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Performance is based on measurements and projections using standard IBM benchmarks in a controlled environment. The actual throughput or performance that any user will experience will vary depending upon many factors, including considerations such as the amount of multiprogramming in the user's job stream, the I/O configuration, the storage configuration, and the workload processed. Therefore, no assurance can be given that an individual user will achieve results similar to those stated here.

~400 clients across industries.

Learning strategies included: Automated Content Development, Dynamic Delivery, Reuse of Content, Formal Learning, Social Learning, Mobile Learning, and Collaboration

- Brandon Hall Awards:

- Customer wins: AAA, AMD, Allscripts, Xerox to name a few
- Technology wins: LCMS (2011, 2010)

- Best of eLearning! Awards:

- IBM Kenexa LCMS (2013, 2011, 2010)
- IBM Kenexa Hot Lava Mobile (2013, 2011, 2010)
- IBM for Learning Services (2013)

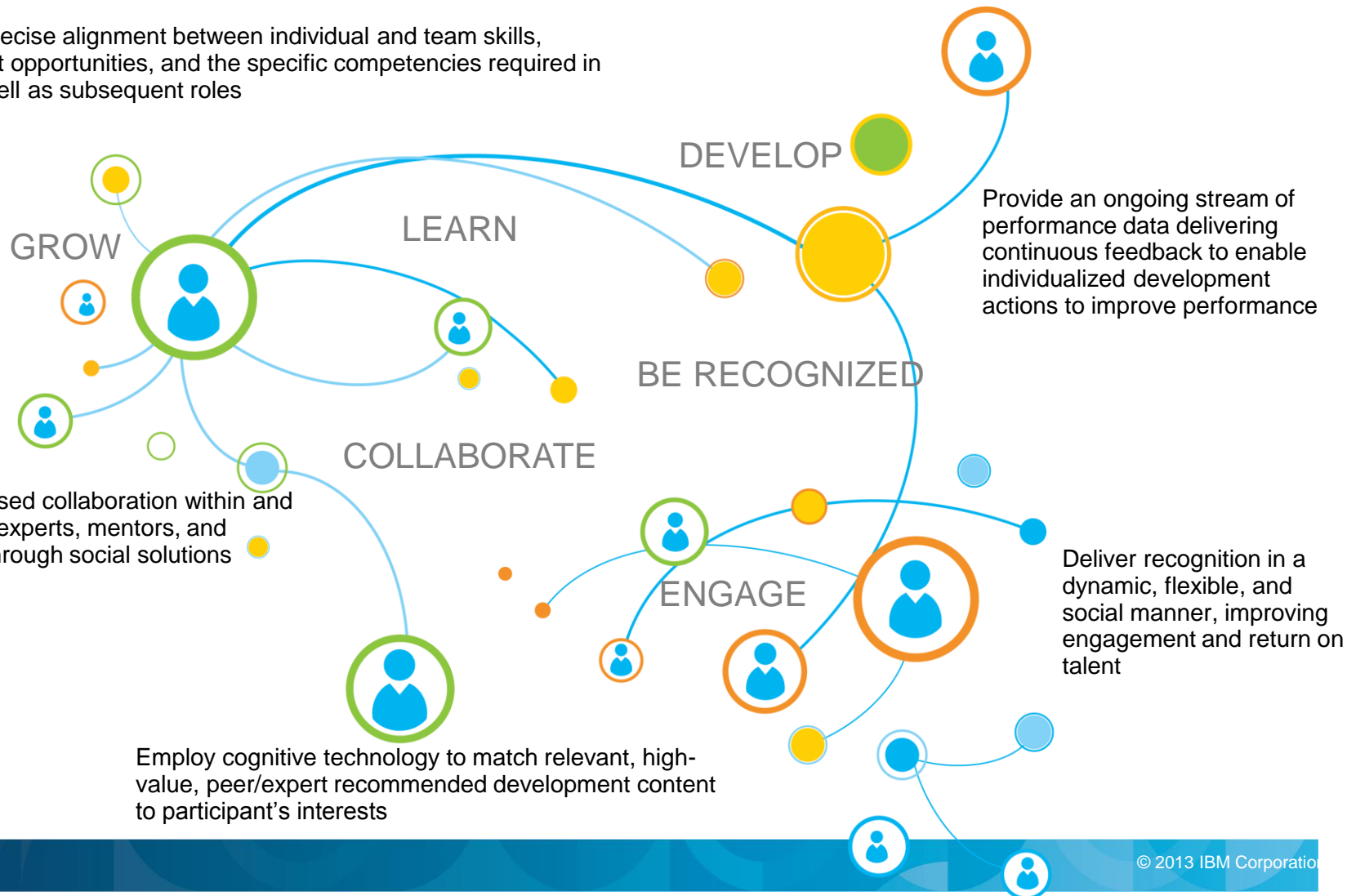
- Ranked highly with analysts for Learning as well as overall Ta

- McClean & Co: IBM Kenexa Talent Management Suite = "Champion" & 3rd overall
- Aragon Globe - Enterprise Learning, Oct 2013 ranked us as "Leader"



# Talent Optimization

Ensure a precise alignment between individual and team skills, development opportunities, and the specific competencies required in current as well as subsequent roles



# How well are today's learning systems meeting the needs of employees?

My learning needs always change...

I can't find what I need!

How can I learn from others?

I am just too busy.

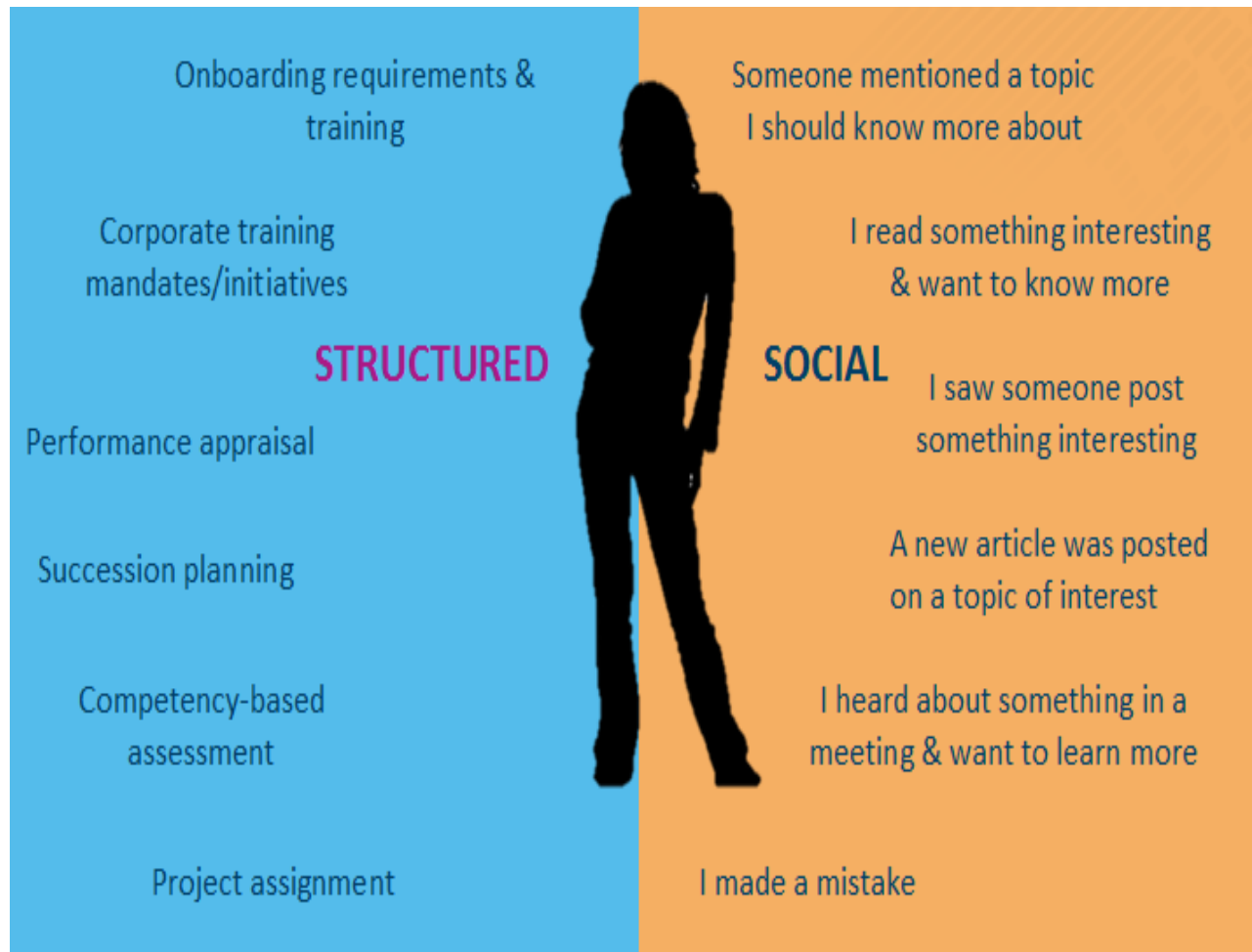
Content isn't engaging...



# Learning change



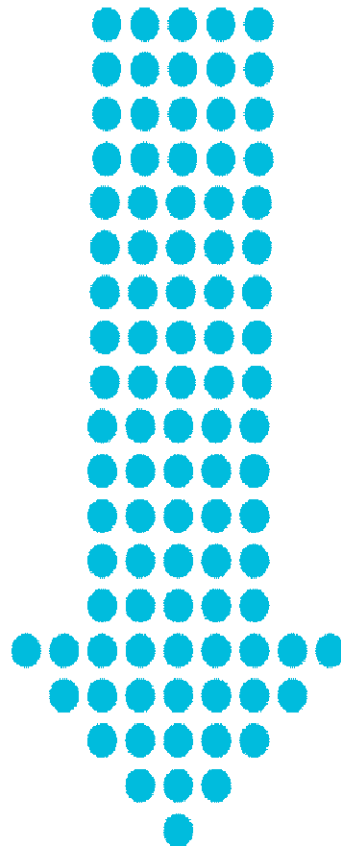
# Why do people learn?



# The management of “work & content” has changed

**PAST**

It was often about  
top-down  
management



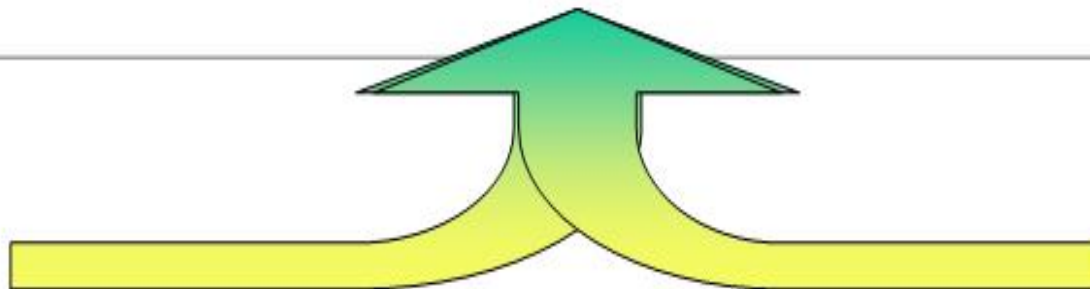
Now, it's about  
leveraging our  
collective intelligence

**FUTURE**

# What will we do with the user-generated content?



- Leverage analytics to identify the best of the informal content
- Provide a simple way to validate the informal is from an expert
- Create playlists of formal and informal
- Convert the informal to formal
- Both learner and author get recognition for all content





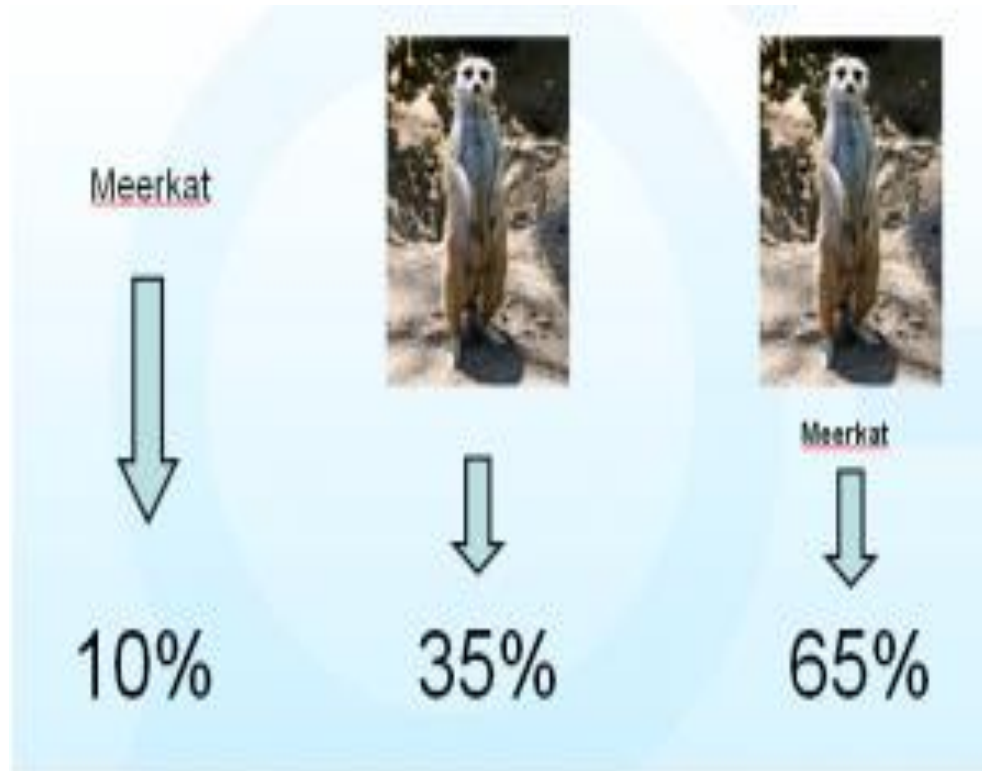
# The way we learn has changed



# Video is a more effective retention technique

## Seven Reasons Why Training Videos are So Effective

Posted by [Marie-Claire Ross](#) on Mon, Nov 21, 2011



# Aragon Research

*By the end of 2015, 50% of enterprises will have some form of video content management, much of it cloud-based.*

*Video search will go mainstream by 2015.*

Source: "Video is the New Document: Four Things You Can't Miss" – David Mario Smith, Aragon Research

# Network Traffic Predictions

- *Global network users will generate 3 trillion Internet video minutes per month, that is 6 million years of video per month, or 1.2 million video minutes every second or more than two years worth of video every second.*
- *Globally, there will be nearly 2 billion Internet video users (excluding mobile-only) by 2017, up from 1 billion Internet video users in 2012.*
- *Business Internet video traffic will from 5.3-fold from 2012 to 2017; video will account for 58% of all business Internet traffic in 2017, up from 31% in 2012.*

Source: The Cisco® Visual Networking Index (VNI) Forecast (2012-2017)

## Beyond mLearning

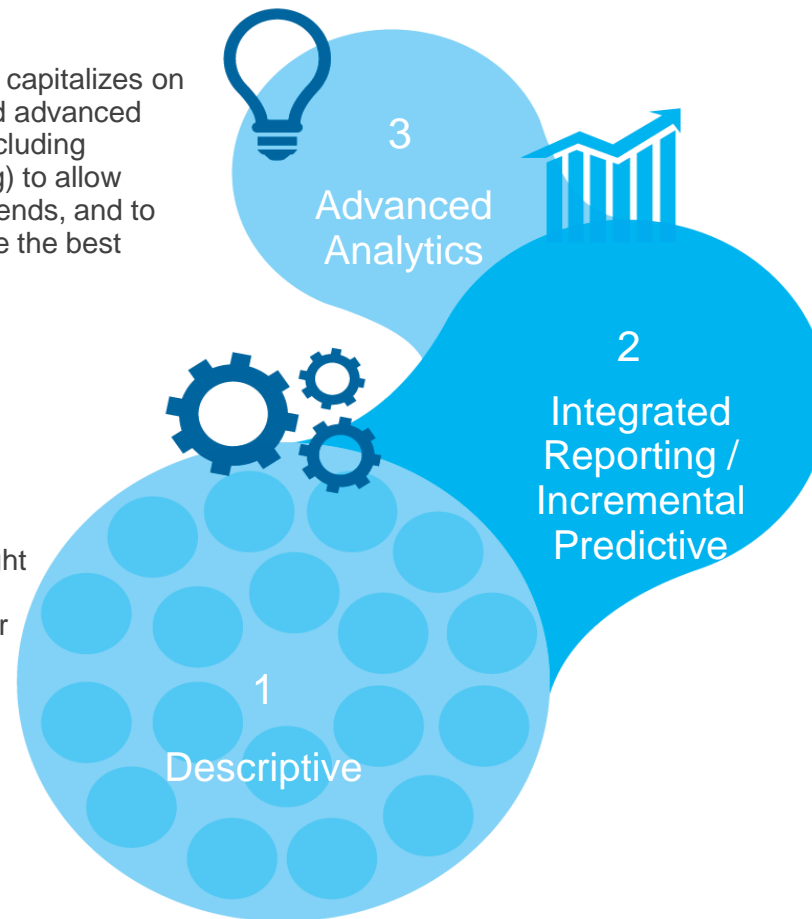
- Polls, Surveys, Checklists
- Reports
- Push notifications
- Performance support
- On-demand, granular content
- Content could be searched for and downloaded from mobile device
- Informal content is leveraged and tracked the same as formal content
- Content can be crowd sourced and ingested into the cloud



# Analytics

Advanced analytics capitalizes on data-integration and advanced research assets (including cognitive computing) to allow insight into future trends, and to guide users to make the best possible decisions.

Descriptive reporting and analytics provides direct insight to structured or unstructured data (survey, social, other) for individual elements within a portfolio or solution.



Integrated reporting and incremental predictive analytics enables messaging across elements within a solution to provide a holistic view of human capital management topics, and predictive models within functional areas.

# Learning isn't about just one system



- LMS**
- Classroom
  - elearning
  - Track completions

**Video collaboration**

- "new elearning"
- Tutorials
- Best practices
- Quality & repair
- Safety



**Content management**

- Video
- Custom courseware
- Skillsoft, formal content



**Video transcription**

- Accessibility compliance
- Searchable nuggets of information

**Content authoring**

- Formal curricula development
- Test and assessment creation

**Peer collaboration**

- Communities of interest
- User generated content
- Peer to peer chat
- Group video conferencing

**Analytics**

- Learner recommenda
- Content effectiveness
- Development progres
- Training ROI



# New views on learning



## Make it relevant

- Inspire employees with a learning environment that they use every day
- Deliver training just in time
- Learn from others who have come before you
- Consume any learning content (structured or social) via the same user interface



## Make it engaging

- Learning <> a training course.
- Learning is any content or person that teaches you something
- Collaborate on content
- Meet experts and mentors



## Make it simple

- One user experience for all talent management
- Available any place from any device
- Content delivered in the format/size needed
- Easy for employees to share insights and best practices with others
- Deliver learning to those who need it without requiring them to search for it



## Make it fun

- Gamification
- Social



Lets look at some real case studies

# AMD asked their sales team how they think they learn best...

Learning Methods	Not Important	Somewhat Important	Very Important	Essential
Collaborative working with your team	1%	9%	38%	52%
General conversations and meetings with your peers	0%	13%	52%	35%
Presentations on SalesEdge	3%	18%	54%	26%
Sales tools on SalesEdge	3%	21%	49%	28%
Personal & professional networks and communities	4%	25%	56%	15%
Assigned AMD CGU online training	4%	37%	38%	22%
Internal webinars/conference calls	3%	34%	56%	8%
Self-directed study of external courses	5%	38%	44%	13%

Source: Kenexa - Brandon Hall Webinar Why We Needed a Social LMS: The AMD Story

**Core Learning Content**  
Via LMS & ILT/VILT

**On-demand access to:**

- Sales tools/materials
- Expertise
- Peer knowledge

**Via Social LMS elements like:**

- Community Workspaces
- Discussions
- Ratings/Recommendations
- Networking
- Ask the AMD Expert



# Boston Children's Hospital



# Healthcare - The current paradigm



Medical knowledge transfer is confined within walls

# Make it engaging

The screenshot shows a video player interface for a course titled "OPEN PEDIATRICS™". The video is "Introduction to Mechanical Ventilation" and is currently at 01:24 / 03:14. The video shows a man in a suit speaking in front of a bookshelf. To the right of the video is a comments section with two comments. The first comment is from Ben Morris, who asks for more details about indications for mechanical ventilation. The second comment is from Holly Li, who responds with advice and regards. The interface includes a navigation sidebar on the left with icons for home, graduation, charts, people, help, and profile. The video player has a progress bar and a "new comment" button.

OPEN PEDIATRICS™

Ventilation Course 0% ⋮ ⏴

## Introduction to Mechanical Ventilation

1 Like 0

01:36

**Ben Morris** Unanswered Like 0

I am looking for more details about indications for mechanical ventilation

*Edited 03/9/2014*

Add Reply

**Holly Li** Like 0

Hi Ben, there are a view articles out there about indications. My personal experience is don't wait to long to apply mechanical ventilation. Regards, Holly

01:52 2

new comment

01:24 / 03:14 Chapter 1:01 Introduction IntrotoMechVent

Learn the terminology modes of ventilation ARDS lung protective strategies and extubation

# Make it relevant

## IBM Social Learning

### Vaccination Sales Group

PUBLIC ACCESS

• follow • leave • enable tips • help

OVERVIEW

MEMBERS 6

RESOURCES

DISCUSSIONS

#### New Innovation Video from Executives

view

The purpose of this group is to share best practices around new vaccine innovations. We'll be featuring community members and resources to help you in selling our great products. Please view the accompanying video to get started and feel free to ask questions and start discussions with other group members.

#### Best Practices Stories from Top Performers

Please see the resources tab for a full list of assets.

[vaccine overview.docx](#)  
 Member Added

#### Featured People and Mentors

Looking for a potential mentor or coach in the vaccination area? Here are some people that are able to mentor or coach those looking to make a career in management in the vaccination division.

Dan Layton

Michelle Bryant

#### News

#### Recent Updates

**Ben Morris**

liked the topic named What does the merger mean to us? in the Vaccination Sales Group discussion

May 5

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**Ben Morris**

liked the topic named What does the merger mean to us? in the Vaccination Sales Group discussion

May 5

---

23

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# Make it simple

OPEN PEDIATRICS™
mecha

## Search Results

All

mechanical

21 items

Clear search

---

- VIDEO
General Ventilator Set-up
▼

Learn how to set up a mechanical ventilator, transition a patient from manual to mechanical ventilation and how to set ventilator alarms.
- SUMMARY
Hands-on Mechanical Ventilation
▼

Coming soon Dr. Gerhard Wolf's lecture summary on hnads-on mechanical ventilation
- VIDEO
Hands-on Mechanical Ventilation
▼

Coming soon Dr. Gerhard Wolfs lecture on hands-on mechanical ventilation
- VIDEO
Healthy FVT Video Group 3 Title
▼

Healthy FVT Video Group 3 Desc
- VIDEO
Introduction to Mechanical Ventilation
▼

Learn the terminology, modes of ventilation, ARDS, lung protective strategies and extubation readiness of mechanical ventilation

Search Results

mechanical



# Expert validated answers

IBM Social Learning



## Questions and Answers

ALL QUESTIONS

MY QUESTIONS

QUESTIONS I CAN ANSWER 4

Show: Unanswered: Oldest First 4 questions

### Expertise Area

- Burns
- Patient Stories
- Respiratory

### How it looks ?

**unanswered** • Asked Apr 13  
 (pdf) Healthy FVT Summary Topic, PDF for FVT  
 Expertise Area: Respiratory  
 0 likes • 0 replies • Last update Apr 13 by Jenny L.  
[answer](#) • [all experts](#) • [contact expert administrator](#)

### Are there other similar case studies available?

**unanswered** • Asked Apr 24  
 (video) Standalone - Novartis Topic, carol-lundin-2  
 Expertise Area: Burns  
 1 like • 1 reply • Last update Apr 24 by you  
[answer](#) • [all experts](#) • [contact expert administrator](#)

### Can we show this video to a client when we're onsite with them?

### My Expertise Areas

**Burns**  
[unanswered questions](#)  
[all experts](#)

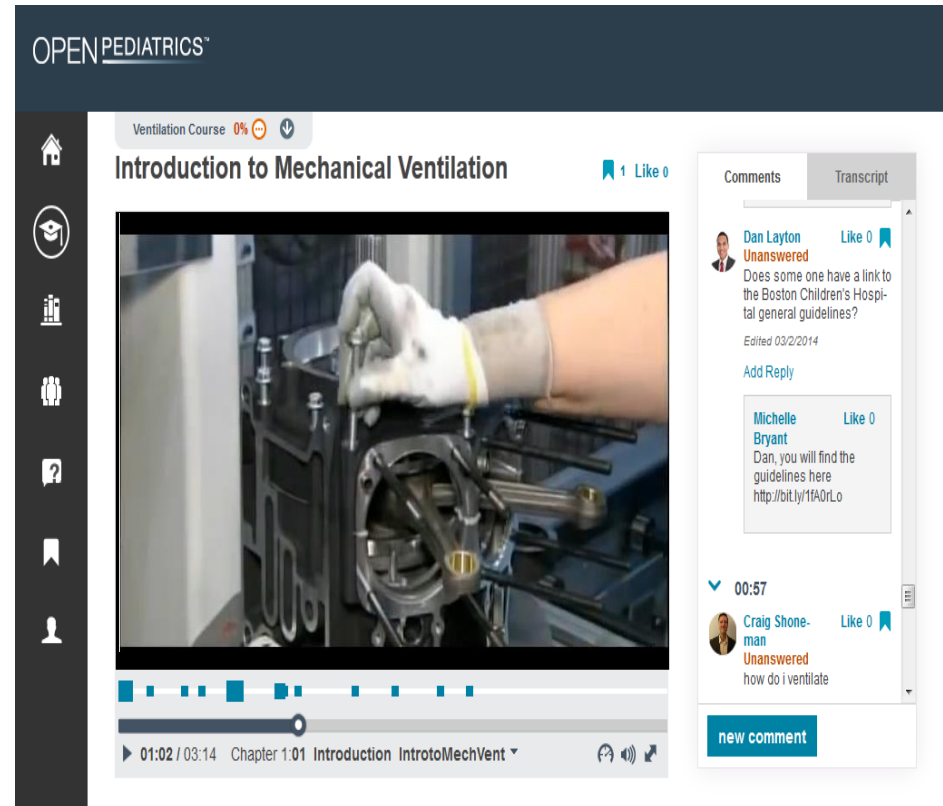
**Patient Stories**  
[unanswered questions](#)  
[all experts](#)

**Respiratory**  
[unanswered questions](#)  
[all experts](#)


**Tips:** [show tips](#)

# Manufacturing - Resolve issues quickly to increase production


- Performance support
- How-to videos
- Chat with expert technicians
- Video chat
- Share tips






OPEN PEDIATRICS™


Ventilation Course 0% 


Introduction to Mechanical Ventilation 1 Like 0




01:02 / 03:14 Chapter 1:01 Introduction IntrotoMechVent   

Comments Transcript

 **Dan Layton** Unanswered Like 0  
Does some one have a link to the Boston Children's Hospital general guidelines?  
Edited 03/2/2014  
[Add Reply](#)

 **Michelle Bryant** Like 0  
Dan, you will find the guidelines here <http://bit.ly/1fAOrLo>

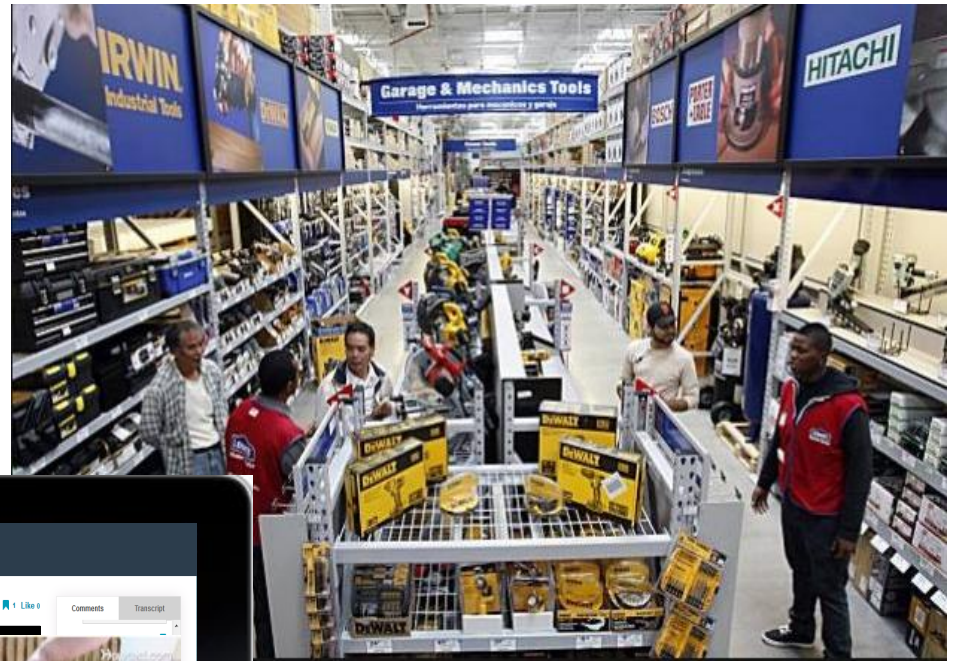
00:57

 **Craig Shoneman** Unanswered Like 0  
how do i ventilate

[new comment](#)

# A retail story

- Social learning to drive customer experience
- Share best practices to drive store sales



Thank you!