

Create a Smarter Workforce

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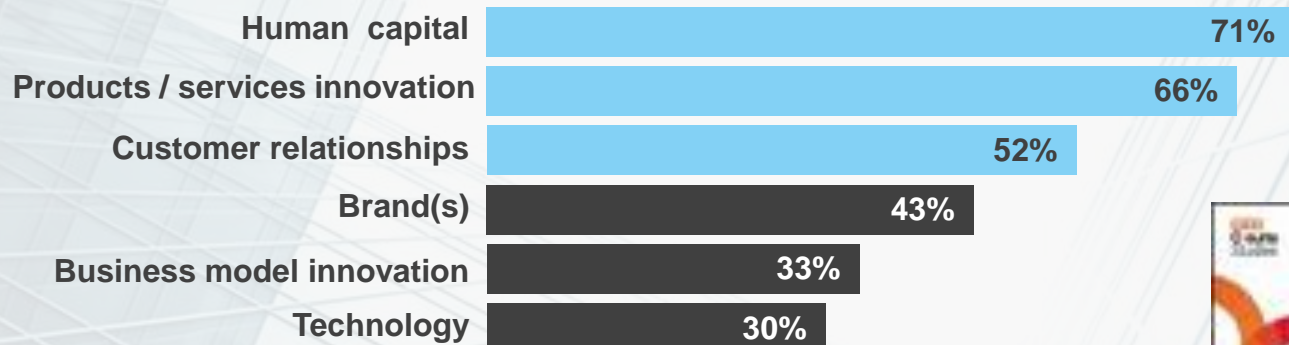
IBM



Human Capital

CEOs recognize they must effectively leverage their people to create competitive advantage

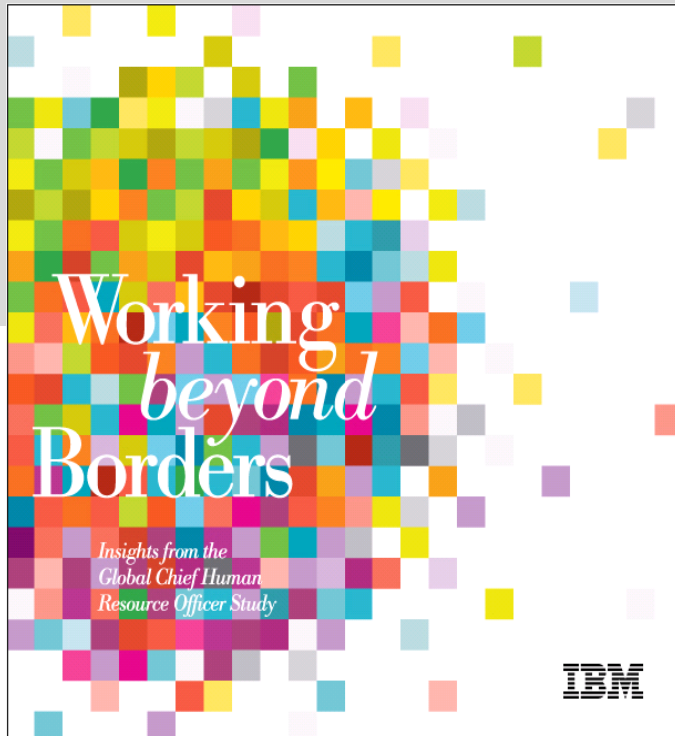
Human capital is the leading cited source of economic value...



Key sources of sustained economic value¹



Organizations see people as their most valuable resource



CHRO Study:

Three imperatives

1. Cultivate creative leaders
2. Mobilize for speed and flexibility
3. Capitalize on collective intelligence

“ HR is the new frontier for mature IT solutions”

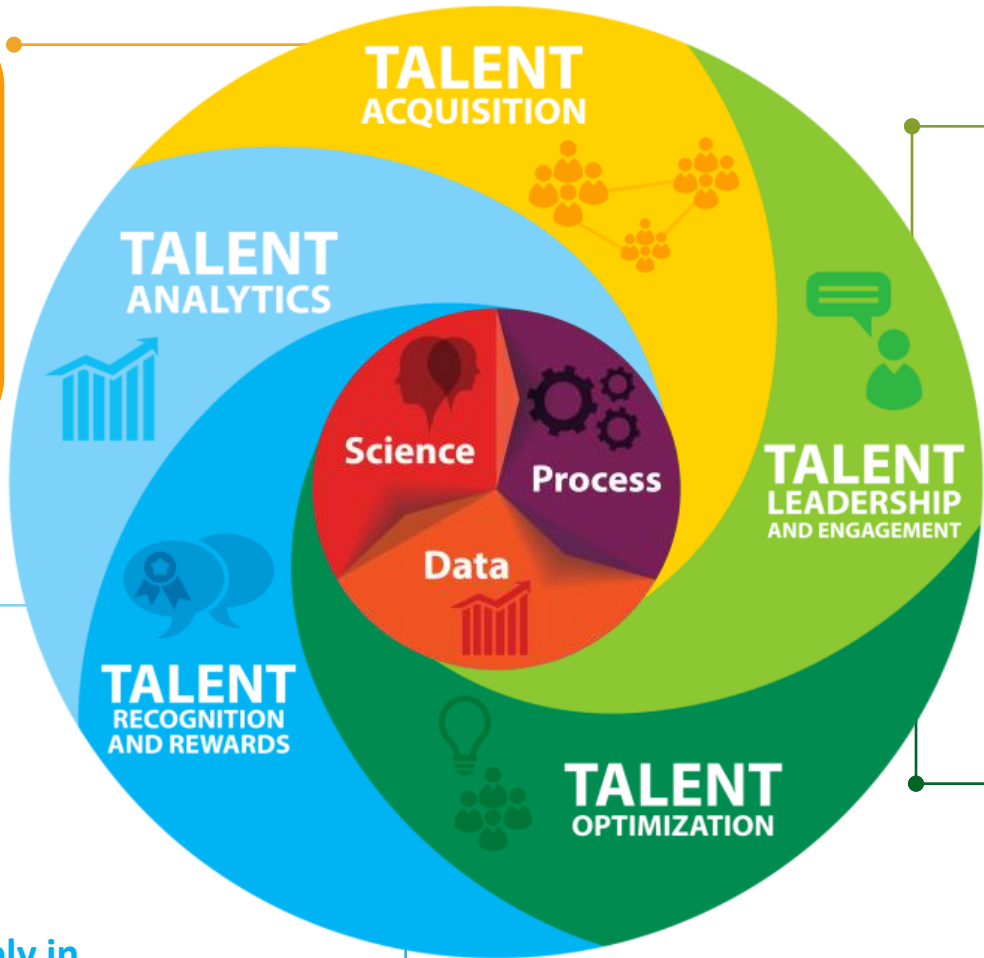


**Smarter Workforce
Solutions**

Smarter Workforce – Talent Suite

**Attract the very best talent
get them productive**

- Employment Branding
- Recruitment Technology
- Recruitment Outsourcing
- Candidate Assessment
- Social Onboarding



Listen to the voice of your organization and engage your workforce

- Leadership Assessment
- Leadership Development
- Engagement Surveys
- Succession Planning
- Mobile Feedback

Make smarter decisions with Big Data insights

- Reporting
- Predictive Analytics
- Cognitive Analytics

Invest wisely in your employees

- Compensation Planning
- Recognition and Rewards

Connect employees to the information they need

- Social Learning
- Learning (LMS & LCMS)
- Performance Management
- Social Collaboration (Connections)
- Expertise Locator



**Customer case who
have already embarked
upon building a Smarter
Workforce**

Some of our customers

Financial Services



Manufacturing



Energy



Media & Communications



Retail & Consumer



Services & Others



Oil & Gas Customer Case

Customer Needs

- ❖ Increase quality of hire
- ❖ Reduce time to hire
- ❖ Start measuring results and build data backup
- ❖ Global solution, single vendor with multiple language/ cultural capabilities
- ❖ Flexibility to handle hiring needs fluctuations
- ❖ Sourcing high volumes of candidates with limited / no access to internet nor social media for hourly positions in remote field locations

Scope

- ❖ ~9,000 hires annually across US, Canada, Argentina, Brazil, Colombia, Ecuador, Mexico & Venezuela
- ❖ Engineering, Manufacturing, Oil Field Services, Sales & Corporate/Office, Managers, Professional, Technician & Hourly positions
- ❖ End-to-end RPO service delivery

Oil & Gas Customer Case

Solution

- ❖ 40+ Consultants On-site in 6 countries
- ❖ Recruiters & Coordinators located COEs at Frisco, Buenos Aires and some clients sites
- ❖ Local sourcing strategy based on grass root recruiting events: Frequent local hiring events in multiple targeted locations (BBQs,...)
- ❖ Advertising campaign with customer employment value proposition and a corporate culture fit research insights.
- ❖ “High-touch” LATAM strategy delivered through local colleges and technical schools. Focus on informational sessions to increase awareness and interest. Multi-step informational and screening process.

40+ On-site Staffing
Consultants
IN 6 COUNTRIES

Oil & Gas Customer Case

Accomplishments

- ❖ Scaled engagement team from 85 to 150 staff in 4 months in response to 85% increase in hiring forecast
- ❖ Averaging approximately 1,000 hires per month within first 5 months of operations

Goals Overcome

- ❖ Goal: 25% reduction in Time to Fill

 **27%** REDUCTION
in time-to-fill

Oil & Gas Customer Case

 **37 days**
REDUCED in time-to-fill

KPIs improvements

- ❖ Offer Acceptance Ratio increased from 77% to 94% in 2012 and continued to growth up to 96% in 2013
- ❖ Average Age of open requisitions reduced from 99 to 41 days in 2012
- ❖ The average Time to Fill reduced by 37 days in 2012 and overreached the goal of 35 days, then continued to decrease in 2013 overcoming the goal of 33 days

Special Projects 2013

Drilling Fluids

❖ July to September

Cementing

❖ August to September

Coiled Tubing

❖ July to August

	Drilling Fluids	Cementing	Coiled Tubing	Total
FTEs Assigned	65	42	76	183
Hires	48	29	-	77
TTF (Days)	14.51	15.38	-	14.95

Success Stories

Location	Requirement	Timeline	Results
Mexico	120 Hourly Hires – Machinists, Assemblers, Production Mgrs, Engineers	Jan 2012- June 2012	400 candidates screened to date; all positions filled
Brazil	150 sourced/screened candidates for entry-level hourly manufacturing and warehouse positions	5 weeks	Planned and conducted five onsite career fairs; 170 candidates screened and interviewed; 80% Hiring Manager acceptance rate
Argentina	11 Pressure Pump engineers; recent grads; English required, willing to travel/relocate as needed	March 2012	Planned and conducted onsite career fairs over 3 day period to assist client with this specific college recruiting initiative; all positions filled
Venezuela	20 critical hires-Junior level Field Service Operators and Engineers; English required	Nov 2011	100+ candidates sourced/screened; 55 selected for panel interviews and medical screening; all positions filled

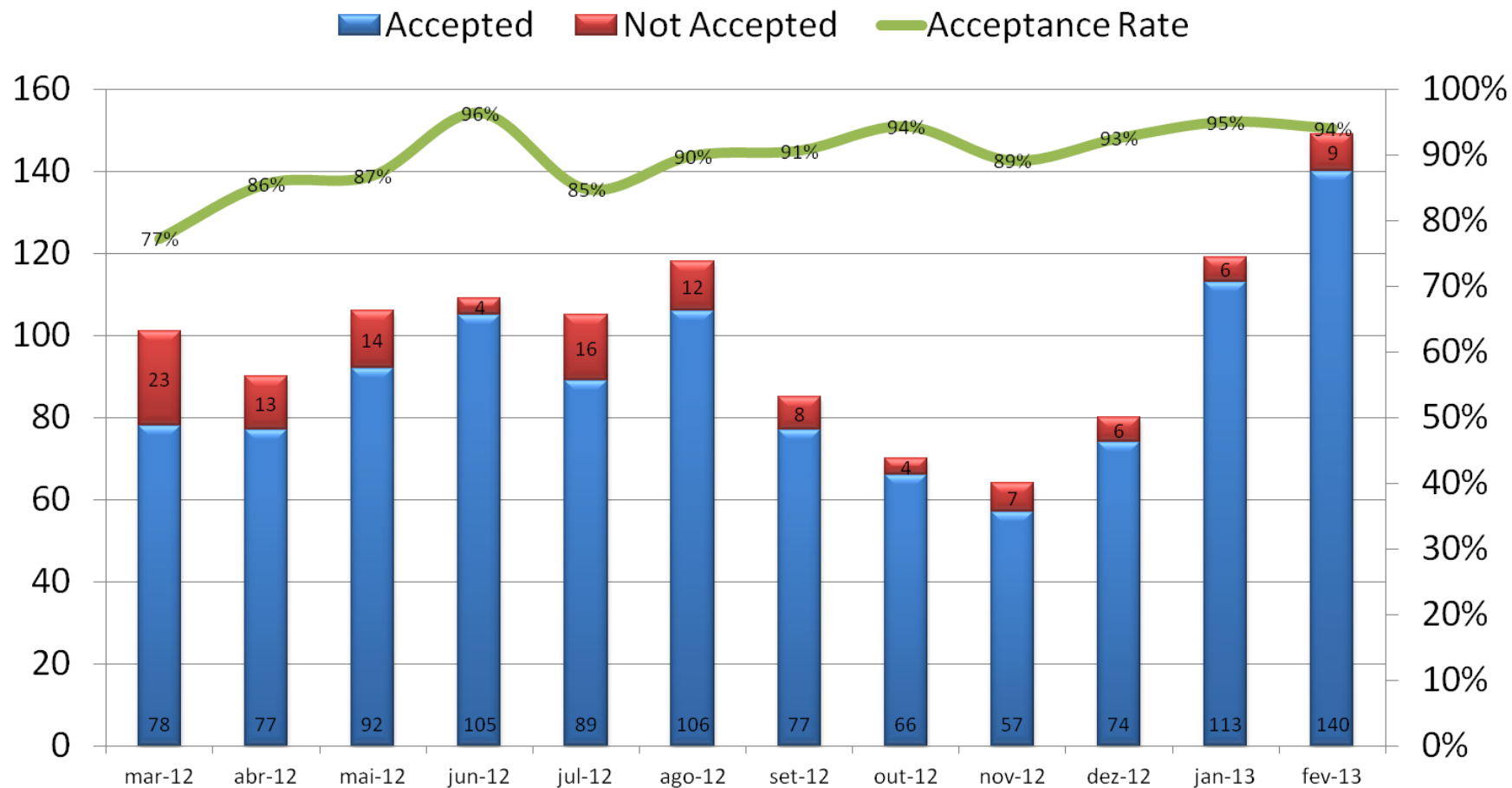


THANK YOU

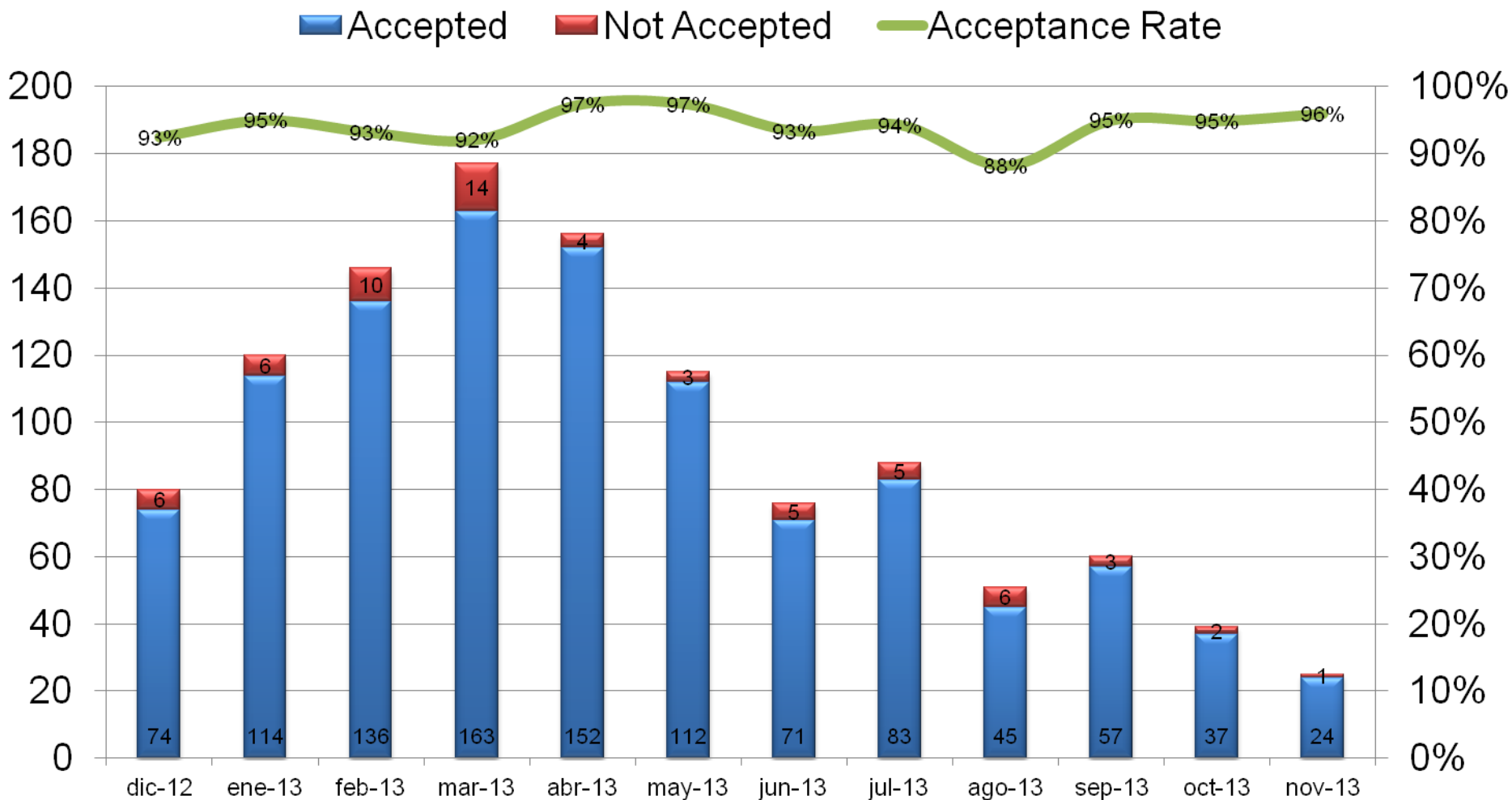
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BACKUP

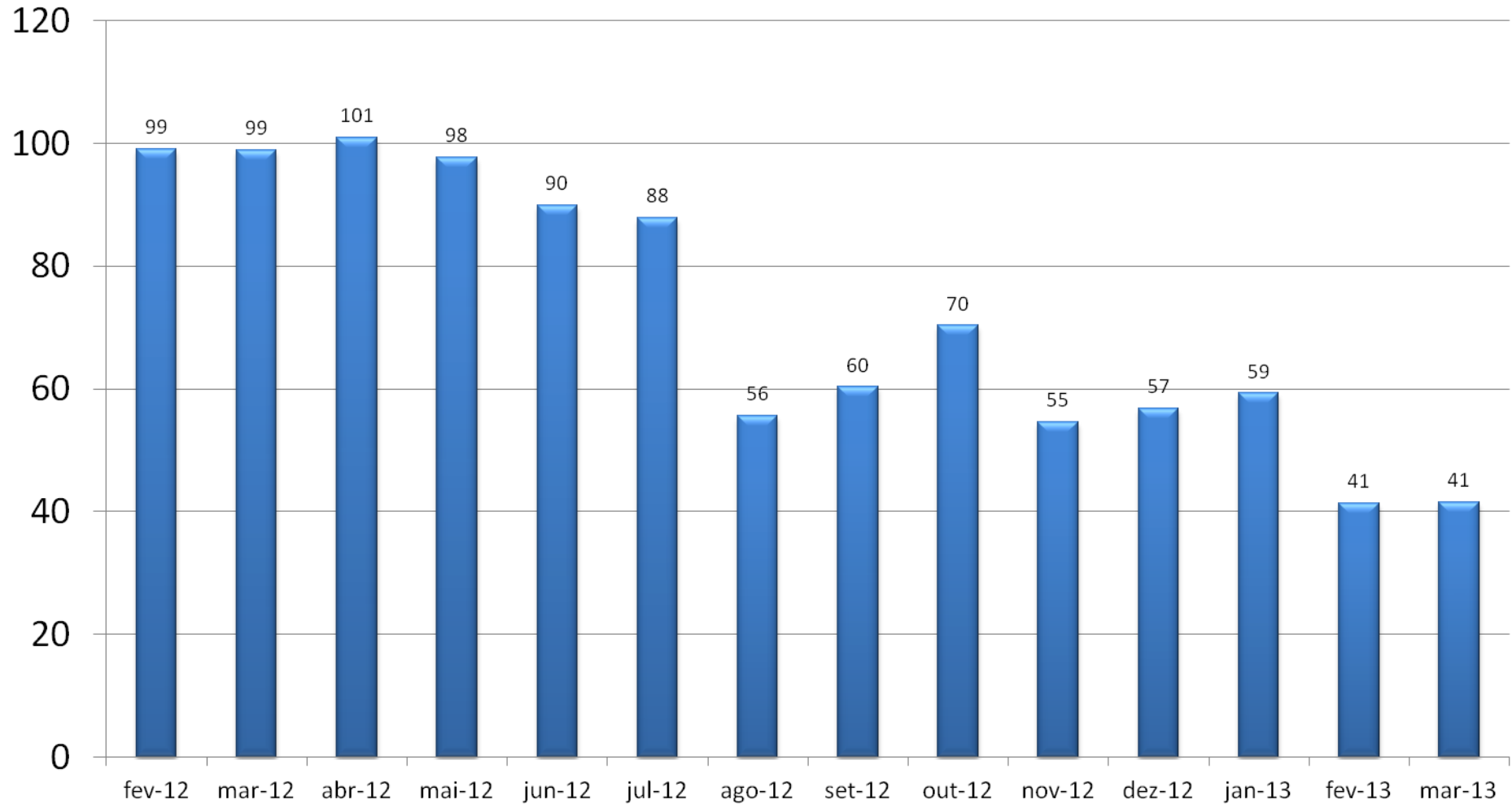
Offer Acceptance Ratio - 2012



Offer Acceptance Ratio - 2013

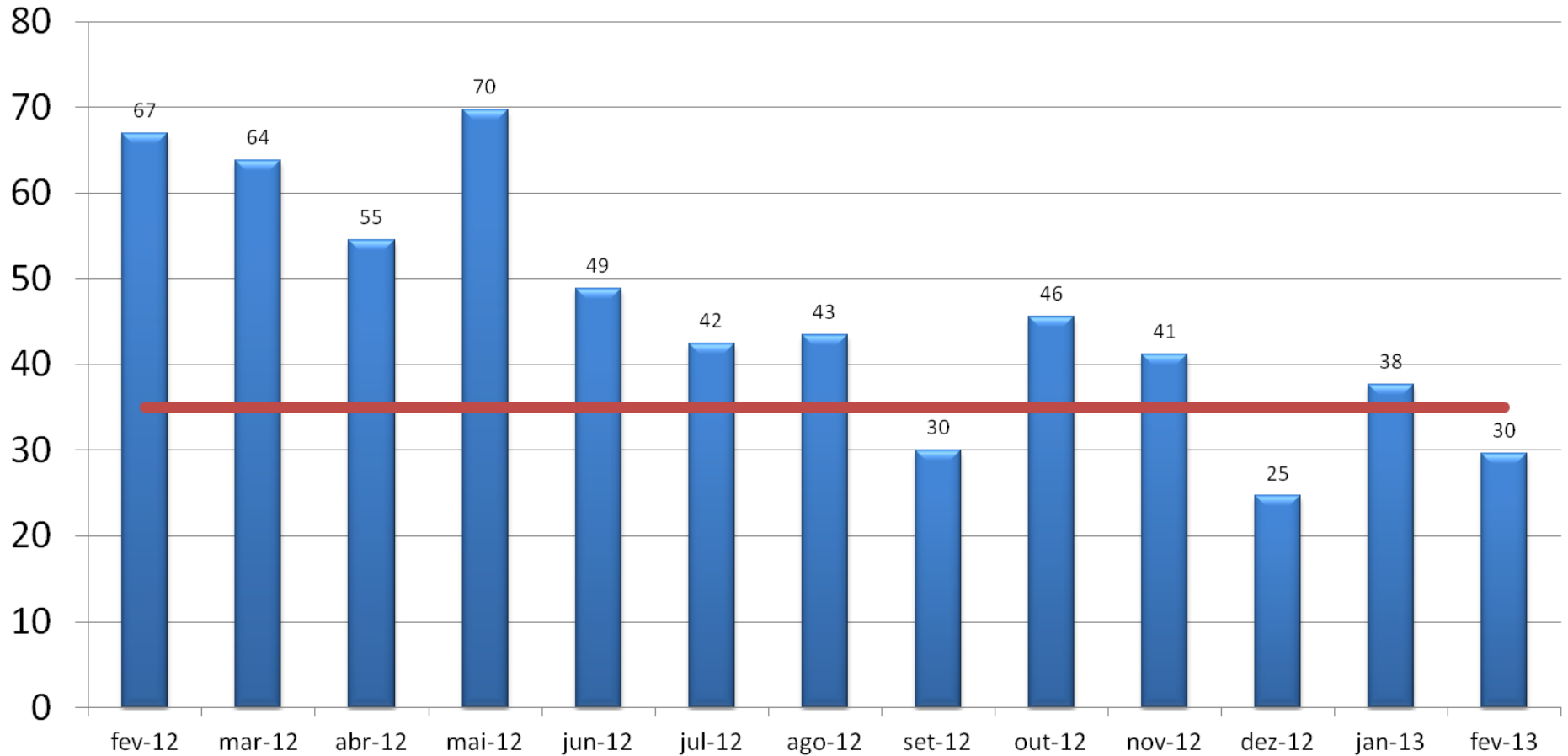


Average Age of open reqs by month - 2012



Average Time to Fill in days – 2012

■ TTF — Goal (35 Days)



Average Time to Fill in Days - 2013

■ TTF ■ Hires — TTF Goal (33 Days)

