

The business case for IBM Cognos 8 Workforce Performance

A better analytic application for your HR issues

Highlights

- ***A quick, simple and low cost approach for report generation that's more effective than traditional HRMS systems***
- ***Advanced data analytics make it easy to compare and contrast different employee groups—by location, role, manager, salary, age, review rating and more***
- ***Provides key measures and reports to help HR managers make better, timelier decisions to acquire, deploy, segment and retain talent***
- ***More than just metrics—also provides a framework for compliance with legal requirements such as EEO***
- ***Increased agility: Unlike traditional analytics applications, IT can introduce changes quickly, creating a more interactive change request process and reduced risk of miscommunication.***
- ***Audit trail that traces all information to the source data, so managers and executives always share a single version of the truth.***

In the next 15 years, over 70 million baby boomers will retire while only 40 million people will join the workforce.

With additional demographic changes and the looming skills shortage, HR issues are now being discussed at the boardroom level of almost 50% of businesses.¹

In order to be a strong strategic asset to their companies HR professionals must be able to help the organization answer the following key questions:

- Do we have insight into our top performers?
- Do we have organization-wide understanding of compensation practices? Are they aligned across departments or with industry norms?
- Are we offering high performing employees the right incentives and opportunities to keep them motivated and loyal?
- What impact will the impending skills gap have on our organization's ability to serve our stakeholders?
- How well does the workforce align with corporate objectives?
- Are we managing performance across the organization effectively?

Does your company have the strategy and tools in place to answer those questions? Most don't. They lack even the basic measures needed to quickly and accurately address these issues. In fact, according to a 2005 study entitled Measuring More Than Efficiency, the Conference Board, Inc. found that only 12 percent of organizations use people measures to meet strategic targets.

Timely, accurate insight for HR and line managers

Most organizations struggle to get actionable information on their workforce. Even simple measures like a timely, accurate headcount can take excessive time and effort to determine. And given that the headcount is constantly changing, that information is probably outdated by the time it has been calculated. The IBM Cognos® 8 Workforce Performance analytic application provides the accurate, timely, and consistent measures your organization requires.

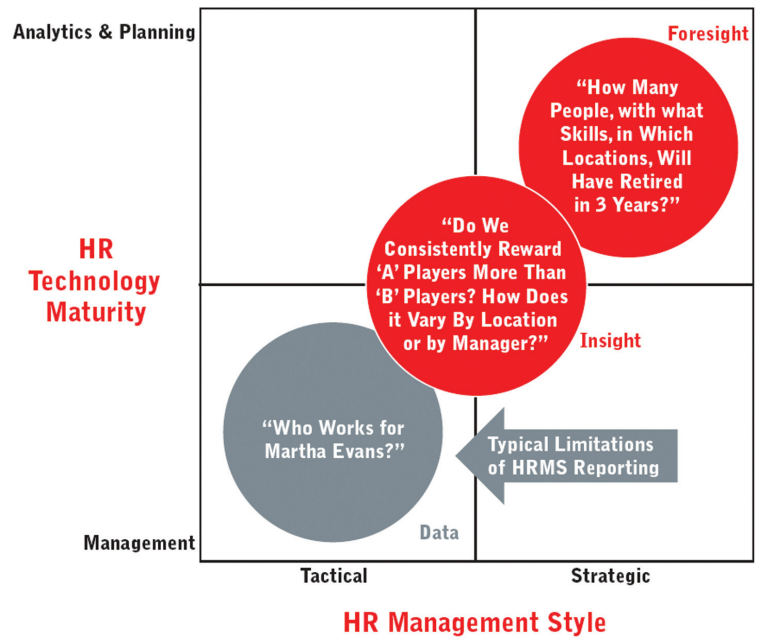
However real insights can only be gained when you have the ability to move beyond summarized information and explore a consistent view of the detailed information that lies beneath. When line managers have visibility

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into headcount trends over time—by business unit, department, location and job family—you have the foundation needed to effectively manage human capital.

IBM Cognos 8 Workforce Performance provides key measures and reports that enable managers to make better, timelier decisions throughout the talent management cycle. The solution provides over 100 indicators, immediately accessible through the reports provided. Starting from these reports, pre-defined paths guide managers to navigate the rich pool of employee data to find the answers they need. Both routine and on-demand reporting needs can be automated and disseminated throughout the organization.

IBM Cognos 8 Workforce Performance offers a quick, simple and low cost approach for report generation. It is also more effective than traditional HRMS systems. While most of these platforms can provide basic list reports, IBM Cognos 8 Workforce Performance allows users to easily navigate through the data interactively to provide deeper insight and understanding. Analyzing data in this way makes it much easier to compare and contrast different groups of employees—by location, by role, by manager, by salary, by age, by performance review rating, and more.



Most HRMS reporting solutions can provide simple lists. IBM Cognos 8 Workforce Performance moves beyond that providing deep insight into issues and the foresight to see scenarios before they become issues.

IBM Cognos 8 Workforce Performance

The IBM Cognos solution gives you the insight to help you:

Acquire talent

When adding staff, a few key insights can help you cost-effectively find the right people in the shortest time possible. Optimal hiring needs an understanding of:

- Which skills and qualities are key to success? Access to employee reviews and career histories can help you build the profile of the ideal candidate.

- What is the right compensation package for the positions that we need to fill? Are the top performers that we already employ adequately compensated, or is there a high level of attrition among those staff?
- Where do we need to expand and recruit in order to align with the corporate strategy and meet the business objectives?

Deploy staff

Matching the right person to the right role or opportunity is an ongoing challenge. It's not always possible—there are many conditions

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that foster career satisfaction and peak performance. What's important is to focus on the most critical talent—whether it's a handful of research scientists or an army of truck drivers. IBM Cognos 8 Workforce Performance can help you segment your workforce, enabling you to invest your time on the key employees who make the biggest contribution to the business strategy. With IBM Cognos 8 Workforce Performance you can answer the following questions:

- Are our perceived top performers our true top performers? Do we consistently reward our perceived top performers more than the rest? By how much?
- Which departments have excessive sick time?
- Which departments have excessive overtime payments?
- Do we have any unusual patterns of leave?
- Are our employees aligned to the business goals? Do we have the right talent in the right roles and locations to fulfill our objectives?

Segment talent

If you can develop and grow your talent from within, you have a distinct competitive advantage over organizations that must continually recruit just to make up for their high attrition rate. To develop and promote from within, employers must provide opportunities for growth—training, on-the-job experience, and mentoring opportunities. IBM Cognos 8 Workforce Performance can help you answer:

- How does the performance of critical employees vary by manager, by location, or by business unit?
- Are performance reviews being completed on time?
- How many employees are ready for promotion when opportunities become available?
- How many people are promoted each year? How many of these are 'A' players, how many 'B' players, and how many 'C' players?

Retain top talent

Why acquire, deploy, and develop the best talent if you can't retain it? IBM Cognos 8 Workforce Performance can help you identify the critical talent within your organization and ensure you retain it. Key questions that you can answer include:

- Which business unit and departments have retention problems?
- Where do we have high attrition rates? Were the separations avoidable or unavoidable?
- Do we have a broad range of incentive pay to motivate top performers?
- Are the top performers leaving the company? Where are they going and why?

Beyond the talent management cycle, IBM Cognos 8 Workforce Performance provides a solid foundation for a wide range of human resources reporting and analysis needs. While it provides better metrics for headcount, benefits and compensation, and talent segmentation, it also provides the right framework for compliance with legal requirements, such as EEO.

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Competitive advantages

The deployment of mission-critical solutions dictates the use of a dependable partner. IBM has a proven track record in the HR sector for delivering unmatched project success. IBM Cognos solutions offer:

- A successful track record in providing HR solutions to industry-leading organizations.
- The reduced risk that comes from dealing with an exceptionally stable company.
- Accelerated project implementation due to configurable reports and analytics, delivered within a unique environment that enables the solution to be rapidly tailored to your specific needs.

The competitive advantage of IBM Cognos 8 Workforce Performance lies in its comprehensive end-to-end capabilities. Many competing solutions offer a separate application to source data and another application to conduct HR analytics. Choosing IBM Cognos solutions over other solutions means:

- No coding or customization to unite data: instead changes are configured and the appropriate code or information is generated.

- Increased agility: changes to traditional analytics applications can be time-consuming and costly. With the simplified configuration of IBM Cognos 8 Workforce Performance, IT can introduce and show changes simply and quickly, rather than needing weeks or a possible rebuild to meet changing business needs. This naturally leads to a more iterative and interactive style of addressing change requests and reduces the risk of miscommunication.
- Simple to extend the application as reporting requirements and business needs grow and change.
- An audit trail tracing all information to the source data, so that managers and executives can always be sure they are sharing a common understanding of information and a consistent, single version of the truth.
- Lower risk, because it is a configurable prepackaged solution that incorporates best practices.

Easier to use for HR and IT

The value of IBM Cognos 8 Workforce Performance is its ease-of-use, making self-service reporting a reality. Business analysts can quickly create new reports or modify existing reports directly, without needing additional help from the IT organization. This is achieved through a simple tool that lets

them intuitively configure reports to show exactly the information managers need to see.

In cases where more complex changes are required, IBM Cognos 8 Workforce Performance provides an environment for IT staff that helps them quickly meet the changing needs of the business audience. Historically, IT's ability to make timely changes to meet evolving business needs has been compromised because multiple skills and multiple tools were needed. As a result, the change process was fragmented with many distinct, sequential steps—leading to an error-prone and time-consuming change process. Workforce Performance ensures that the change process is faster and more accurate. As a result, managers can always get the timely information they need to support decisions about the workforce.

IBM delivers the software and services that help HR become a stronger strategic asset within your organization. With IBM Cognos 8 Workforce Performance you can align staffing needs with strategic goals, identify and retain the right people, align compensation and headcount plans with corporate priorities, and better face the workforce challenges of the next decade.

About IBM Cognos BI and Performance Management

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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An IBM Cognos representative will respond to your enquiry within two business days.



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Endnotes

- 1 *Becoming a Magnet for Talent* – Global Talent Pulse Survey Results 2005, Deloitte Touche Tohmatsu.