

Avature DNA Social

Avature
Get Engaged to Talent

Where engagement and culture form the new core of strategic HR

Avature DNA Social is an interactive employee hub, designed for true employee engagement. This solution is part of our Talent Management and Core HR suite which include:

- Onboarding
- Performance Management
- Internal Mobility
- Succession Planning
- Employee Engagement Surveys



Social + Talent Management

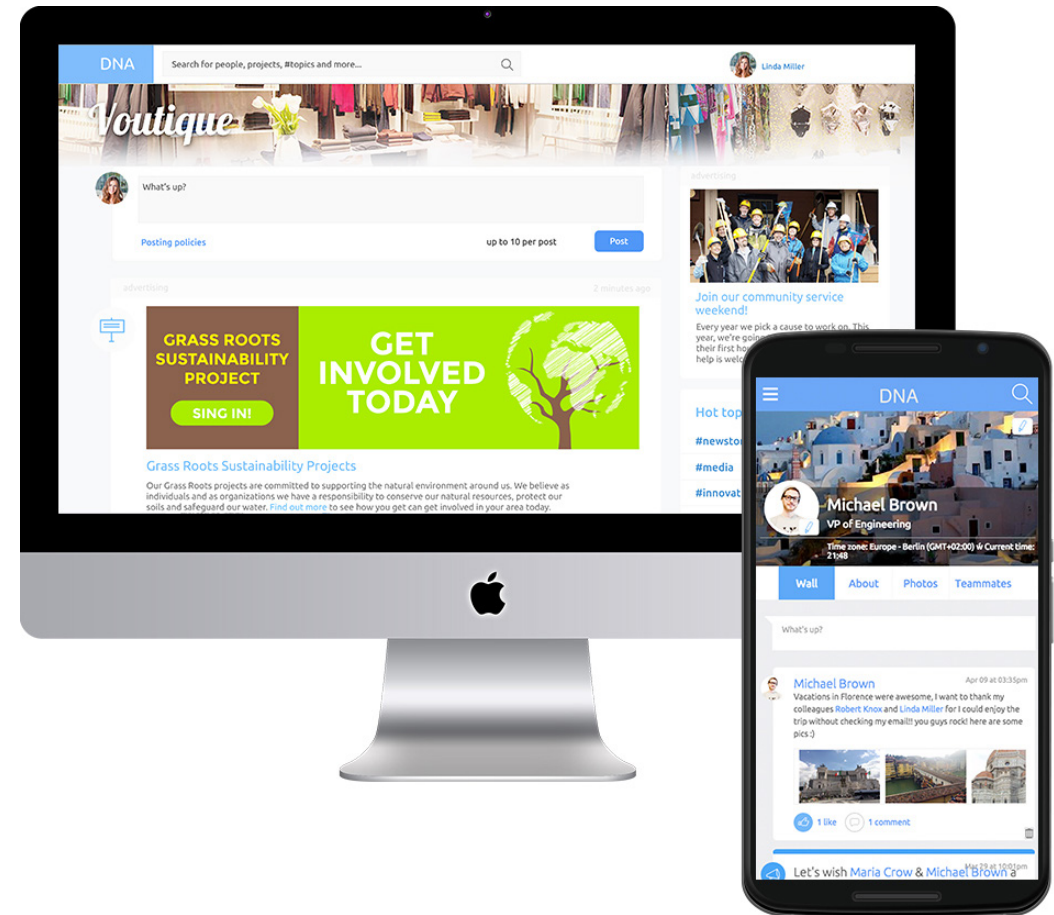
Avature DNA Social is a totally new approach to employee engagement and vital contributor to Big Data initiatives

Social + Talent Management = Big Data

DNA Social is an innovative combination that works.

1. Modern Technology for HR to Effectively Engage the Workforce
2. Powerful and Customizable Employee Profiles
3. Smooth User Adoption
4. Connected with your Mobility, Onboarding and Performance Management Processes

DNA Social gives you the technology to engage your employee community, the data to understand what drives them, and the insight to make smarter decisions. As a consequence of the natural interactions that take place within DNA Social, HR can easily build a rich picture of their global workforce.

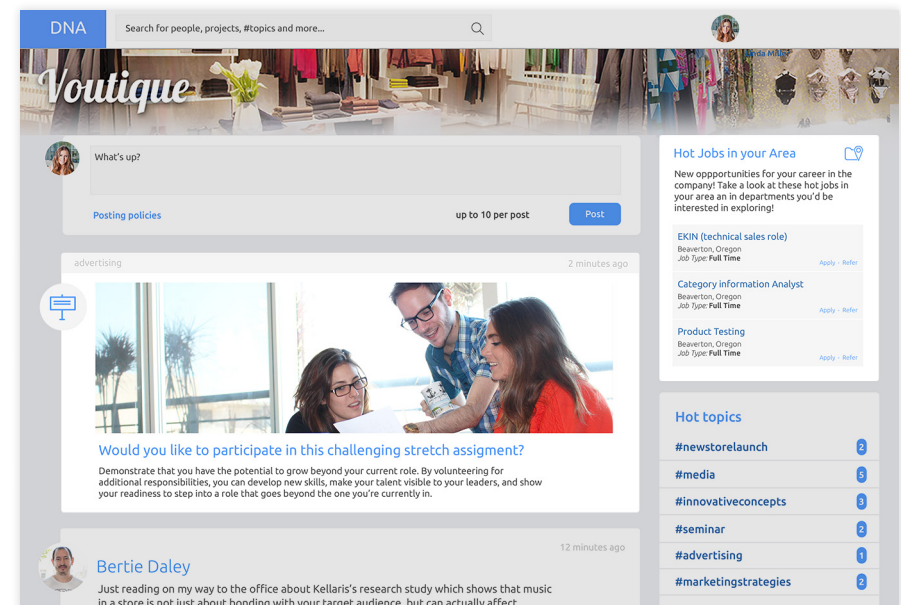


1. Modern Technology for HR to Effectively Engage the Workforce

Within DNA Social, you can include links to all the sites your employees have access to such as your Benefits, Time Off and Performance Management portals. However, as opposed to a standard employee hub, DNA Social introduces a modern and sophisticated approach that enables HR to engage their workforce on multiple levels:

- Advertising capability similar to Facebook, which allows content to be targeted based on attributes from employees' profiles.
- A new HR channel to enhance transparency, provide visibility and promote HR initiatives:
 - Post communications that are too informal to send via email (e.g. new coffee machine in the kitchen)

- Increase employee awareness about specific topics (e.g. CSR, healthy habits and best practices)
- Keep employees informed and up-to-date (e.g. about company benefits, programs, trainings, etc.)
- Make automated announcements (e.g. about new hires, company anniversaries, promotions, internal mobility changes, etc.)
- Recognize employees for their achievements (e.g. celebrate wins, the top three performers of the month, etc.)
- Foster the sense of community and interaction (e.g. invite people to the end of the year party, conferences, etc.; then see their opinions and reactions)



2. Powerful and Customizable Employee Profiles

DNA Social custom profiles allow:

- HR to choose key information they want to collect about employees. Profiles may include any type of field that can be set as required, conditional, not editable, etc.

(e.g. HR can add a field "Are you willing to relocate?" and use this for internal mobility, or one that says "Courses you would be interested in attending" and target Learning & Development ads based on employees' answers).

- Employees to build their identity within the company

(e.g. by sharing their professional background including education and work experience, hobbies, skills, content they find interesting, aspects of their personal life, etc.).

Michael Brown
VP of Engineering
Time zone: Argentina - Buenos Aires (GMT-03:00) – Current time: 16:36

Wall About Photos Teammates

➤ **Basic Information**

Position Title VP of Engineering
 Email Address michael.brown@avature.net
 Work Phones 1 212 380 4160 ext 415
 Instant Messengers Y! michael.brown@voutique.com
 Offices you'd be willing to relocate Los Angeles, Phoenix, San Diego
 Departments you'd be interested in exploring Services, Marketing, Financial, Sales

➤ **Work History** Edit

Avature
Product Analyst
 Sep-2014 - Present
 As a product analyst I design how the new features will work, keeping in mind many variables such as cost, scalability and flexibility.

➤ **Education History** Edit

BA
Syracuse University
 Sep-1997 - May-2001
 Magna Cum Laude

High School Diploma
Corcoran High School
 Aug-1992 - Jul-1997

➤ **My Skills & Endorsements**

Git × CSS × HTML × Javascript × Scrum × SQL ×

➤ **Flash Recommendations (4)**

Andre Goldfein HRBP Sales Feb 3-2015

Michael takes responsibility for areas outside his scope in order to ensure success in his projects, making up for shortcomings or constraints in other teams' work

3. Smooth User Adoption

User adoption is critical and it starts with intuitive technology:

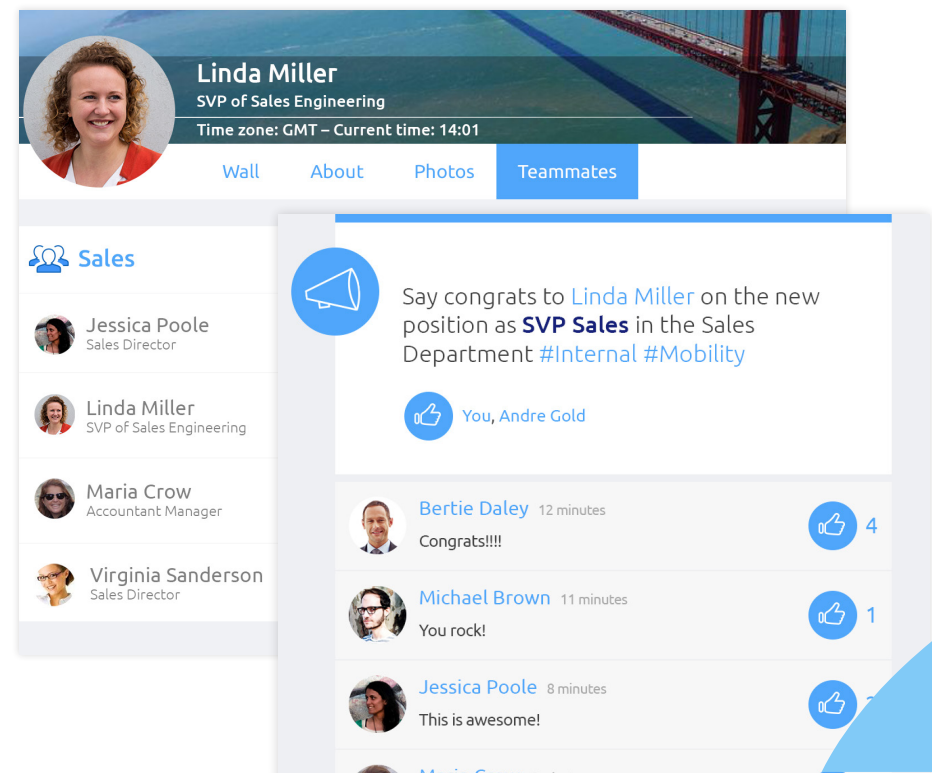
- Modern usability
 - User experience based on the most successful social networks
 - UI familiar to everyone and easy to use, so no training is needed
- Multiple ways to easily complete and update employee profiles
 - Employees upload their resumes and the data is parsed automatically to their profiles
 - Profiles are built collaboratively: colleagues can add skills, projects, and recommendations to other employees' profiles
 - HR can implement internal processes to make sure relevant data is completed according to the company's guidelines (e.g. trigger an email to employees who have forgotten to express their willingness to relocate)
- Profiles can be prepopulated with information gathered during the hiring process or that already exists within the HR system
- Relevant content displayed to each user
 - The News feed algorithm selects the content to display based on:
 - The person's interaction with other users
 - The relevance of the person within the company (e.g. teammates' posts are given more weight)
 - New employees can engage with their network straightaway. No action needed to see relevant content (e.g. follow people)

4. Connected with your Mobility, Onboarding and Performance Management Processes

DNA Social provides a comprehensive foundation for enterprise-wide talent management.

- Mobility Processes
 - Relevant and updated profiles help HR find talent internally
 - Display hot job adverts to a targeted group of employees based on attributes of their profiles (e.g. present an opportunity to senior marketing employees in the Chicago office who said they would be willing to relocate to New York, and have certain skills or keywords in their profile)
- Onboarding Processes
 - New hires can get to know their teammates and the company culture even before their first day
- Performance Management Processes

- Encourage team collaboration by sharing public goals within the community
- Acknowledge high performers and celebrate success by making achievements public
- Additional Talent Management Processes
 - Succession planning
 - Custom programs (e.g. create a portal for managers to submit successful stories of the month for HR to review and post them in the social network)



Why DNA Social?

- It provides a new, more modern and sophisticated way for HR to engage with the workforce
- It brings transparency and visibility into your talent management initiatives
- It encourages collaboration by enabling employees to search for others based on their skills and background
- It allows you to promote mobility and growth opportunities to your employees
- It combines the best social and professional network features, making it immediately familiar to all of your employees
- It integrates seamlessly with your Talent Management strategies



Market Leaders Rely on Avature

650+

customers worldwide

- 101 of the Fortune 500
- 7 of the top 10 Fortune 500
- 23 of the FTSE 100
- 102 customers with +75,000 employees
- 4 of the big 4 accounting firms
- 8 of the top 20 Forbes America's largest banks
- 8 of the top 10 World's largest retailers
- 7 of the top 10 World's largest RPO's

100+

multi-country implementations

Since product release in 2008, Avature has been facilitating some of the most advanced talent acquisition and talent management programs in the world.



Contact Us to Learn More

For more information about Avature DNA Social,
please contact your Avature representative or visit our website

Avature
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