Theming Case Study: Vodaphone

Michael Almond | July 2016

SAP SuccessFactors

Vodafone Group is a British multinational telecommunications company headquartered in London, UK
Founded: September 16, 1991
Revenue: 42.22 billion GBP (2015)

Last year, we had a very successful project with Coca-Cola helping them create a branded theme. It basically ended up being used as the theme for their production instance – with a few tweaks. The Vodaphone Team asked for a similar effort from us. They didn't feel they or their partners could push theming to its limits to create a great UI – folks simply didn't have the expertise.

SAP SuccessFactors
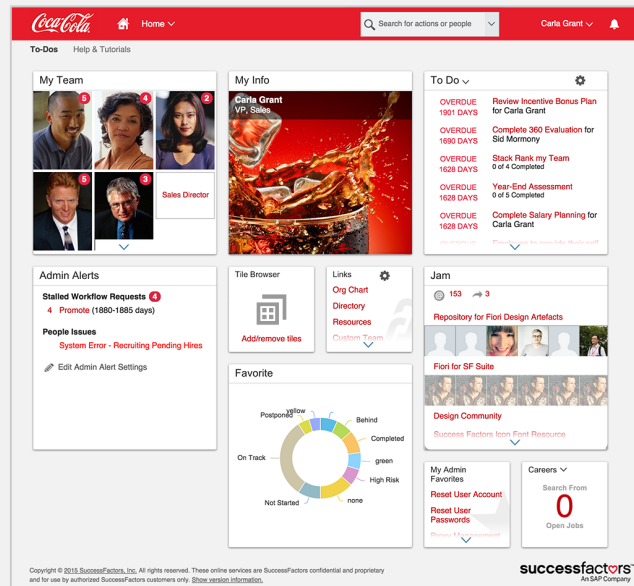
Milestones

There is an internal **Vodaphone** global conference in May to show the Global HR Directors how the solution is coming along – so this is a demo. If we help them create a great theming experience in the UI that they showcase in May, they are likely to carry this into their production instance for roll out.

The SuccessFactors modules in the current instance include:

- Home Page 2
- People Profile 3
- Admin Center 3 (plus admin pages like Theme Manager)
- Learning module

SAP SuccessFactors

Branding Requirements

Follow visual branding closely, including color system and typography.

SAP SuccessFactors

Branding Requirements

Use the "Rombus" (a unique branding asset that includes a logo mark but no logo type).
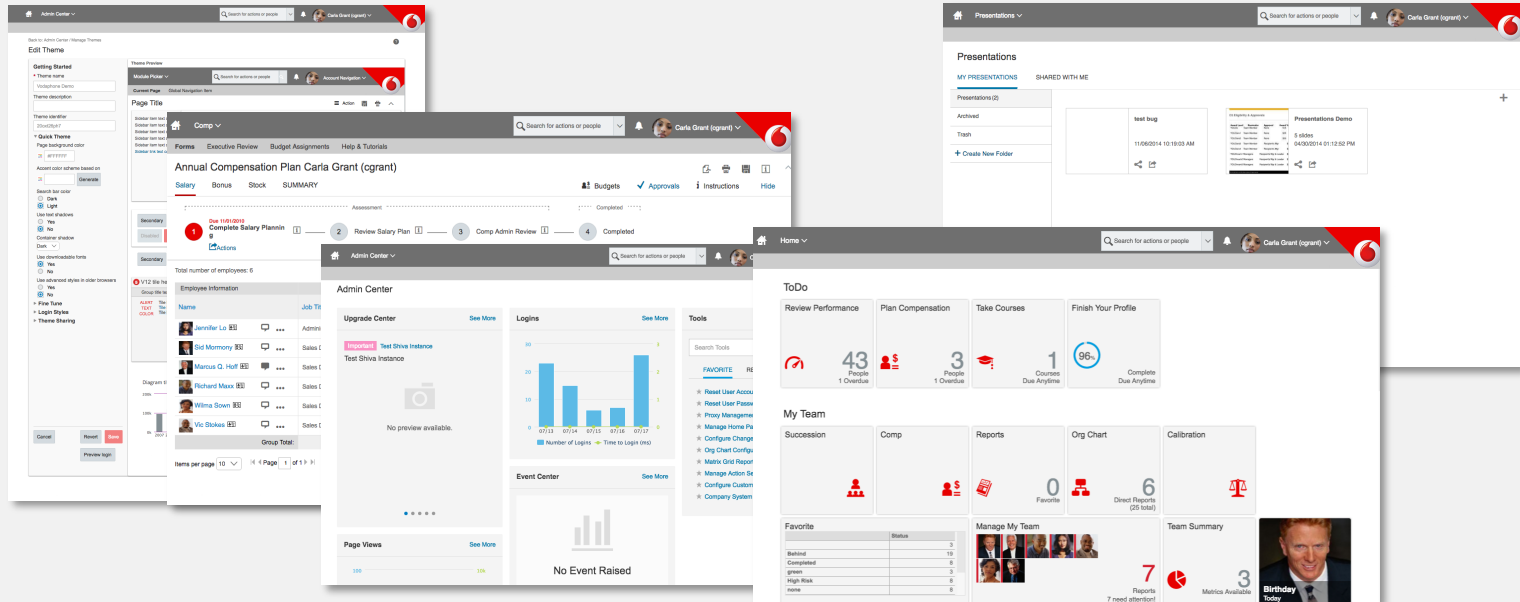
SAP SuccessFactors
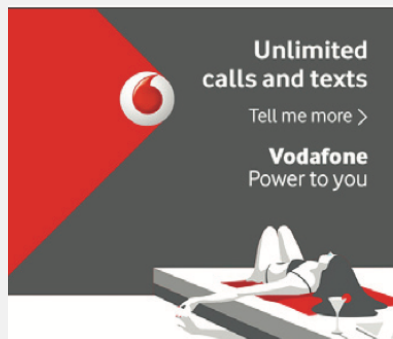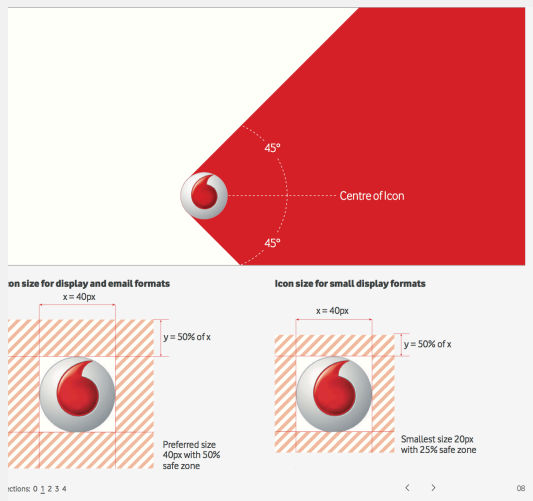
Challenges

- The **"Rombus" doesn't fit** into the dimensions allowed for logos in the SF Global Header, so a work-around is needed.

- **Customer would like the SF Footer items to be removed or made 100% transparent (logo and copyright text).** There is a method that we don't publicize (but is discoverable by customers) that makes the Footer items appear to be invisible (we don't allow the items to be removed all together). Setting the Page Background to white, selecting the "Light" option of the SF Logo and setting Footer Text to white will do the trick. This can create a contrast problem if the edges of portlets and tiles are not distinct. We fixed this issue by allowing customers the option of having container shadows be set to black, white or none.

SAP SuccessFactors

Solution

We presented a modified version of the theme they selected for the first part of this campaign. It has a white background so the SF logo and Footer text doesn't not appear to display. The header is similar but reflects the branding used in the Vodaphone University UI.

Theme 1: Homepagev3

Theme 1: Homepagev3 with Module Picker

9

Theme 1: Org Chart

Theme 1: Admin Center Landing Page
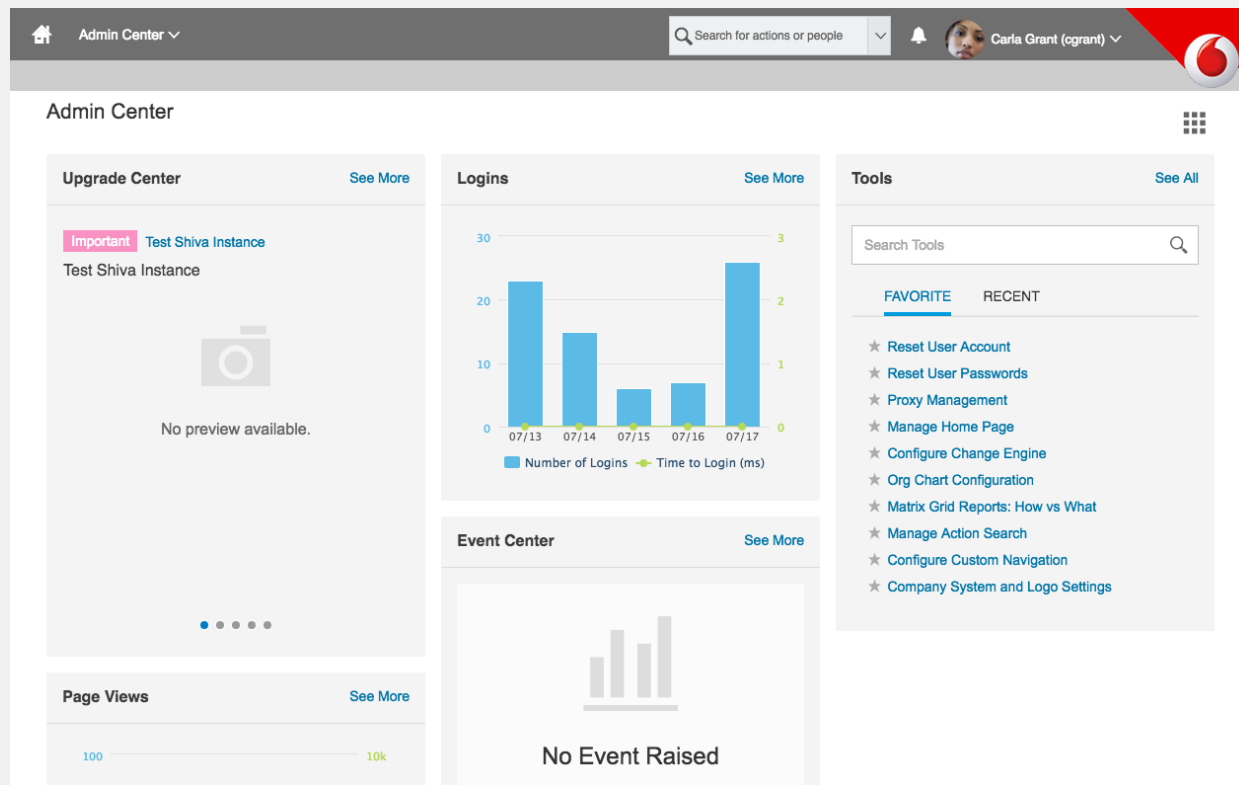
Theme 1: Create a Theme Page

Theme 1: Compensation Worksheet