

# Customised Data Report Case Study: Schneider Electric

Schneider Electric uses SSON Analytics' city comparison data for location selection of new US Finance Competency Centre

## Objectives

Analyse SSON Analytics' proprietary data and research additional data to produce a customised data report that will:

- Assess the size of the current shared services market in 5 US cities specified by the client
- Compare the 5 US cities specified across a range of metrics, including talent availability, average salaries, and cost of living

## CLIENT



Schneider Electric is a global specialist in energy management and automation. With over 170 years of history and 160,000 employees worldwide, they develop connected technologies and solutions to manage energy and process in ways that are safe, reliable, efficient and sustainable.

## CHALLENGE

Schneider Electric was in the planning and location selection phase for a new US Finance Competency Centre. They were considering both greenfield and brownfield sites as potential locations and had narrowed the search to five potential cities (including the site of their existing centre in Schaumburg, IL). They needed data that would enable them to assess the current shared services landscape in these five locations and compare them against each other across a number of factors.

## SOLUTION

SSON Analytics created a customised data report containing more than 300 individual data points which allowed the client to assess the validity of 5 different US cities as a location for their new finance shared services centre.

The process started with a full brief from the Schneider Electric team to understand the project scope and the metrics that matter most in their location decision-making process. SSON Analytics then mined their database of proprietary shared services data and undertook further research to obtain crucial metrics for the five cities under consideration that would indicate their suitability as a finance shared services centre location.

The report included data for all 5 specified cities across the following metrics:

- **Number of existing shared services centres**
  - By company revenue
  - By function serviced
- **Average salary of accountants and auditors**
- **Number of accountants and auditors**
- **Number of available talent with specialist skills, including:**
  - Financial reporting
  - Tax reporting
  - Credit management: Further breakdown to compare by company size (FTEs)
- **Number of graduates per annum in key fields:**
  - BSc – Business Accounting & Finance
  - MSc – Business Accounting & Finance
- **Average salary for specialist skills:**
  - Financial reporting - Director
  - Financial reporting - Manager
  - Financial reporting - Junior
  - Tax - Director
  - Tax accountant - Manager
  - Tax accountant - Junior
  - Credit manager - Supervisor
  - Credit / Collections - Analyst
- **Cost of living index, including:**
  - 1 bedroom apartment in city centre
  - Monthly utilities bill
  - 1 litre gasoline
  - 3-course meal for 2 people in mid range restaurant
  - Monthly gym membership
  - State income tax

The data was displayed in easily digestible table formats using a traffic light colour coding system to indicate the strength of the scores ranging from best (green) to worst (red).

## Location Scorecard

	City 1	City 2	City 3	City 4	City 5
Factor 1	Green	Green	Orange	Red	Yellow
Factor 2	Red	Yellow	Green	Green	Red
Factor 3	Red	Orange	Green	Green	Yellow
Factor 4	Yellow	Green	Green	Orange	Red

Commentary was provided throughout the report to highlight key findings and areas of interest. The report was delivered within 2 weeks of the initial brief.

## Result

The customised data report provided by SSON Analytics played a key role in the decision making process for the location of the client's new US Finance Competency Centre. After months of careful consideration, using both the data set provided by SSON Analytics and the client's own internal data sources, they made the decision to locate the centre in Schaumburg, IL, a brownfield site which currently houses some of the roles that will be integrated into the new centre.

“ Choosing the location for this new centre was a big decision and involved multiple stakeholders from across the business. The customised data report provided by SSON Analytics played a key role in our decision making process, as it was very important for us to have an accurate and objective source of comparative data, that was not based on the personal opinions of any of the parties involved, but was based on fact. The data provided was extremely helpful and answered many of our questions about the different locations and, importantly, allowed us to objectively compare these locations against each other. I would not hesitate to work with SSON Analytics again on a project of this nature. ”

**Philip Woodburn,**  
VP FiSS Global Services & Operations, **Schneider Electric**