



Social Business Innovation Sprints

Your Toughest Business Problems, Our Expertise: The Social Business Innovation Sprint

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For the past year, IBM Research has been engaged in an innovative partnership with GBS and SWG to provide a unique perspective into a client's strategic social business problems. We call these partnerships "Social Business Innovation Sprints." A distinctive feature of these sprints is the application of visualization and analytics tools from research to real client data resulting in deeper insights into employee engagement, learning, talent management and customer acquisition. We will show a typical sprint and demo some of the insights and use cases we have already completed with major global companies in retail, banking, chemicals, manufacturing and a conglomerate in Canada, China, Germany, Japan, India, and the UK.

Casper: Client Acquisition from Social Media

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How can a company effectively leverage social media to acquire new clients and launch marketing campaigns? In this demo we present a system named Casper, developed as a result of a client sprint. Casper analyzes social users' messages and behavior to portray their explicit and implicit characteristics such as life needs, interests, and personality. Moreover, it provides an easy tool for product/marketing managers to define the selling points of their products, identify suitable clients, and engage them in personalized ways.

Smarter Workforce

Understanding Employee Voice

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Employee feedback is a critical component of successful decision-making in today's complex business environment. Making sense of that feedback and reacting to it can be challenging. We're showing various technologies and approaches for understanding the voice of your employees, from product offerings (Kenexa's Survey Analytics) to Research prototypes. These tools form an employee engagement suite that can provide workforce insights from yearly surveys to more real-time understanding through social media analytics.

Talent Planning Analytics: Predicting the Skill Needs in a Dynamic Marketplace

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Understanding market demand and client needs and translating them into the right skills is critical to business success. Do we have the right skills to support our projects and service delivery? How can we most effectively support our internal business processes and back office operations? Is our sales force

aligned with our clients? Do our sellers have the right skills and expertise to sell our products? We will demonstrate several predictive analytics capabilities to support a range of tactical and strategic talent planning needs of an organization.

Talent Retention Analytics: Using Predictive Analytics Insights to Improve Employee Engagement

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As difficult as it has become to locate top performers, keeping them on board is proving to be an even greater challenge. How can we proactively identify which employees are at high risk of leaving? Can we determine the characteristics of these employees to better understand the reason for attrition? How can we integrate the predictive results with compensation, learning, succession planning, and performance management systems so that decisions are made with precision? How can we improve employee engagement, retain the best and brightest, ensure compensation is competitive, and let top performers know there is a career path available? It all starts with understanding the patterns that are hidden in the data.

Engagement Analytics: Increasing Social Adoption & Business ROI

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The trend toward an open, transparent, and collaborative business environment is changing how people interact across the enterprise and beyond. Social collaboration platforms generate large volumes of data about a business (who interacts with whom, when, and in what context). However, little of this data is being leveraged to generate insights that allow a business to work smarter and faster and to drive a new class of analytics-driven decision making. This demo shows an extensible environment that uses enterprise network data to generate KPIs that measure individual impact with the goal of measuring organizational effectiveness. It also empowers individuals by helping them use social to optimize their own social engagement strategies and approaches.

Who is the most suitable expert for me?

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Expertise location is a major task performed in enterprises. This demo will present expertise location and advanced features of IBM Connections and other skill related sources in the enterprise. In addition to topic based expertise location, we will show how to identify similar experts when the returned expert is unreachable or busy. Similarity is based on similar expertise (similar skills, similar social activity, participating in the same blog, being members of the same communities) and personal attribute similarity (similar job title, same country, or same organization). For each recommended similar expert we will show evidence of why the person is identified as similar in the context of the expertise topic. We will also show additional features that facilitate expertise search.

IBM Innovation Lab

IBM Connect 2014

The Change Management Marketplace

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Every year, organizations make huge strategic investments in training to ensure that employees learn new skills. People need a chance to apply those skills so the acquired knowledge does not go to waste. Traditional staffing processes are limited by functional boundaries. At the same time people with unique skills and willingness to apply them are in high demand and often hard to find. People and opportunities need to find each other. The Change Management Marketplace is a social business platform that uses market mechanisms to match those with work needs to people that can perform the work. Requesters can specify and track their requests and select people across functional and organizational boundaries; producers can find opportunities, weigh options, and apply. Drawing from real life, we demonstrate how the Change Management Marketplace aids employee development and enables IBMers to contribute more broadly to change initiatives across the company.

Blue Serendipity: Leveraging the Context for Opportunity Discovery

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Blue Serendipity discovers high-value linkages between IBMers, customers, and partners using the context from different data sources. Such linkages can be used to generate new sales and relationship opportunities. Blue Serendipity was recently used at IBM's Information On Demand (IOD) 2013 conference. It offered recommendations about which IOD 2013 attendees shared common interests, industry focus and/or geography, and let us explore the relationships between attendees and the types of sessions and meetings they sought. The system also helped us track the social media buzz of the event. Ask us how Blue Serendipity can help you in your event or conference!

Visual Analytics

The Power of Visualization: Accelerating Your Time to Insight

Visualizations can bring data and analytics to life, shortening the time to discovery, and transforming decision making. Three self-running videos from our Haifa and Cambridge research labs focus on interactive geospatial visualizations.

One IBM View: Managing Client Relationships in the Enterprise

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Customer-facing employees in large, distributed organizations often face the challenge of losing track of the customer relationship big picture. Although such individual interactions are the building blocks of customer relationships, the complexity of maintaining the big picture greatly increases as the number of touch-points to the customers increase. The lack of task

coordination, awareness, or collaboration across teams is one of the main problems affecting the client relationship and thus the client experience. Our demo supports creating an effective "One IBM View" by providing coordination and awareness for distributed teams. It is built on IBM Connections and employs new data and visual analytics for analyzing and representing critical activities with customers.

Social Team Formation: A Solution for Creating Effective Teams

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The well-known phrase "the whole is greater than the sum of its parts" is applicable when assembling an effective team to solve a particular problem. A team formation problem consists of forming a team from a large set of candidates such that the resulting team is best suited to perform an assignment. For instance, a team of available nurses and physicians to perform in an emergency room in a hospital should be chosen carefully, as they need to cover several skills, have the ability to work together, and perform as an efficient team. Social network analytics with optimization techniques allow us to find the best team to perform a required task. Here, we show that our system works for several scenarios, such as health insurance, businesses, and distance learning.

PEARL: Personal Emotional Analysis, Reasoning, and Learning

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PEARL is an interactive visualization system that can derive one's emotional style by analyzing one's social media posts. It is designed to help answer the following questions: What is the person's overall emotional outlook? How emotionally resilient is this person? How calm/volatile is this person emotionally?

InfoScout: Conversations with Data

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InfoScout lowers the barriers to data-driven decision-making. How? It engages the user in a social and intelligent conversation with data by automating, guiding, and recommending data, transformations, visualizations, analytics, and suggesting collaboration opportunities.

Risk Analytics: Visualizing Operational Risk

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The goal of this work is to investigate interactive visual analytics for Governance, Risk Management, and Compliance (GRC). GRC data in IBM OpenPages is based upon defined business processes and risks along with controls for those risks. Several visualizations have been created, including a graph-based GRC object representation that can be used to spot structural anomalies in the data and a visualization of a Monte Carlo simulation showing the impact of uncontrolled risks.