IBM Watson Talent: The road to cognitive and SaaS, powered by IBM Integration

Aarti Borkar
VP Offering Management
IBM Watson Talent

Dave Dalton
Principal Offering Manager
IBM Cloud Integration
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IBM Smarter Workforce
- Evolution
Evolving Trends

Market Dynamics

Evolving People Demands
Marketplace Disruption
Massive Data Overload

What Does This Mean for HR?

Create Experiences
Enable the Workforce
Drive Business Strategy
46% of HR execs believe cognitive technology will transform their talent acquisition capability.

42% believe cognitive will bring substantial operational efficiencies to Talent Acquisition.

49% of HR leaders believe cognitive will transform their payroll and benefits administration.

40% believe cognitive technology is well suited to address the digital skill gap.

In the HR back office, cognitive computing simplifies and speeds up complex processes.

39% report that HR processes are overly complex and will benefit from cognitive.

IBM helps you create culture, inspire the workforce and drive business strategy

**Find and hire the right talent for your evolving business**
Build a pipeline of candidates best suited for your organization and place them in jobs that match their skills, experience, expertise and personality traits

**Deploy modern methods to engage and develop your talent**
Get people productive and engaged quickly with continuous listening and personalized development to keep people motivated and retain top talent

**Transform your HR services for the cognitive era**
Increase productivity and reduce costs by continuously improving HR services and operations: creating an irresistible employee experience

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**Solutions & Services**

- Kenexa Talent Acquisition Suite
- Kenexa Assessments
- Kenexa Talent Frameworks
- Watson Recruitment
- Kenexa Employee Voice
- Watson Talent Development
- Watson Career Coach
- Kenexa Assessments Coach
- Kenexa Talent Frameworks
- HR Transformation & Optimization Services
- Watson Talent Insights
IBM Watson Talent

Talent Management Transformed with Watson
IBM Watson expands human expertise and judgment with cognitive systems, enabling HR to improve and accelerate people’s impact on the business.

**Transform Talent Acquisition**
Get right people in right place at the right time

**Transform Talent Development & Engagement**
Engage and grow talent for maximum impact

**Optimize HR operations**
Create an irresistible employee experience

**IBM Watson Recruitment**
Watson learns from internal and external data sources to recommend the best candidates for any job

**IBM Watson Career Coach**
Watson recommends a career path tailored for individual goals, desires, and skills

**IBM Watson Talent Insights**
Learns and predicts drivers to help with talent questions across topics like attrition, engagement, and performance
Defining Cognitive

Understands
Imagery, language and other unstructured data.

Reasons
Grasp underlying concepts, form a hypothesis, and infer and extract ideas.

Learns
Develop and sharpen expertise with each new data point, interaction and outcome.

Interacts
Natural, human interaction can see, talk and hear.
IBM Watson Recruitment

Empower recruiters with actionable insights and cognitive recommendations that accelerate time to fill and improve quality of hire.

Job Matching and Candidate Selection:
- Automatic recommendation of best candidates for any job
- Uses cognitive analysis and learning from historical and current data.

Requisition prioritization:
- Recruiter efficiency
- Faster Time-to-fill

Social Listening:
- Identify employment brand strengths against competitors
- Enable differentiated recruitment marketing to engage top talent
IBM Watson Career Coach

Drive Internal Mobility and engage the workforce and ensure career development with a career path that is personalized for individual goals, interests and skills

Personalized ‘Ask Myca’ chat service:
• Natural language dialogue to interact with the career coach
• Get answers to questions and personalized recommendations.

Career Paths and Opportunities:
• Provides statistics on job movement based on ‘other people like me’ and forecasts demand for future roles.
• Alerts when good fit opportunities become available.

Personalized Learning:
• Learning recommendations that support the selected career path as well as the employee’s current role
IBM Watson Talent Insights
A cognitive HR analytics experience to address any workforce challenge

Explore answers to your toughest workforce questions using any trusted workforce data.

Predict outcomes and make confident decisions that positively impact business results.

Share results with easy-to-create and consume dashboards and infographics and be seen as a trusted advisor.
Introducing IBM Cloud integration
IBM App Connect Professional

Mobile Technology

Social Networking

Cloud Application

App Connect Cloud Integration

Cloud Application

Enterprise Application
IBM App Connect Professional

1. Simple
   Simple tooling for business user and configuration based approach for integration developer

2. Rapid
   Pre-built connectors and templates to 100s of applications, both SaaS and on-premise

3. Flexible
   Flexible deployment models that let you deploy where it's most convenient for you

4. Affordable
   Pay only for what you need. Price points to match the needs of businesses of all sizes
Simple

- Configuration, no-coding-based approach for developing integrations
- NEW in 2017! – Next Generation UI which brings integration capability to even non-technical users
- Simple connectivity for connecting business applications in a few clicks
- Support for creating “integration built APIs”
Rapid

- Rich library of prebuilt connectors to a large number of SaaS and on-premise applications
- Repository of pre-packaged integration patterns to simplify and accelerate common integration challenges
- Support for creating “integration built APIs”
- Ease of monitoring and management

Project completed in 20 days

75% cost reduction
Flexible

Public Cloud/ SaaS
- A fully managed, multitenant iPaaS
- Auto scale to handle variable workloads
- Enterprise grade support and quality of service
- Flexible pricing models
- Option of a dedicated runtime environment on SaaS

Private Cloud/ on-premise
- Buy your own license and deploy on-premise or on a private cloud environment
- Available as docker image which offers complete deployment portability
- Manage and control your own environment
- Suitable for sensitive workloads

Hybrid Deployment
- Combine the efficiencies of public cloud with the control of private deployment
- A unique Hybrid Licence™ model which provides flexibility of choosing between SaaS and on-premise deployments
- Suitable for mixed workloads and for gradual transitioning to cloud
Affordable

- Cost models to suit a wide range of integration scenarios
  - Subscription (actions/month)
  - Perpetual (per vCore, unlimited actions)
- Connectivity to any supported endpoints at no extra charge

- Option for dedicated runtime capacity on managed SaaS offering
- Enterprise grade 24X7 support at no additional cost
- Try before you buy: 30 days free trial

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<th>Level 3</th>
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<td>Free full feature trial for 30 days</td>
<td>Suited for less aggressive workloads and simple integration projects</td>
<td>Suitable for departmental projects including integration across multiple business applications</td>
<td>Default entry point for enterprise buyers and suitable for building complex integrations</td>
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IBM App Connect in use

**Data Migration**

“We want to migrate from a traditional on-premise software model to a SaaS model, but we just don’t have the IT resource available to perform the necessary tasks.”

App Connect allows businesses to seamlessly integrate their applications, using a ‘configuration no-coding based’ approach.

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**Single View**

“We have a cloud-based CRM system and an on-premise Enterprise Resource Planning (ERP) system. Because of this disparity, we are not able to easily and quickly view complete customer records.”

App Connect allows businesses to synchronize, transform, process, and transport large amounts of data between repositories, giving them a single view of a customer’s data.

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**Partner Connectivity**

“We want to extend the reach of our portfolio by working more closely with partners but our systems and data formats are very different.”

App Connect has built-in connectivity to hundreds of clouds and applications, enabling you to easily connect your private cloud systems and business partner solutions, with security and customizability at the heart of the solution.

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**Marketing Automation**

“We want to understand customer sales, and use that information to develop profitable, automated campaigns.”

By integrating your marketing plan with information from cloud marketing automation in e-commerce solutions, businesses can transform the ways they run marketing campaigns.
IBM Cloud integration extending the reach of IBM Watson Talent
IBM Kenexa Talent Suite + IBM App connect

1. Information Exchange between enterprise and Cloud HR systems
2. Delivering and transforming data supporting Watson Talent Apps
3. Feeding Talent Analytics
Watson Talent combines IBM’s leadership in Cognitive technology and the ability of Watson Data Platform to connect disparate data sources with our expertise in Behavioral Science to create the next generation of HR systems.

Integrated User Experience: move seamlessly between cognitive capabilities

- **Behavioral Science**: infuse science and research on organizational behavior of HR into Watson
- **Data Sources**: realize the full value of data across social, business and HR systems to get a holistic view of people and business outcomes

IBM Watson Data Platform
A family of integrated data & analytic services that helps organization realize the full promise from data
A broad range of providers and consumers of the Watson Talent Data Lake

**Watson Recruitment**
Recommend the right person for the right job radically simplifying TA and improving quality of hire.

**Watson Talent Insights**
Watson Analytics
Cognitive Analytics Solutions
Dashboards / Reporting

**Watson Career Coach**
Customized career path aligned to goals, skills, and desires.

**Employee Voice**
... continuous insight into employee engagement

**BP Solutions**
Watson derived applications that leverage HR Data Lake through cognitive API services

**Core HRIS**

**Recruiting**

**Career Path**

**Performance**

**Learn**

**Talent Mobility**
Data Elements that need to be integrated – coming from various systems

**About Employees / Jobs**

- Core HRIS
  - Position / Job Family
  - Org
  - Personal data
  - Demographics
  - Position history
  - Compensation history
  - Employment history
  - Education history
  - Training history
  - Certifications

- Performance
  - Performance history
  - Competency – Proficiency

- Assessments
  - Assessments taken
  - Competency – Proficiency
  - Psycholinguistics / personality scores

- Learning
  - Learning history

**About Candidates**

- Employee data for internal candidates
- Application data
  - Position applied for
  - Personal data
  - Demographics
  - Employment history
  - Education history
  - Certifications
  - LinkedIn URL
- Resume / CV
- Assessments
  - Assessments taken
  - Competency – Proficiency
  - Personality scores
- Psycholinguistics assessments
  - Watson Personality insights
  - Interview transcript
Watson Talent Insights Architecture and Integration Requirements

- Watson Analytics
  - Discover
  - Assemble
  - Refine

- Cognitive Analytics Solutions
  - Retention Analytics
  - Diversity Analytics
  - Bias Watchdog

- Cognitive ML Jobs

- Validation Services

- Enrichment Services

- Anonymization Services

- Apache Spark

- Data Lake
  - CleverSafe
  - Cloudant
  - DB2

- Common Kenexa Cognitive Cloud infrastructure

- App Connect
  - Connector
  - Integration

- Clean
  - Standardize

- Client Apps
Conclusions

1. A cognitive system is as good as the data that is used to train it.

2. A robust integration framework to ensure data is constantly provided to the cognitive system ensures its constantly learning.

3. Transforming an function like HR is based on providing intelligent inferences in context to decision makers – a data and integration framework is a critical part of it.
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