



## IBM Raises the Talent Stakes With Its New Integrated Talent Service

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**IBM** is integrating its talent management services by combining its workforce transformation, learning and development, and knowledge and collaboration services to create one holistic talent service. Also taking advantage of IBM's collaboration, analytics, research, and other technology from the company's **Lotus** and **Cognos** groups, the premise behind the new service is to help clients develop workforce practices and policies, supported by actionable and measurable metrics, that align employee performance directly to business productivity.

The company's goal is to deliver to clients value that goes far beyond standard ERP-based human capital management (HCM) services by delivering best-of-breed HCM applications from **Saba** and **SuccessFactors** as part of its lineup. Saba and IBM have been working together in learning-services delivery for some years, while SuccessFactors is a recent addition to the IBM service portfolio. The new integrated service is currently being rolled out across several major enterprises.

Too many talent management products have concentrated on providing enterprises with the application plumbing, but not the vehicle to develop and execute a talent management methodology and strategy. IBM's approach represents a significant shift in the delivery of talent management services to the enterprise, with HR leadership able to take advantage of more visibility into learning, staff development, and training initiatives. The ability to tie talent management directly to revenue growth, cost savings, productivity, retention, customer satisfaction, and other key business metrics is crucial in today's tough environment, where developing talent is more critical than ever before.

This partnership also represents a shift toward more services-led talent products and away from best-of-breed applications that are often hard to implement and apply to the business strategy. For Saba and SuccessFactors, this is an astute move in a challenging market for best-of-breed HCM vendors. Both can capitalize on the IBM enterprise channel to form part of a more consultative offering.