

IBM Smarter Workforce



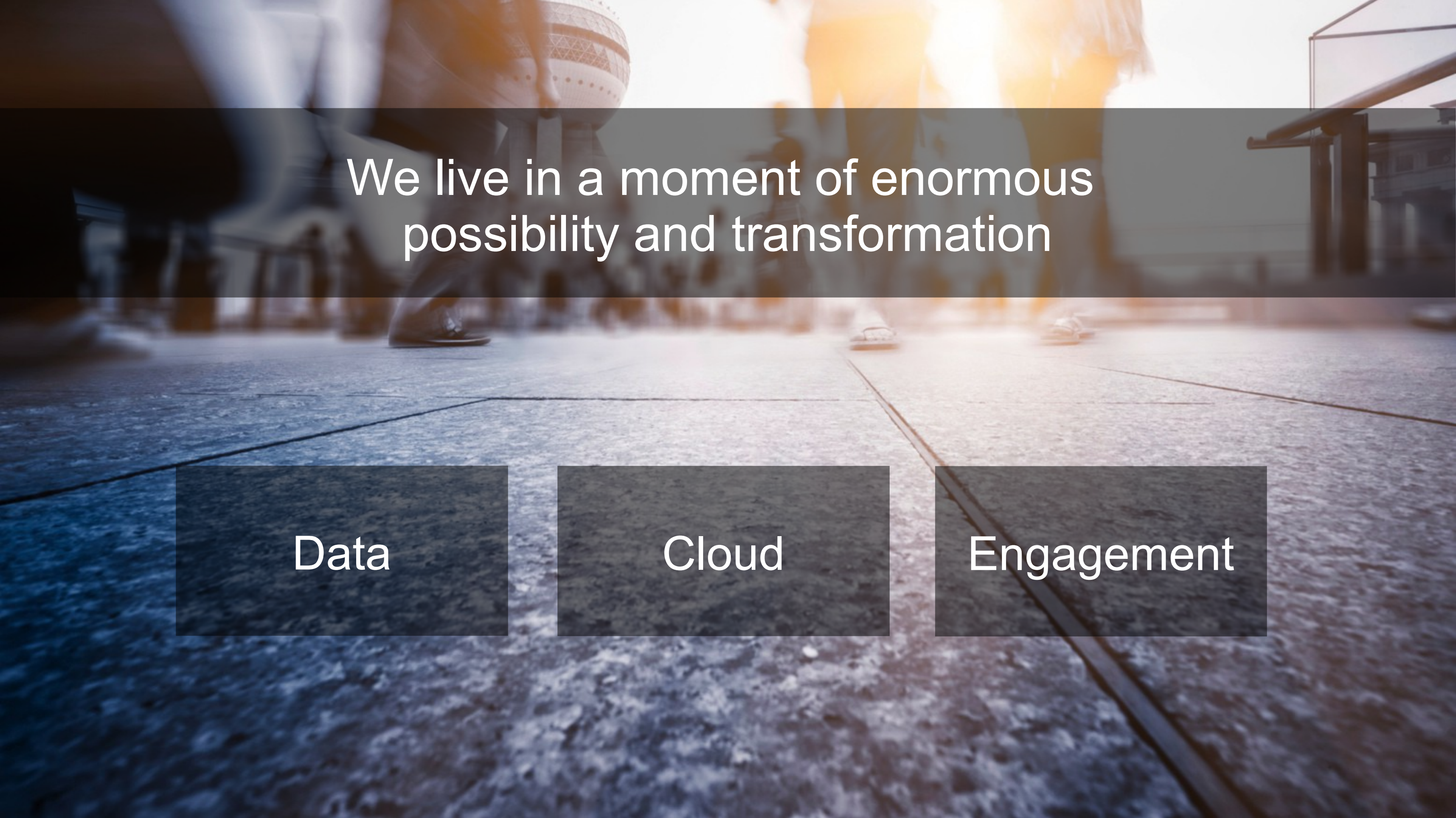
Name
Title, Organization

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“ I believe the real difference between success and failure in a corporation can very often be traced to the question of how well the organization brings out the great energies and talents of its people. ”

Thomas Watson, Jr.

Former CEO of IBM



We live in a moment of enormous
possibility and transformation

Data

Cloud

Engagement

Our world is changing

Power to
consumers

Networked
workforce

Transparent value
chain

Independent
worker

Speed for agile
workforce

Empowered employees have new expectations. Engaging them drives the business.

People have unlimited access to information and can instantly share with wide audience

Employees want to choose where to work, how to work and when to work

Workers are driven by a desire for personal fulfilment and success

People expect access to experts and communities, and be recognized for their contributions

27% more CEOs are opening up their organizations to empower individuals and extend collaboration in 2013 vs 2012¹

HOW DOES HR SUCCEED?

Finding people, engaging talent, improving time-to-value, recognising top performers, using analytics...

50%

increase in employee retention

35%

faster access to knowledge

A person in a dark suit is walking away from the camera down a long, brightly lit corridor. The corridor is flanked by a modern building structure with a grid-like pattern of beams and panels. The floor is polished and reflects the overhead lights. The background is slightly blurred, showing more of the building's interior and a flag on the right.

We call the path forward
Smarter Workforce

A Smarter Workforce brings together talent, culture and work to ensure a best-fit and engaged workforce to develop deeper client relationships and to drive measurable business outcomes

What Makes a Workforce Smarter?

**Turns big data
into big
insights**

**Rooted in
behavioral
science**

**Uses an
exceptional
digital
experience**

**Enabled by
social and
mobile**

Leo Burnett

CAT

NIHS



Saving children's lives with global social learning

OPEN PEDIATRICS™

Social learning management system speeds up the sales process



Reduced time staff searched for content from 10+ hours to 18 minutes per week

Exceeded by 5% the first-year goal of 60% training completion rate

80%
of staff claims training led to higher efficiencies

Now is the time for analytics as an HR imperative

More than
60%
of companies are
investing in Big Data
and analytics tools

Only **4%**
of companies
have achieved
the capability to
perform predictive
analytics

Only **14%**
have done any
significant 'statistical
analysis' of employee
data
at all



**Delivering analytics in Smarter
Workforce offerings**

Operational

Predictive

Cognitive



Smarter Workforce

BEHAVIORAL
SCIENCES

SOCIAL AND MOBILE
COLLABORATION

EXCEPTIONAL DIGITAL
WORKPLACE
EXPERIENCE

ANALYTICAL INSIGHTS

So, how can an engaged workforce
grow your business?

