



Welcome
to the
cognitive
era

IBM



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HR today is undergoing significant change



Demands to meet ever-changing talent needs



Changing workforce demographics & expectations



Onslaught of new technology & data



Globalization & virtualization



Continued cost pressures



“Disruptive technologies could change the fundamentals of our business.”

Kazuo Hirai, CEO, Sony Corporation, Japan

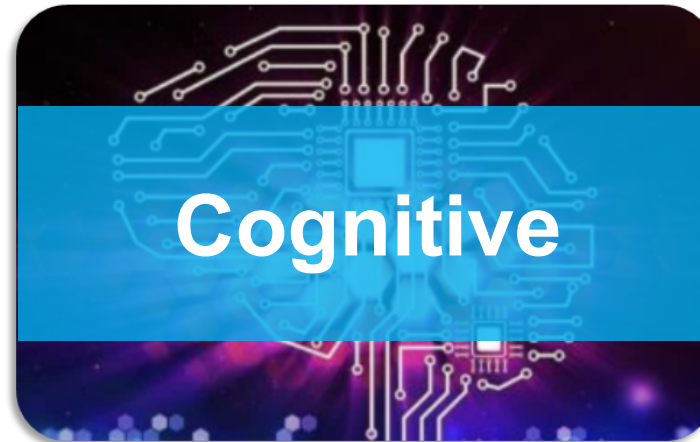
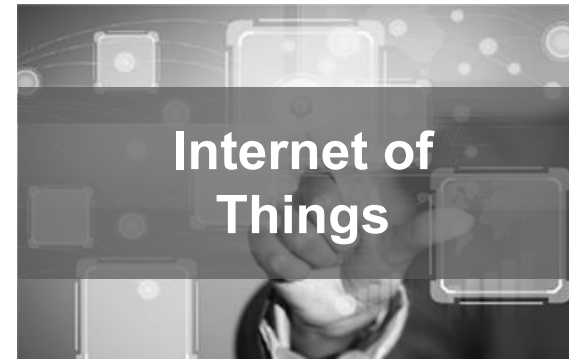
“The hardest thing is working out whether what’s happening is hype, trend or tsunami.”

Faik Açıklın, CEO, Yapı Kredi Bankası, Turkey

“Cognitive computing will have a profound impact on HR. I envision great leaps in terms of guidance on human capital.”

CHRO, Electronics, U.S.

HR professionals must embrace four technologies to transform the employee experience and HR service delivery





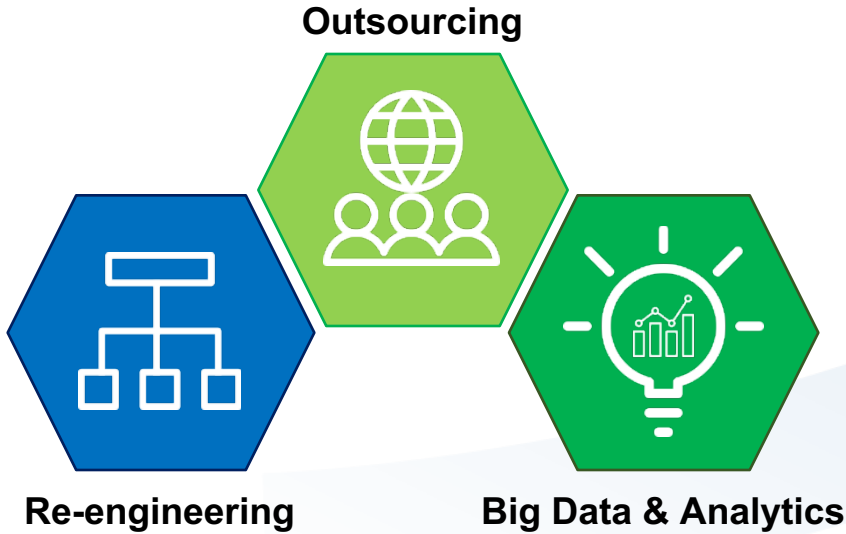
What is a cognitive system?

Understand
Reason
Learn
Interact

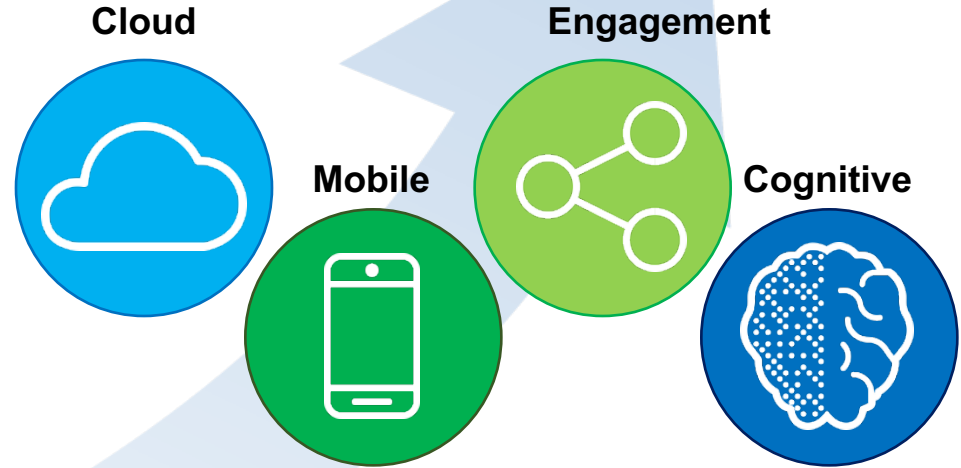


The Journey to Cognitive

Standardization Era 1990-2010

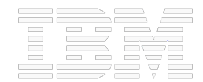


Cognitive Era

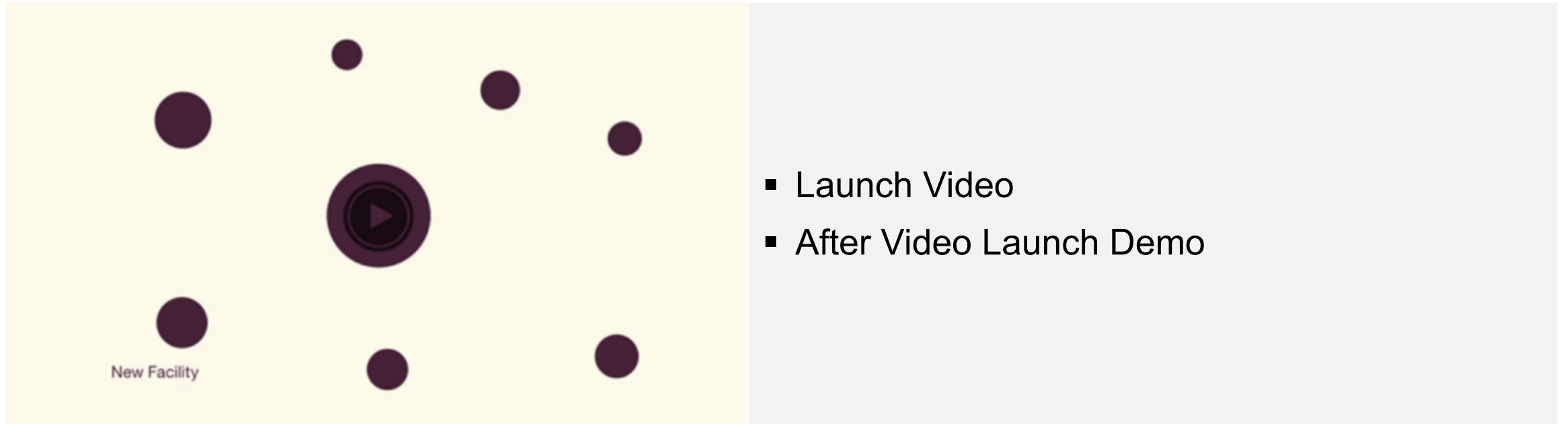


Personalized Employee Experience

HR transformed with Watson



Let's Explore Cognitive in Action



victor video <https://ibm.box.com/s/ev8m3wz4z6khzipqeud55gt1txy5qgs8>

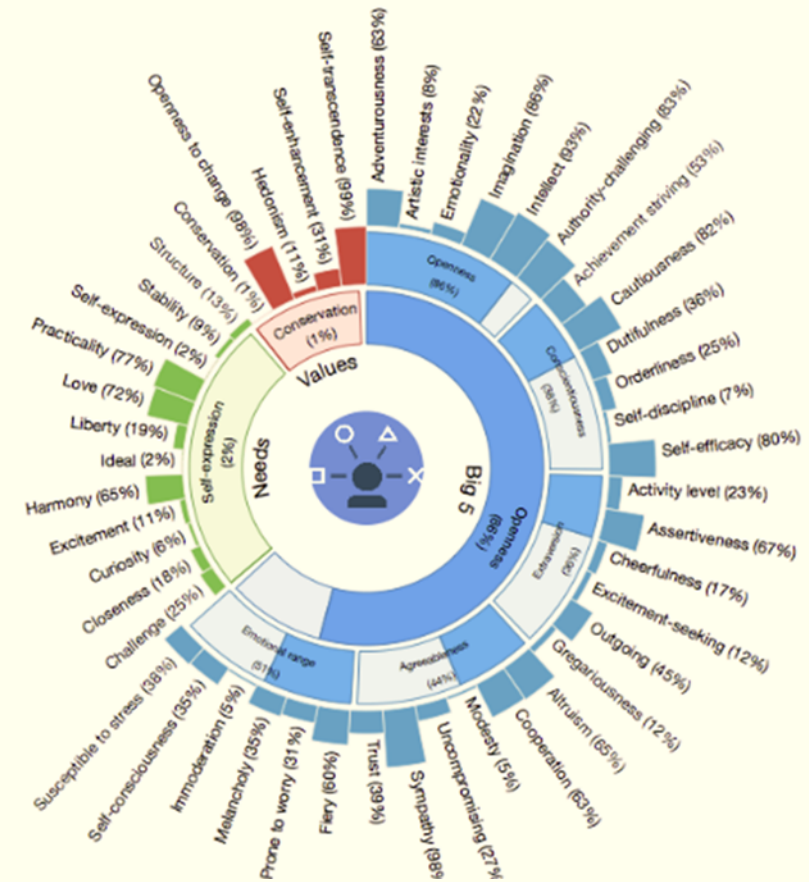
victor demo <https://ibm.box.com/s/z6v569xhl8lrapvu3vd7jy0bcqvr87o7>

Let's Go Deeper with Two Demonstrations of Cognitive in Action

- Watson Personality Insights
- Watson Cognitive Advisor

Watson Personality Insights ...

... bringing psychological analysis to the recruitment / performance management / team development arena.



Watson Cognitive Advisor ...

... helping people think through their career options and next best training & development opportunities





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