



IBM Cognos 8 Workforce Performance Talent Analytics

Overview

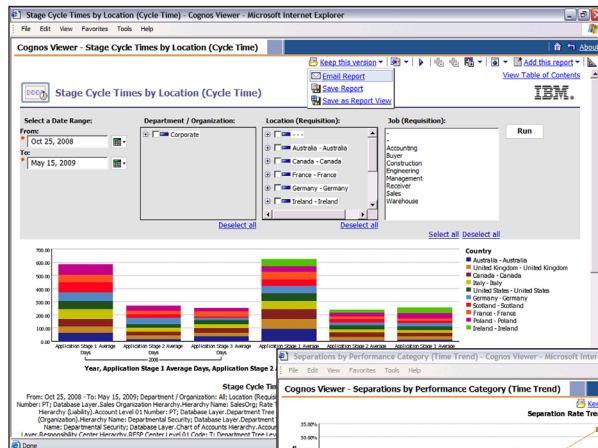
Your people are the heart and soul of your organization. Effective recruitment and training processes and practices ensure you're consistently hiring and retaining the right ones, and investing optimal resources in them.

IBM Cognos® 8 Workforce Performance Talent Analytics helps human resources professionals improve the way organizations bring new employees onboard and keep them trained and engaged. As a module within our existing Workforce Performance solution, Talent Analytics provides HR departments with the most comprehensive packaged BI solution to analyze the performance of their workforce.

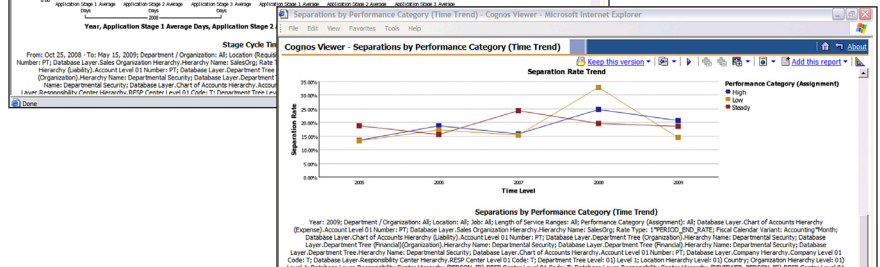
Faster Insight, Smarter Workforce Decisions

Though employees have borne the brunt of corporate downsizing in today's economy, organizations can minimize the impact of these layoffs and the subsequent loss of employees' intellectual capital through retraining and reallocating resources to higher-priority areas.

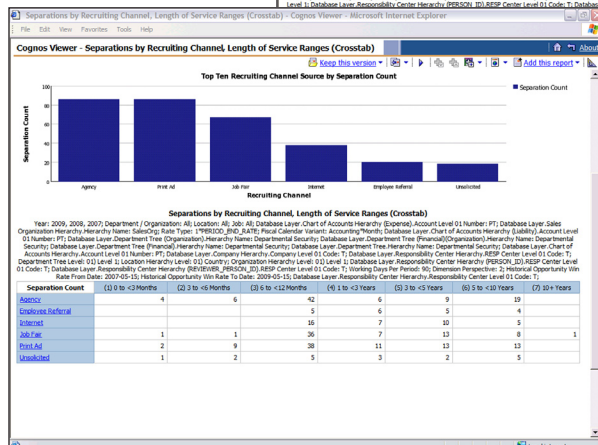
Indeed, in the wake of these layoffs, traditional workforce learning and programs to support retraining will be front and center for progressive organizations as they calibrate their operations and workforce to do more with less. An APQC survey published in early 2009 concluded that organizations that employ workforce



Stage Cycle Times by Location



Separations by Performance Category



Separations by Recruiting Channel

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analytic applications are statistically more effective in addressing human capital challenges than those that do not employ analytics.

As HR develops and implements these retraining and learning activities, however, greater corporate scrutiny of their cost and performance effectiveness will be an important benchmark in helping organizations manage the current economic downturn.

IBM Cognos 8 Workforce Performance Talent Analytics, together with IBM Cognos 8 Workforce Performance, delivers the most comprehensive packaged BI solution to analyze workforce performance. The standard reports within IBM Cognos 8 Workforce Performance Talent Analytics simplify the assessment of recruiting and learning programs while seamlessly integrating with Workforce Performance. Moreover, with multiple HR best of breed systems for talent and recruitment, HR professionals can consolidate and synchronize operational data for an integrated view of workforce performance using this application. It can also adapt to changing talent management requirements to ensure continuously relevant content for analysis to assess these business drivers:

- **Acquiring top talent** quickly and cost-effectively from multiple recruitment sources to meet new business opportunities

- **Retaining top talent** through development programs that cultivate new leaders for today and tomorrow
- **Learning and growth** through appropriate training activities that enable employees to align desired business outcomes with action
- **Talent readiness** to ensure that there is an available pool of skilled professionals to be recruited from different channels

The Value for HR

IBM Cognos 8 Workforce Performance Talent Analytics puts proactive control over these business critical functions directly into your HR professionals' hands. Together with IBM Cognos 8 Workforce Performance, Talent Analytics delivers a market-leading, comprehensive solution to assess workforce performance all the way from recruitment and retention to compensation and learning.

While HR professionals wrestle with huge volumes of often unstructured data to establish and maintain visibility into their talent management processes, they're rarely in and of themselves data analysis experts. Traditional BI solutions would fail to meet their needs because they would necessitate a significant degree of customization and programming knowledge. Although some IT departments can step in and build on top of the base platform, this is hardly optimal.

IBM Cognos 8 Workforce Performance Talent Analytics, meanwhile, delivers role-specific functionality out of the box. Its broad suite of standard reports and analytical tools allow HR professionals to quickly and consistently report on training, recruitment and development by accessing data from multiple systems. From the start, the product is fully configured to let them take advantage of this capability without having to call IT for help. And it does this by providing easy-to-use packaged reports that analyze:

- **Talent Acquisition:** Provides analysis regarding the cost and time involved in acquiring talent, as well as the available talent pool and effectiveness of its source, such as websites or executive search firms
- **Succession Planning:** Formalizes and tracks available resources to quickly fill key vacated positions and avoid disruption to an organization's operations and growth plans
- **Talent Retention:** Tracks the ability of organizations to retain talent and development programs that encourage career growth
- **Talent Development:** Measures the efficacy and costs of training programs on the skills and development of employees and their ability to meet their organizations' business goals

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IBM Cognos 8 Workforce Performance Talent Analytics enables HR professionals to work more proactively with their business partners to quickly assess learning needs, target role-appropriate training and assess its success, both in terms of the return and desired outcomes. As a result, HR can more strategically plan and implement training and recruitment efforts, consistently measure their overall results and ultimately manage their organizations' human capital more efficiently.

The Value for IT

IBM Cognos 8 Workforce Performance Talent Analytics is a configurable application that seamlessly integrates into your existing technology environment, simplifying the delivery of relevant and reliable information on talent management issues. It transforms operational data from information that's often locked in ERP systems into actionable insight, with easy-to-use standard reports.

As the application transforms the data, it adds business value by calculating additional business information and key performance indicators that don't exist natively in your ERP systems. It can also streamline the management of reporting and analysis changes, eliminating much of the substantial coding, customizing and interpreting of data required by other vendors' solutions. This ensures that business users have access to continuously relevant reporting content that is capable of adapting to changing business and market conditions.

For IT organizations, this approach minimizes their role in the management and configuration of new reports. This application's packaged reports also provide greater self-service capability to the business user, further enabling IT staff to focus on more value-added activities.

Lastly, because IBM Cognos 8 BI has been architected as an open, enterprise-class platform, IT can more effectively and easily administer the solution, configure reporting changes on the fly and leverage their BI investment.



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IBM Cognos business intelligence (BI) and performance management solutions deliver world-leading enterprise planning, consolidation and BI software, support and services to help companies plan, understand and manage financial and operational performance. IBM Cognos solutions bring together technology, analytical applications, best practices, and a broad network of partners to give customers an open, adaptive and complete performance solution. Over 23,000 customers in more than 135 countries around the world choose IBM Cognos solutions.

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