Introducing jStart® Engagement Analytics

Analyze your Systems of Engagement to understand how your business works
What are Systems of Engagement?

Systems of Engagement (SoE) refers to the systems people use to interact with each other and includes collaboration tools, social software, business processes, and communication channels.
Why analyze Systems of Engagement?

- For a more actionable view of what’s happening across the business
  - Analyzing **Transactions** tells you **WHAT** the business does
  - Analyzing **Interactions** tells you **HOW** the business works

- To get answers to workforce-related questions
  - **Organization**: Are my employees engaged? How is sentiment? Which teams work best together? Where is the expertise or the skills gaps?
  - **Individual**: How do I compare to my peers? Do I have the right skills? Am I focused on the right things? Who should I engage with / could learn from?
  - **Business**: What characterizes a successful project? Do our workforce align to business need? Are we innovating? Where are the innovators? What’s trending?
How to Analyze Systems of Engagement?

Collect interactions across social, collaboration & business applications to transform into your Enterprise Graph meta-data

The Enterprise Graph is the memory of the organization since it persists who interacted with whom, when, and in what context.

Algorithms traverse the graph in order to generate people-centric insights for applications to consume.
What type of Analysis could you do?

The Social Dashboard: Helps employees and management understand their role in the enterprise network and learn how to act to increase their impact inside the company.

Engagement KPIs
- **Activity**: A measure of your level of activity.
- **Reaction**: A measure of how others respond to your activity.
- **Eminence**: A measure of how others perceive you.
- **Network**: A measure of the quality of your network & your role within it.

Privacy & Ethics
- Individuals control visibility of their scores
- Organization gets summary analysis

Business Data Integration
The system is designed to ingest a variety of data to achieve comprehension over entire Enterprise Graph.
The Social Dashboard in use

- Built by IBM for IBM to help IBMers be more engaged
- We are now looking to bring these analytics capabilities to customers
- For more information go to: www.ibm.com/sna
- To join the conversation:
  - Check out my blog allthingsanalytics.com
  - Connect with me on Twitter @marie_wallace
- Some related blog posts on this topic:
  - The future of business analytics; from transactional to interactional, bit.ly/1cq7tv9
  - Measure me by what I do, not what I say, bit.ly/1eKnOj5
  - What is employee engagement & how do I measure it, bit.ly/1eKnSPH
Thanks!

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