

RESEARCH NOTE

IBM RELEASES KENEXA TALENT SUITE



THE BOTTOM LINE

On January 27, 2014 IBM announced the cloud-based Kenexa Talent Suite that brings together talent acquisition, talent optimization, and social networking for visibility into hiring practices and strategies. The Talent Suite unifies Kenexa's core functionality and integrates with Watson Foundations for executives to expand visibility in hiring and connect hiring practices to recruitment strategies. While HR vendors are focused on cultivating top talent, improving employee retention, engagement, and performance, the Kenexa Talent Suite connects top talent management to IBM's analytics solutions to break the data silos on employee lifecycle management.

ABOUT IBM KENEXA

Kenexa was acquired by IBM in 2012 and was integrated as the front component of IBM's Smarter Workforce collaborative strategy that spans employment analytics from hire to retire (Nucleus Research *n13 – IBM Connect 2013 defines the smarter workforce*, February 2013). Kenexa automates talent acquisition and front-end HR processes through talent pooling and sourcing, requisition queuing, forms automation, communications tracking, employment branding, social media integration, and pre-screening, reducing the amount of time recruiters and hiring managers spend on strategic employment messaging and interviewing the right talent. The solution's assessment and analytical components extend into on-boarding and succession planning, providing companies with visibility into internal and external talent pools for early recognition of top candidates and placement in applicable roles.

The Kenexa Talent Suite unifies Kenexa's applications into a singular platform that integrates with IBM's workforce and business analytics. The inclusion of Kenexa as an application set within the greater solution offerings at IBM enables executives and managers to view large volumes of employee data relative to operational data for quality recognition and placement. Top tier enterprise solution vendors are responding to market demand for unified analytics to increase visibility into production as a single entity rather than broken up by individual key performance indicators. The centralization of Kenexa's

functionality the integration with IBM's analytics suite follows this developmental trend while fitting Kenexa into the greater IBM analytics strategy.

WHY IT MATTERS

Human capital management is integrating labor analytics with business analytics to unify operational data into a singular database accessible by single-source analytics applications (Nucleus Research o5 – *Reflexis retail: bridging HCM and BI*, January 2014). Centralization of Kenexa's functionality and integrating it with IBM's analytics suites responds to the emerging market demand for a unified applications suite spanning all analytics and increasing automation of human tracking processes to reduce errors.

The suite adheres to IBM's strategy to focus on the analytical power of Watson while extending mobile functionality in the development of centralized application platforms. Connecting Kenexa's unstructured data collections into analytics expands the employee profile to plug into operational data for workforce optimization before and during employment and in succession planning within an organization. Connecting key performance indicators and relating them to the employees that drive them improves productivity through more intelligent decision making and predictive modeling around labor deployment while improving employee retention through more intelligent and predictive identification of upward mobility potential for real rewards beyond gamification.

The Kenexa Talent Suite connects Kenexa to IBM's workforce analytics applications responding to a demand sub-category within analytics to deliver end-to-end human capital management complete with subjective human resources and talent acquisition and data-driven workforce management. Unifying Kenexa's applications into a singular suite and integrating it within the core Smarter Workforce initiative provides customers with HR and talent management functionality tied to Watson Foundations as an analytical backbone. Executives and managers can view and manage employee and performance data in accordance with company policies across multiple internal and external talent pools for improved labor optimization around operational metrics (Nucleus Research 05 – *Reflexis retail: bridging HCM and BI*, January 2014).

The Kenexa Talent Suite expands IBM's analytical usability and functionality by expanding Kenexa's user interface to reach more data silos for cross-referencing in employee recognition for Kenexa users, and performance optimization for users integrating Kenexa with Watson Foundations. The suite delivery improves accessibility to Kenexa's functionality while reinforcing IBM's strategy to deliver analytics integration across all areas of operation. The suite integration increases productivity, reduces decision timing to real-time, and reduces operational costs through the correlation of corporate strategies with actual operations (Nucleus Research n197 – *Technology value matrix H2 2013 business intelligence/analytics*, December 2013).