



# Cornerstone Connect™

Social Networking and Workplace Communities

ONBOARDING   LEARNING   SOCIAL NETWORKING   COMPLIANCE   PERFORMANCE   COMPENSATION   SUCCESSION   ANALYTICS

## Connect for the Success of your Organization

Cornerstone Connect brings together the best of Enterprise 2.0 technologies with the latest in social networking to enable effective workplace collaboration, improve employee performance, and drive innovation from customer and partner communities. By encouraging collaboration and making it easy to join communities of practice, Cornerstone Connect fosters social (informal) learning, organizational memory, professional networking, and better communication across your employee base and the extended enterprise.



### Challenges

- Breaking down barriers that stifle collaboration and innovation
- Identifying and capitalizing on latent professional networks
- Locating company expertise
- Building a corporate memory
- Retaining Generation Y (Millenials)
- Engaging alumni and retirees
- Reducing customer support calls and partner training costs
- Capturing reliable feedback from your customers and partners

### Benefits

- Enable connections between people
- Boost employee performance
- Cultivate informal learning
- Drive new levels of innovation
- Develop new communication channels with partners and customers

### Key Features

- Web 2.0 technologies
- Rich user profiles
- Community building
- Blogs, wikis, and podcasts
- Discussions
- Tag clouds
- Rate and share content
- Completely web-based and on-demand

### Breaking Down Barriers to Collaboration

In a modern workplace characterized by globalization, geographic dispersion of talent, and short information cycles, the importance of knowledge and information can not be overstated. High-performing employees develop effective professional networks and incorporate collaboration into daily routines.

Social networking and workplace community technologies give organizations the tools to empower employees to extend their existing capabilities through information sharing, professional networking, informal learning, and ongoing collaboration.

### Cornerstone Connect

Cornerstone delivers a complete social networking and workplace communities platform. This includes communities of practice, rich user profiles, expertise location, tag clouds, rating/sharing content, knowledge management, blogs, wikis, podcasts, RSS feeds, and much more.

Organizations use Cornerstone Connect to reach **both internal and external audiences**. With Cornerstone you can improve employee performance, identify critical internal professional networks, and engage your customers and partners to drive innovation and lower support costs.

Cornerstone Connect is part of the Cornerstone OnDemand Integrated Talent Management suite.

### Why Cornerstone Connect?

- ✓ 80% of training dollars are spent on formal learning, but equally 80% of what people actually learn in a job is informal and collaborative.
- ✓ Subject-matter expertise only takes you so far in a job. High-performing employees develop professional networks that extend existing capabilities.
- ✓ Your customers and partners are your best source of reliable feedback and potential innovation. Empower them to be your most vocal champions.



### Solving Real-World Problems

Enterprise social networking is only as valuable as the business impact it can deliver. Cornerstone Connect helps organizations move past the hype of Web 2.0 by addressing real problems, answering specific questions, and delivering demonstrable value.



#### Internal Communities – Your Employees

**Onboarding** Connect new hires to the people they need to know to succeed.

**Employee performance support** High-performing employees take it to the next level by developing professional networks that drive performance.

**Training / informal learning** 80% of what people actually learn in a job is informal and collaborative. Evolve your LMS strategy to include collaborative learning.

**Workforce management** Better visibility into your informal networks enables bottom-up, socially-driven succession planning (more powerful than typical C-level).

**Internal recruiting** Rich user profiles and active communities of practice make internal recruiting work. Find new sources of talent at home.

**Alumni and retiree engagement networks** For business development, maintaining a priceless “corporate memory,” and even for recruiting, building an alumni community is a quick way to demonstrate the value of business social networking.



#### External Communities – Your Customers & Partners

**Self-service customer support** By giving your customers ready access to product and service information, support costs can be controlled. Customers learn from other customers in active communities.

**Customer engagement** Engaged customers are loyal customers. By keeping customers talking about your organization and products in between purchases to boost loyalty and retention.

**Partner/channel training and support** By providing ongoing access to the latest information on your products, services, and partner programs, you can maximize the value of partner relationships.

**Product launches / new markets** Communities can be used to build awareness and product expertise in advance of a new product launch.

**User innovation / idea harvesting** When it comes to product innovation, engage your most vocal champions. Capture the best ideas directly from your customers, partners, and suppliers.

#### About Cornerstone OnDemand

Cornerstone OnDemand helps organizations to empower their people and optimize workforce productivity with a comprehensive suite of integrated talent management solutions for enterprise social networking, learning, compliance, performance, compensation and succession management, as well as robust reporting and analytics.

For more information, please visit us at:

[www.CornerstoneOnDemand.com](http://www.CornerstoneOnDemand.com)