

## **La nouvelle solution IBM Kenexa Talent Suite aide les entreprises à tirer parti du Big Data pour identifier les talents de demain**

**Paris, France - 28 janv. 2014:** En ce début d'année, IBM dévoile une nouvelle solution afin d'aider les Conseils d'Administration, les Directions des Ressources Humaines et les Directions de la Stratégie à gérer le flux massif de données générées et partagées quotidiennement par les collaborateurs. En utilisant le logiciel IBM Kenexa Talent Suite en mode SaaS, les entreprises peuvent désormais rationaliser et améliorer le processus de recrutement mais aussi accroître la productivité des employés et les connecter entre eux afin de créer de la valeur ajoutée.

L'IBM Kenexa Talent Suite fournit aux DRH des méthodes d'analyse des masses de données, que les futurs candidats et les employés partagent, dans le but de rationaliser le processus de recrutement. Kenexa Talent Suite aide les entreprises à identifier leurs talents internes et à attirer de nouveaux candidats avec des compétences similaires. Cette solution permet aussi de dynamiser le travail des collaborateurs et de les inciter à apprendre et à partager leurs connaissances via les réseaux sociaux.

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### **New IBM Kenexa Talent Suite taps Big Data to energize today's workforce**

*Cloud-Based Software to Combine Social Business Capabilities, Watson Foundations and Workforce Science to Modernize Human Capital Management*

**ARMONK, N.Y. - 28 Jan 2014 :** IBM (NYSE: IBM) today announced the software-as-service (SaaS)-based IBM Kenexa Talent Suite that allows Chief Human Resources Officers (CHROs) and C-Suite executives to gain actionable insights into the deluge of data shared every day by their workforce. As a result, organizations can now streamline, modernize and add precision to hiring practices, increase workforce productivity and connect employees in ways that impact business results.

Organizations around the world today are on a mission to identify and hire top talent. By hiring precisely the right employees and then arming them with powerful social tools, businesses can more effectively manage and develop their workforce and put them into the position to succeed.

With the IBM Kenexa Talent Suite, HR professionals can look at large volumes of employee data – such as work experience, social engagement, skills development and individual interests – to identify the qualities that make top performers successful. Organizations and teams can then use those models to pursue candidates through additional targeted social marketing on social recruiting sites, where job seekers matching the profile are automatically connected with opportunities matching their skills.

Customers can accelerate the onboarding and the integration of new hires through IBM Connections capabilities. This helps employees share information and find the right experts to accelerate learning and increase productivity and engagement, while at the same time providing a way for leaders to more effectively manage their teams. Through analytics and reporting, line of business leaders can better understand emerging employee trends and more effectively manage each individual career path in areas like skill attainment, performance appraisals, compensation, succession planning and more.

*“We know people are the lifeblood of an organization, and business success on today’s stage requires not just talent but social capabilities that can energize, empower and nurture each team member so they can reach their full potential,” said **Craig Hayman, General Manager, Industry Cloud Solutions, IBM.** “By combining social, behavioral science and analytics in the cloud, we give businesses a clear path to empower their most valued asset – employees.”*

Interested customers can complement the Suite with Watson Foundations, a comprehensive, integrated set of Big Data and Analytics capabilities that enable clients to find and capitalize on actionable insights. Watson Foundations provides the tools and capabilities to tap into relevant data – regardless of source or type – and apply a full range of analytics to gain fresh insights in real-time, securely across an enterprise.

Using Watson Foundations customers will be able to conduct a deeper level of analysis on key workforce-related data, identify trends within the workforce, predict future trends and proactively take action. Executives can also look at the profiles and work performance of their top employees and determine the appropriate type of rewards needed to keep them engaged.

According to an upcoming IBM C-Suite study that surveyed 342 CHROs representing 18 industries, many businesses are not taking full advantage of the insights delivered by workforce big data and analytics. The study found that just over half of organizations are using workforce analytics, with far fewer applying predictive analytics to optimize decision making and outcomes in areas such as sourcing and recruiting (7 percent), employee engagement and commitment (9 percent) and talent development (10 percent), retention (13 percent).

The CHRO study also found that human resources executives are in the early stages of applying social approaches within the organization. Currently, 66 percent are regularly using social for their recruiting efforts, but only 31 percent are using it for knowledge sharing and 41 percent for learning.

Today leading businesses such as AMC are benefiting from IBM talent management software. AMC, one of the world’s premier entertainment companies, uses recruitment technologies from IBM to gain a deep understanding through data analytics of what it takes to succeed at the organization. AMC then uses that knowledge to attract candidates who are more likely to succeed once they’re hired.

*“Harnessing the power of data gives us a better picture of what top talent looks like in our industry. IBM’s talent management solutions allow us to use data in new ways so we can make better informed decisions that have a greater impact on our business,” said **Heather Jacox, Director, Diversity, Recruitment & Development at AMC.***

The IBM Kenexa Talent Suite includes the following:

- **Talent Acquisition:** Includes recruitment, skill and behavioral science-based assessments and onboarding. These integrated functions are designed to provide a deep understanding of what the best talent looks like and then how to attract, hire and engage them.
- **Talent Optimization:** Includes performance management, succession planning and compensation planning to empower and get the most out of employees.
- **Social Networking:** Increases productivity with expertise identification and knowledge discovery – connecting employees and accelerating the time to productivity.

For more information about IBM's social business initiative and creating a smarter workforce, please visit <http://www.ibm.com/press/socialbusiness> or follow #IBMSocialBiz and #IBMConnect on Twitter.

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