

Location of Text	Copy (please translate items in this column)
<p>MRS Form: Extending expertise: How cognitive computing will transform HR and the employee experience</p>	<p><b>Extending expertise: How cognitive computing will transform HR and the employee experience</b></p> <p>Leaders across all parts of the business are expressing considerable interest in the application of cognitive systems to address a litany of organizational issues. The capabilities of cognitive computing are particularly well positioned to solve critical workforce and human capital challenges, including skill and career development, talent acquisition, workforce planning and operational optimization.</p> <p>Research from IBM's Institute for Business Value and Smarter Workforce Institute highlights what executives around the globe see as the key opportunities to extend and transform HR with cognitive computing. Register for this paper to learn more about:</p> <ul style="list-style-type: none"> <li>• The willingness of employees to adopt and embrace cognitive solutions</li> <li>• How cognitive computing fits into the HR transformation journey, based on survey data, emerging case examples, and lessons from early adopters</li> <li>• The value that cognitive systems can bring to the employee experience</li> <li>• Critical factors that influence the cognitive "sweet spot" in your organization</li> </ul> <p>View now</p>
<p>MRS Form: HCI Talent Analytics webcast replay</p>	<p><b>Maximize Workforce Analytics to Acquire and Retain Top Talent</b></p> <p>What would happen if we could combine our workforce data with all of our organizational data to be better prepared to mitigate risks and identify new areas of opportunity? Big data is projected to increase 800 percent within the next five years - and, according to Gartner, 80 percent of that data will be unstructured (emails, social media posts, feed videos and resumes).</p> <p>The increasing amount of big data is both a challenge and an opportunity for HR. Successful HR professionals are starting to adopt cognitive HR analytics solutions to help them gather relevant insights, and maximize the potential of workforce metrics.</p> <p>In this webcast you will learn how the IBM Watson Talent Insights cognitive analytics solution:</p>

	<ul style="list-style-type: none"> <li>• Uses cognitive technology that understands, reasons and learns to help you gain visibility into workforce related questions</li> <li>• Uncovers insights and opportunities from any workforce data to help you get talent answers faster</li> <li>• Predicts drivers of talent management metrics, like quality of hire, to help you make decisions confidently</li> </ul> <p><b>Watch this on-demand webcast to learn how cognitive analytics from IBM Watson Talent Insights can help your business.</b></p> <p>Watch now</p>
MRS Form: Request a Demo for Watson Talent Insights	<p><b>IBM Watson Talent Demo Request</b></p> <p>Thank you for your interest. An IBM representative will reach out to you shortly.</p> <p>Request Demo</p>
Thank you Page: Request a Demo for Watson Talent Insights	<p><b>IBM Watson Talent Insights Demo Request</b></p> <p>Thank you for your interest. An IBM representative will be reaching out to you shortly.</p> <p>In the meantime, please visit <a href="#">IBM Watson Talent</a>.</p>
Wrapper Page: Cognitive HR Inspirational Video	<p><b>IBM Watson Talent: IBM's cognitive solutions to transform HR</b></p> <p>Business is essentially about people. People in an age of exploding data and unprecedented technology.</p> <p>With IBM Watson Talent, IBM's cognitive solutions to transform HR, people can work with cognitive systems that become extensions of their knowledge. Systems that we can interact with naturally, that learn, understand and reason.</p> <p>This is the power of cognitive. This is IBM Watson Talent.</p>

	<p><a href="#">Learn More</a></p>
<p>Wrapper page: HCI Talent Analytics webcast replay</p>	<p><b>Maximize Workforce Analytics to Acquire and Retain Top Talent</b></p> <p>What would happen if we could combine our workforce data with all of our organizational data to be better prepared to mitigate risks and identify new areas of opportunity? Big data is projected to increase 800 percent within the next five years – and, according to Gartner, 80 percent of that data will be unstructured (emails, social media posts, feed videos and resumes). The increasing amount of big data is both a challenge and an opportunity for HR. In the talent acquisition sphere, big data can help recruiters identify passive candidates, communicate with candidates via multiple channels, and even anticipate when high performers are thinking about leaving.</p> <p>Successful talent acquisition strategists are leveraging big data and analytics to gather relevant insights, and maximize the potential of workforce metrics. They are becoming effective at processing the exponential growth of information, compiling data from multiple sources and drawing insights from that data that have direct business impact.</p> <p><a href="#">Watson Talent Insights: Learn More</a>  <a href="#">Discover Watson Talent apps: Explore</a></p>
<p>Wrapper page: HR Analytics at ATB Financial</p>	<p><b>HR Analytics at ATB Financial</b></p> <p><b>Proving that Engaged Employees lead to Business Success</b></p> <p>See how ATB Financial is leveraging HR Analytics from IBM Kenexa to understand how the qualities of engaged and motivated employees can make a direct impact on client success and loyalty.</p> <p><a href="#">Learn more about IBM Kenexa Talent Insights</a>  <b><a href="#">Learn More</a></b></p>