

# people matters

## TODAY

1 SEPTEMBER 2014

TechHR Conference 2014 Special Edition | August 22, 2014 | Gurgaon, India

## TechHR 2014: A galaxy of HR leaders

by Vikram Choudhury

Tech HR 2014 at the Leela, Gurgaon brought together the best and brightest HR leaders and technology providers from India and abroad under one roof for the day-long extravaganza.

Thought leaders on the forefront of the HR technology space such Rudy Karsan (GM, Kenexa & Smarter Workforce, IBM), DN Prasad (Director, Google People Services, Google APAC), Madan Nagaldinne (Head of HR-Asia Pacific, Facebook), Sameer Patel (GM/SVP, at SAP/Successfactors), Abhijit Bhaduri (CLO, Wipro Group), and Anand Pillai (Sr.

VP and CLO, Reliance Industries Ltd), besides several others, came together to share thoughts and insights on how tech is the next big frontier for business and HR.

Besides knowledge sessions, the day was also marked by information sessions or “unconferences” by leading HR thinkers such as Kavi Arasu and Gautam Ghosh, in addition to live demos by several leading service providers. In a fitting summary R. Mahalakshmi (@mahasworld) tweeted after the event saying, “The hall was overflowing and the format was brilliant.”

## Futurism for the Workplace

by Ankita Sharma Sukhwani

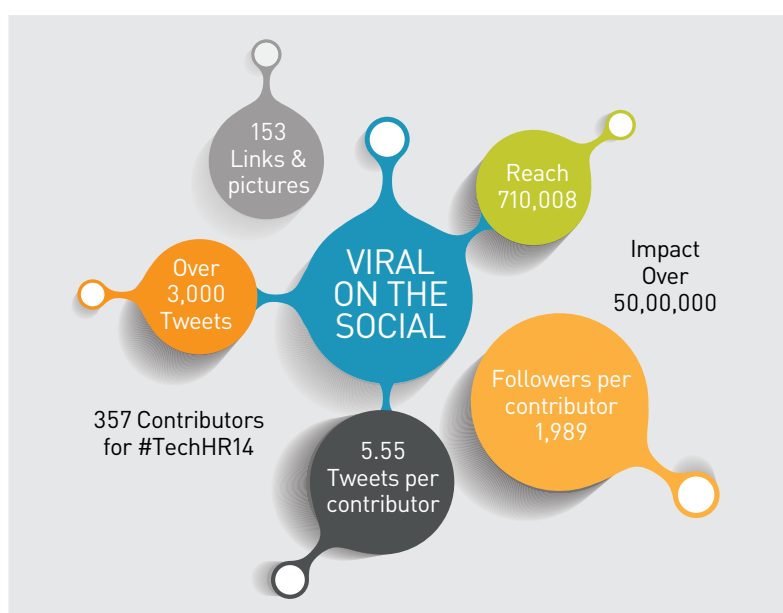


Setting the pace for the TechHR Conclave, the opening session saw visionary leaders Rudy Karsan, GM, Kenexa & Smarter Workforce, IBM, Debjani Ghosh, VP, Sales and Marketing Group, MD, South Asia, Intel Corporation and Frank Ricciardi, VP & GM, Asia-Pacific at Cornerstone OnDemand connecting technology with the current, future, strategic, functional and operational aspects of the HR domain.

Rudy had a very optimistic view of the future and termed the changes happening across the world as ‘dramatic’. He said that innovation was happening on a daily basis, one just needed to ride the waves. Debjani talked about the progression of moving from a good company to a great company. She stated that the

three things world leaders were depending on to bring that about were globalization, economic volatility and disruptive innovation. Business leaders now consider good people as the most serious aspect of business. Debjani also debated if HR was ready to handle this new condition. This would require meaningful business discussions with analytics to measure every aspect of people management.

Frank stated that companies needed to move away from automation and processes and focus on the people. It was the need of the hour to embrace consumerism of the enterprise and create a common and easy platform. He however stressed that the need of the hour was to put people at the center.



**TECHHR** 2015  
19<sup>th</sup> & 20<sup>th</sup> AUGUST

India's largest HR Technology conference  
**BLOCK YOUR DATE**



# PHOTO GALLERY



Charu Mitra



Rajesh Padmanabhan,  
Anand Pillai & Rajeev Dubey



Gautam Ghosh



Prashant Bhatnagar



Mandeep Maitra

## Uncovering the true leader

We wanted to give HR leaders, who were coming for our event, a little gift to show our appreciation for their participation and what better way to do it than to put them on the cover! The People Matters design stall was overbooked with requests and the idea was a big hit!!



Sridhar Ganesh



Frank Ricciardi



Debjani Ghosh



Sanjeev Prasad



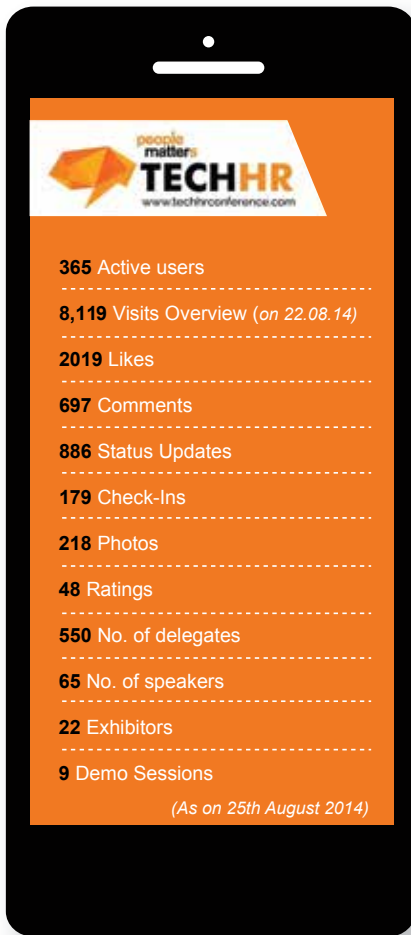
Pratik Kumar



Anuranjita Kumar, Abhijit Bhaduri & Ashok Sethi







## Business Dynamics and HR Tech- What the C-suite thinks

by Vikram Choudhury

The C-suite discussion called 'Business Dynamics & HR Tech' at #techHR14 was intended to bring forward the questions that come to a CEO's mind when asked to make an investment in HR technology. Ajay Gupta, VP and Head of Strategy & Marketing, Ericsson says that, "A good business prospect is about rephrasing the problem and figuring out the best solutions for the business and its customers."

Driving a good business case involves strong demonstrable benefits. The efficiency argument is probably the biggest one. Amitabh Chaudhari, CFO, at Quattro Global Services says, "Very soon, the economic human arbitrage benefits will disappear from India, and this is a good time for CEOs to look at how to invest in technology to maintain an edge." Sanjeev Prasad, CIO at Genpact thinks that investment on HR technology should be about innovation. He says that it is inevitable that automation is coming along in a big way." Lastly, the wave of technology and social media is just too big to ignore. Pratik Kumar, CEO, Wipro Infrastructure Engineering and Member of the Board - Wipro Enterprise Ltd. says, "At the end of the day, it is important for a CEO to not view technology as a risk."

## The ERA of Social, Mobile, Analytics, Cloud- A power session

by Vikram Choudhury

The power packed session at #techHR14 brought together the CHROs of 3 of the most powerful global tech brands. D.N.Prasad, Director of Google People Services, Google APAC says, "At Google, committees and not individuals make hiring decisions. Also, 55-60 percent of a Googler's learning is delivered peer-to-peer through what the company calls, G2G. Any Googler who has the capability to teach a fellow Googler anything, from a product skill to a non-core skill can post her/his training offer to everyone at Google through technology."

Sameer Patel, who is the GM, at SAP Cloud/Successfactors presented the power of technology in engaging with customers through a simple example of how a car manufacturer, Tesla, collated feedback about a concern and fixed it overnight remotely through a software update. Madan Nagaldinne, Head of HR-Asia Pacific, Facebook says that talent managers have a lot of ways to analyse information about the team and the workforce. "There are 1.4 billion Facebook users and this is an indication that the whole world is going social. It is important to tap into the rich power of analytics that social networks generate."

## Collaborative learning across the social landscape

by Ankita Sharma Sukhwani

Technology has opened easy access to centers of expertise, both individual and institutional, and has made learning a collaborative exercise. The workspace has seen a transformation with movement from written memos, to emails, and more recently- to collaboration tools, like Whatsapp, taking the center scene. In a thought invoking session on collaborative learning, Abhijit Bhaduri, C-LO, Wipro Group & Anand Pillai, Sr. Exec. VP & CLO, RIL, shared some remarkable observations.

Abhijit stressed that learning and work were inter-related and collaboration had to be across generations and geographies. He said that work was happening around the world and collaboration across social was the way to take organizational effectiveness to the next level. When looking at learning on the social side, he said that personalization of knowledge was the way forward. Anand Pillai presented a case study on Reliance Industries and shared his experience of turning a legacy company into a learning enterprise. Key points of promoting a collaborative working environment included networking & meeting like-minded people, breaking silos, business driven learning coupled with social gratification and recognition.

## Big Data digitizing the employee?

by Ankita Sharma Sukhwani

With the emergence of Big Data in the HR landscape, there is an ongoing debate on its use and effectiveness. Big Data analytics form an integral part of businesses across the world. However, its induction into the HR space is rather recent. With different schools of thought presenting it as a digitization of employees, rather than a serious business tool, the session on Big Data at TechHR 14 was an eye opener.

In an interactive session, Elango R, Exec. VP Emerging Geographies SBU & Global CHRO at Mphasis & Prithvi Shergill CHRO, HCL Technologies, shared their experiences and best practices of Big Data Analytics as a decision making tool. Elango stressed on connecting random data and presented the four pillars for solving business problems: Collect, Collate, Algorithm and Meaning. He however stressed that Big Data was a means to an end and not an end in itself. In his address, Prithvi Shergill gave the basics a hard look and raised the questions that every business needs to ask before delving in to Big Data. A critical question in the process was deciding the budget and justifying it across the roadmap. He said that the key to analyzing data was establishing a trend rather than looking at small isolated blocks. It is about using the insight rather than the information.

## TESTIMONIALS

**PRITHVI SHERGILL** People Matters TechHR event attracted audience that will help the profession be future ready

**SAMEER PATEL** Learnt a lot about the state (and promise) of HRTech in India today. Thx for the comments on my keynote

**ANAND PILLAI** TechHR14 is one of the best conferences I have attended in a long time. Focused, fun-filled and futuristic

**SANJAY DUGAR** Definitely one of the best conference I have attended. I also heard other delegates saying the same thing. Congrats to Ester and team.

**RAJESH LELE** It was a wonderful time at an excellent event. Kudos to the People Matters team for innovation in approach and excellence in execution

**PRABHAKAR L** Team People Matters rocks. As Anand would say KKDS. And compliments to their leader Ester Martinez

## Unconference

by People Matters Editorial Team



For the first time ever, People Matters decided to execute the Unconference concept, a simple idea that rocked everybody's minds. The idea was to help delegates unwind and have personal interactions with the speakers. In the Unconference, delegates had access to learning track, workshops and international speakers who joined us via Twangout. There were five Unconference

sessions starting at 11am until 3:30pm. The sessions by Gautam Ghosh (Building a social identity) and Kavi Arasu (Story Telling in the Digital World) were the most well received. Kavi had everyone's attention with his new badge -- his Twitter id -- to showcase his digital business card. There was also a quiz contest on HR technology trivia and the winner was Indu Kapoor of EXL.

## What does the future hold for HR?

by Ankita Sharma Sukhwani

With the confluence of technology in HR, the future of Human Resources is as bright as the rising sun. At TechHR 14, leading thought leaders of the industry got together to predict how technology would influence the HR community in the future. The discussion encompassed the technical up-skilling potential HR leaders would need to undertake, the areas of investment and also new areas of HR that technology could bring relief to.

The panel discussion saw participation from Manish Bahl, Vice President & Country Manager, Forrester Research, Rajesh Ranjan, Partner, Everest Group, Srinivas Konidena, Vice President, ADP and

Prashant Bhatnagar, Director, Sapient. The panel agreed that in the future, HR will be a combination of art and science and will have the ability to analyze, predict and advice. The HR function will also have the agenda of digital human interaction and govern the way technology is embedded into regular day-to-day work.

The panel was hopeful that with the way technology was seamlessly weaving itself in day-to-day life, the new generations will not need any competency training to bring them up to speed. A major deciding factor for technology would be the level of mobility it will offer. The platform of the future will have to be simple but not passé.



## Aligning CHRO agenda with CEO agenda- A roundtable

by Vikram Choudhury

The CHRO roundtable, "Aligning CHRO agenda with CEO agenda," was organised by the global technology company, Cornerstone OnDemand, and provided several perspectives on how CHROs can align their technology agenda with their CEOs. The session was chaired by Frank Ricciardi, Vice President & General Manager Asia Pacific, Cornerstone OnDemand and attended by CHROs from several leading companies in the Asia Pacific.

A recent global CEO poll survey conducted by Cornerstone OnDemand, which saw participation of 86 per cent of CEOs globally, revealed that their No. 1 challenge was "talent." CEOs across the world realise that there is growing influence of technology in the workforce and thus, the enterprise has to match up to the market trends.

Abhijit Bhaduri, Chief Learning Officer, at Wipro Group says, "The notion of control is long gone in modern enterprises. With the great influence of technology within the enterprise, the enterprise and employee should learn how to trust each other." It is important that CHROs start thinking about which platforms will define the future of the enterprise. "The mobile platform," says Ricciardi, "can be safely considered as the future technology platform that CHROs should focus on."

The pace of technology is changing and it is also true that newer technologies may emerge in the future. Madan Nagaldinne, Head of HR-Asia Pacific, Facebook says, "Alternative platforms, such as virtual reality, are also coming up across different industries. This may define the future of HR technology in the years to come."

## Does HR need technology or technology need HR?

by Ankita Sharma Sukhwani

Two teams, comprising six of the industry's leading lights, battled it out as they spoke for and against the motion! The Big debate was about Who needs Who, HR needs Technology or Technology needs HR. Speaking for the motion were Ashok Sethi, Sr. VP, People and Internal Operations, Sapient, Abhijit Bhaduri, CLO, Wipro Group and Anuranjita Kumar, MD & CHRO, Citi South Asia. Speaking against the motion were Rajeev Dubey, President (HR, After-Market & Corporate Services) & Group Ex Board Member, M&M, Anand Pillai, Sr. Exec. VP & CLO, RIL

and Rajesh Padmanabhan, President, Group CHRO, Vedanta.

While 'Humanists' defended HR saying that technology is an equalizer whereas HR is the differentiator, the 'Technologists' said that without technology, business intelligence was useless. Another point in favor of tech was the fact that it acted as an enabler and provided an impetus to the social revolution happening across the world. Both parties reached the agreement that both technology and HR needed each other. The willingness of HR to exploit technology could do wonders in the years to come.



# TECHHR 2014 | SPOTLIGHT AWARDS

Technology is dramatically revolutionizing the working of HR functions. A lot of work is getting automated and HR managers are experiencing greater analytical and decision making abilities with the help of these technologies. To provide impetus to new technology innovations in the field of HR, People Matters took an initiative to further encourage, applaud and highlight the new entrants in the domain.

The Spotlight Awards 2014 brought together 21 applicants from across the country to compete for three categories of awards; 'Futurism in Recruitment', 'Futurism in Talent Management' and 'Futurism in HR Analytics', and one award for the 'Most Popular' amongst audience. The participants had to go through a stringent competition to make it to the finals. For the finalist round, the jury shortlisted nine applicants based on

their product/technology strength and application versatility. The finalists demonstrated their products/solutions in an elevator's pitch on August 22. Each of them gave a four minute presentation followed by questions from the jury and the audience. The Elevator's pitch was marked by immense enthusiasm and energy as the presenters be-

hind the start-up products were all very young, intellectual minds.

In the gala TechHR conference evening function, winners for the four categories were announced. The award for the 'Futurism in Recruitment' category was won by Talent Auction. Playday by Daybreak GLS won the award for the category, 'Futurism in Talent Management'. The award for 'Futurism in HR Analytics' was bagged by Jombay and last but not the least, Knolskape's First Time Managers solution won the award for the 'Most Popular' amongst audience grabbing the maximum number of audience votes. The winners were not only overwhelmed with joy and excitement of winning the award but also took with them great learning and motivation to achieve more in the HR technology domain.

by Lipi Agrawal-Khandelwal



Futurism in Talent Management  
PLAYDAY



Futurism in Recruitment  
TALENT AUCTION



Futurism in HR Analytics  
JOMBAY



Most Popular Award  
KNOLSKAPE



for more  
information on  
#TechHR14 log on to  
[www.peoplematters.in](http://www.peoplematters.in)

TWITTERATI 

**Anupam Hans@anupamhans**

#TechHR14 highlight for me. @\_Kavi: "Take a pause, look around and listen to people. The world is full of interesting stories" :)

**Sunder Ramachandran@sundertrg**

Footprints from #TechHR14 <https://www.youtube.com/watch?v=uOt-DPrR6CbA> ... @PeopleMatters2 @GautamGhosh @\_Kavi @Anand\_Pillai @SameerPatel @rucsb @AbhijitBhaduri

**Sameer Patel@SameerPatel**

#TechHR14 hehe @anand\_pillai "forget taking the horse to the water and hope it drinks. Rub salt on its tongue and see what happens."

**Abhijit Bhaduri@AbhijitBhaduri**

If you created a plan in January and executing to it in July you may have missed some change. @debjani\_ghosh\_ #TechHR14

**Kavi@\_Kavi**

Companies that are dehumanising are dying says Rudy Karzan. I think its a slow decay that isn't visible. Thats the challenge #techhr14

**Mohit Gundecha @mohitgundecha**

My take away from #TechHR14 - @PeopleMatters2 made HR glamorous! <http://bit.ly/pplmtrs> @Ester\_Matters

**Pankaj Bansal @PankajBansalPB**

@Ester\_Matters @AbhijitBhaduri @Anand\_Pillai @GautamGhosh @kamakshipant you made #TechHR14 special, very special & great experience. T184

**Pooja Arora @pooja\_arora19**

@Ester\_Matters @PeopleMatters2 Congrats & well-deserving success.. All Claps :) Looking forward to be a part of Next #techhr14

**Nu @imnoops**

@Ester\_Matters Superb, many more year of #TechHR14 to you and team :) Congratulations!

**Sumit Neogi @sumit\_neogi**

Dear @Ester\_Matters Kudos to the entire @PeopleMatters2 team for a great #TechHR14. Enjoyed working with them.Thanks for the opportunity..

**@PrateekRoyC:** #techhr14 offline conversations about online stories a fabulous way to learn @\_Kavi #un-conference

For more tweets, go to Twitter and search for #TechHR14

## PEOPLE MATTERS EDITORIAL TEAM

Esther Martinez Hernandez  
Anu Babu Kurian

Vikram Choudhury  
Ankita Sharma Sukhwani

Lipi Agrawal-Khandelwal  
Joyita Banerjee

Marta Martinez  
Jagdish

Era Chawla

impact over  
**50,00,000**  
on Twitter

**357**  
contributors  
for #TechHR14

Over  
**65**  
speakers

**22**  
exhibitors

Over  
**600**  
delegates

**2019**  
likes

**218** photos on  
TechHR app

Over  
**3000**  
tweets

**5.55** tweets  
per contributor

**153** links  
& pictures  
on Twitter

**365**  
active users on  
the TechHR app

**179**  
check-ins

**48**  
ratings of sessions  
on the app

**1,989**  
followers per  
contributor

**9** demo  
sessions

Twitter reach  
**710,008**

**886**  
status updates

**697**  
comments

**8,119**  
visits to the  
TechHR app

people  
matters  
**TECH  
HR**  
2014

THANK YOU FOR YOUR CONTRIBUTION IN MAKING TECHHR A HUGE SUCCESS

**Cornerstone**  
ON DEMAND Empowering People

Diamond Sponsors

**IBM**

**adrenalin**  
Human Capital Alignment Software

Gold Sponsors

**PeopleStrong**

**ADP**

**shine**  
Brightest chances for the rightest jobs

**sumtotal**

Silver Sponsors

**BIZBITES** | BUSINESS INTELLIGENCE & TECHNOLOGY ENABLED SOLUTIONS

**saba**

**S**

**KNOLSKAPE**

**VIDEORECRUIT**  
AUTOMATED INTERVIEWING SOLUTION

**qilo**

Exhibitors

**Nitor**

**mettl**

**Rechilli**  
We Analyze. We Just Pass.

**AASHNA**  
INDIA | USA | DUBAI

**bookmytrainings**  
India's No. 1 Training Marketplace

Spotlight Awards Finalists

APPLICANT TRACKING SYSTEM™

**HIREalchemy**  
Intelligent hiring

**Wheebox**  
Measuring Talent and Skill Potential

**TALENT AUCTION**

**safetrax**

**DAYBREAK**

**JOMBAY**

**KNOLSKAPE**

**TECHHR** 2015

SEE YOU NEXT YEAR!  
19<sup>th</sup> & 20<sup>th</sup> AUGUST