SAP SuccessFactors

FUERTE GROUP HOTELS

Fuerte Group Hotels: Elevating people management to support national and international expansion

FUERTEGROUP S.L (Fuerte Group Hotels) is a family-owned company with a strong presence in Andalusia, Spain, and over 60 years of experience in the tourism sector. Looking to expand nationally and internationally, the company needed to modernize its HR processes, which had started to show limitations in the face of changes in the tourism sector and increasing competition for talent.

Aligned with its people-centric culture and commitment to sustainability, Fuerte Group Hotels embraced digital transformation in its HR processes to support growth and enhance the employee experience. With localization key to success, the company sought digital tools that were tailored to Spanish regulations to help ensure that core HR, talent management, and payroll processes were aligned with Spanish legal requirements and local practices.

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Modernizing people management as part of a culture of growth and efficiency with SAP SuccessFactors solutions

Before: Challenges and opportunities

- Fragmented HR processes and a high administrative burden for local contracts and social security affiliations, leading to delays and compliance risk
- Difficulty accessing consolidated, real-time workforce information
- Replacement of legacy system with an updated, innovative payroll solution that supports localization and frees employees from routine payroll-related tasks

Why SAP and Pentos AG

- Comprehensive cloud-based people management suite with integrated features for HR administration, payroll, and performance management using the SAP SuccessFactors Employee Central, SAP SuccessFactors Employee Central Payroll, and SAP SuccessFactors Performance & Goals solutions
- Scalability and simplified localization adaptability to Spanish regulations
- Pentos' specialized implementation experience and expertise as an SAP gold partner

After: Value-driven results

- Centralized payroll management, achieving greater control, traceability, and legal compliance
- Automated contract generation and digital signatures, significantly reducing processing time and strengthening legal compliance
- Automated management of local social security affiliations, improving accuracy and traceability

"With SAP SuccessFactors Employee Central Payroll, we achieved more accurate, efficient **payroll management aligned with Spanish regulations**, improving our employees' experience."

María Ceballos, HR Director, FUERTEGROUP S.L (Fuerte Group Hotels)

80%

Of workforce benefiting from powerful and intuitive HR systems

100%

Digitalization of core HR processes, reducing manual effort and improving operational efficiency

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FUERTEGROUP S.L (Fuerte Group Hotels)
Marbella, Spain
www.fuerte-group.com

Industry
Travel and transportation

Products and services
Hotels and tourist apartments

Employees
~2,000

Revenue
€96.5 million

Featured solutions
SAP SuccessFactors Employee Central , SAP SuccessFactors Employee Central Payroll, and SAP SuccessFactors Performance & Goals

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