Overall, the regional business leaders are appreciating the closer access to the International Mobility departments within the regions to solve problems and share strategy.”*

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## Results Snapshot

Teams from both companies worked closely together to define the project’s specific objectives, which included:

- Increase operational efficiency by automating tasks, documents and calculations
  - Standardize processes globally to enable a regional support model
  - Improve service delivery to provide increased support, data quality and accuracy
  - Align with the broader business objectives of digital transformation
  - Enable global reporting on estimated assignment costs and other key information
  - Improve communication and data flow between Mobility, Assignees, Vendors, HR Managers and Finance
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### Connecting their Global Mobility Network

While driving efficiencies, automation, and productivity were all celebrated results achieved with AssignmentPro, it is the Equus Ecosystem that the global mobility team anticipates will have the biggest impact at Continental. *“The ability to give our global employees and key business stakeholders a real-time view into mobility data and status information of global vendors supporting our program will provide even more value to the business,”* describes Anna.

The Equus Ecosystem is a cloud-based network that connects global mobility, HR, talent, and rewards to the various supplier’s systems – helping to consolidate and share data while facilitating smooth communication and management of global mobility programs.

Along with this company-wide transparency into their mobility program, Continental has been able to leverage the Ecosystem to streamline their mobility processes, leveraging AssignmentPro’s automated triggers. According to Anna, *“When an assignment is initiated, the relevant service orders for global vendors can now be automatically triggered and*

*sent to the appropriate vendor securely, eliminating forms being sent and tracked via email and keyed into the vendors systems. This improves our compliance with data protection requirements, tracking ability and reduces processing time that ultimately allows us to provide the best possible service to our global employees.”*

Now, by automating their processes with AssignmentPro and starting to integrate the global mobility network with the Equus Ecosystem, Continental has achieved:

- Data-driven insights which enable total cost reporting and year-over-year comparison
- Dramatic increase in global reporting and monitoring capabilities empowering stakeholders with real-time dashboards within AssignmentPro
- Stronger relationships with key vendors, helping to deliver services better and faster
- Streamlined service ordering process and access to real-time status information from global vendors, helping to:
  - Eliminate data re-keying
  - Standardize the flow of information
  - Track initiation data (date sent, received, services ordered)
  - Securely transmit data
  - Save time chasing status information
  - Share info within HR & Employee Portals

## Conclusion

Continental wanted a vendor with both the strategic vision and the tactical, hands-on experience needed to design and implement a global mobility program that would be equally beneficial to the company and its global employees. Additionally, Continental wanted a smart, experienced and focused partner they could rely on to meet their global mobility challenges today and into the future. They found that partner in Equus, and all the specialized technology and automation they needed in the Equus Ecosystem and AssignmentPro platform.

## Contact Us

To learn more about how AssignmentPro and the Equus Ecosystem can connect your entire Global Mobility network to deliver cost savings, agility, and a greatly enhanced experience for your employees and your business, please visit our [website](#) email at [info@equusoft.com](mailto:info@equusoft.com).



Equus Software is the global leader in cloud-based international relocation and mobility solutions. More than 300 organizations around the world rely on Equus tools and technology to automate mundane, transactional work so that global mobility teams, talent management professionals and other key stakeholders can focus on adding value to the business. Founded in 1999, Equus has a proven track record for delivering cutting-edge talent mobility solutions, continuous innovation and exceptional customer service. [www.equusoft.com](http://www.equusoft.com)