IBM COGNITIVE HR FOR ENERGY

With Cognitive HR for Energy, IBM and Workday are harnessing human energy to solve tomorrow's chemical and petroleum problems today.

90%
of oil & gas executives know talent shortage is an issue

50%
of the workforce is retiring in the next 5 to 7 years

1950s
techniques with 1980s technology

<35-55+
Huge demographic gap in the workforce

2:1
2 retire as 1 new employee enters the workforce

Energy industries are dealing with massive disruption. Challenges in innovation, efficiency and technological advancement are giving rise to new ecosystems and energy forces.

To navigate the challenges, organizations need a clear vision of the talent, expertise and resources available them. To get there, they need to transform from a transaction-focused digital enterprise to a true cognitive enterprise.

To accomplish this, IBM has partnered with Workday to introduce Cognitive HR for Energy, solving energy companies' problems of tomorrow, today.
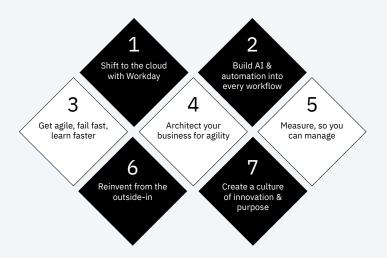
Cognitive HR capabilities include an automated digital platform, with standardized skills and a dynamic HR operating model to maximize talent potential.

With Cognitive HR, organizations can:

- **INCREASE SAFETY**

- **INCREASE AGILITY**

- **INCREASE PROFITABILITY**

IBM **Services**

IBM

7 STEPS TO UNLOCKING HUMAN ENERGY

IBM has identified the seven steps energy companies need to take to unlock their human energy and become cognitive HR organizations.

Cognitive HR for Energy incorporates these seven steps into the Design for ME HR Reinvention framework, customized with energy-specific industry accelerators—including a preconfigured Workday Cloud HCM core; predictive analytics integrated with AI and automation; and an energy-specific talent framework, with a dedicated skills taxonomy powered by Watson Career Coach.

With this offering, companies can proactively manage talent, and put the power of skills development and career progression in the hands of every employee.

BENEFITS INCLUDE

Safety
Ensure a higher compliance of maintained assets and deliver safety training in real time.
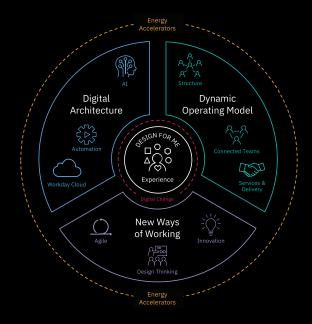
Agility
Increase agility by enabling global mobility and transparency of talent and skills, fulfilling staffing requirements deliberately with foresight speed and agility, allowing companies to respond to market conditions faster than ever before.

Profitability
Increase profitability by reducing asset downtime, creating an optimized utilization of the workforce while significantly reducing operating costs.

CORE COMPONENTS

Cognitive HR for Energy uses five essential components to impact your organization.

Employee Experience Design
IBM begins with the end in mind by focusing all our HR Reinvention efforts on the employee and a reimaged employee experience that leverages our unique interactive Design for Me approach.

Dynamic Operating Model
Agility and speed are crucial to meeting ongoing business demands, but they also support employees' mobility across the organization and enhance their engagement.

Digital Architecture
Leveraging Workday, augmented intelligence and robotic process automation on one digital platform to support your fundamental HR processes. Driving efficiency, scale and quality throughout your organization.

New Ways of Working Accelerated With Digital Change
Understanding the skills needed to support change is a key to success. Powered by Digital Change, IBM helps you become more agile, introduce a culture of innovation and learning, and mobilize around the co-created outcomes needed to compete.

Energy Accelerators
Cognitive HR for Energy includes a series of accelerators that have been designed to support Energy clients through this transformative journey—providing vital information, insights, and automated processes that anticipate needs, challenges and opportunities for your organization.

IBM's *Cognitive HR for Energy* positions human resources as a strategic partner to your business and a catalyst to its success.

Contact us to learn how IBM is using cognitive technology to reinvent human resources.

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