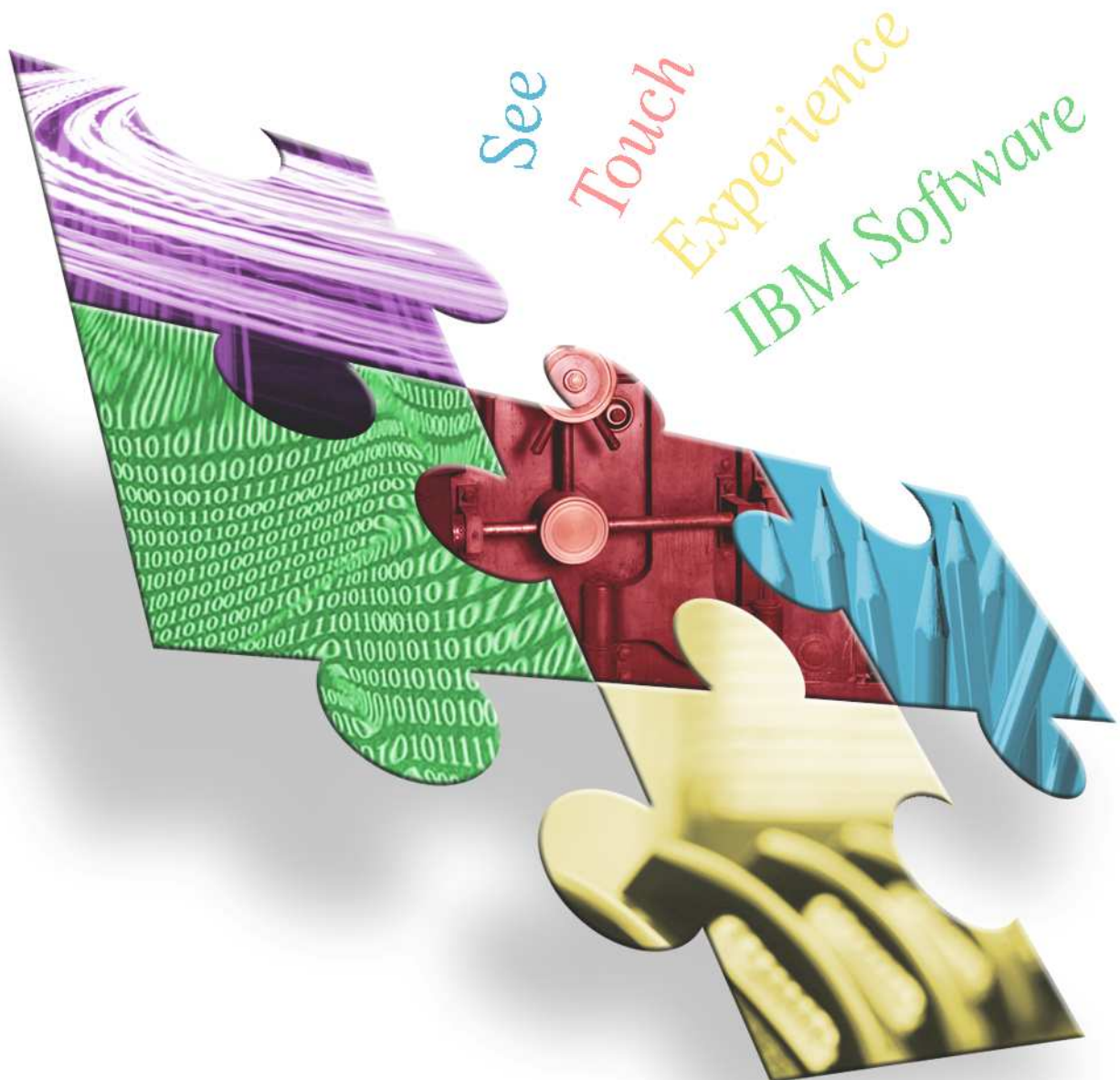




Technical Exploration Centre

2008



Come and Discover IBM Software

The Technical Exploration Centre (TEC) provides you with a stimulating environment to 'Test Drive' and gain hands-on experience of IBM Software, free of charge. It will also reassure you that IBM has the right skills and solutions to address your company's business needs.

It gives you the chance to *See, Touch and Experience* IBM software.

Customer Benefits

Our mission is to provide you with the insight you need to understand the capability of IBM software. Each event will allow you to gather the right information to facilitate your decision making process and understand how our software can help address your business needs.

TEC provides you with the opportunity to interact with knowledgeable IBM representatives who will guide you through hands on demonstrations and answer your questions. You can also share best practices and broaden your network of contacts within IBM and other organisations. The various events are designed to provide you with an easy and fast way to get close to our technology and to explore new ideas, technical capabilities and proof-points with our Technical Sales professionals.

"The DB2 LUW Day gave my customers an introduction into five exciting new features of DB2 9.5 in just one day, which they appreciated due to time and travel constraints. A member of the audience commented that an advantage of attending such a day was that they got to hear how other attendees were implementing or planning to implement these technologies, which was very valuable. The day was very well received by all attendees."

Pav Kumar-Chatterjee, IBM

TEC Capability and Services

There are a variety of different events which can be run within a TEC, some of which are outlined here. If you have a specific requirement which is not listed here please speak to your Sales Representative, we may still be able to help.

Exploration of Technology (EoT) a pre-prepared, high level workshop which usually runs for less than a day and targets middle

and upper management technical decision makers. It is a complementary offering to the PoT and is positioned early in the decision making process. It aims to give attendees a small "taste" of the technology through demonstration and presentation allowing you to connect technology ideas to the business problems which you face. It should help move you to a point where you are ready to send technical influencers to a PoT.

Proof of Technology (PoT) is a pre-prepared, technical event which runs for between one and three days and targets technical decision makers and evaluators. It aims to give attendees a "deep dive" of the technology through demonstration, presentation and hands on labs. Positioned later in the decision making process, customers are usually in the process of evaluating the product/solution. PoTs can be run in a TEC or at a customer or Business Partner site.

eProof of Concept (ePoC) The ePoC allows us to demonstrate our solutions in a way which respond directly to your specific business challenges. They tend to be delivered at a TEC or customer location.

Attend a TEC Event

Talk with your colleagues to identify what you would like to see and experience at the TEC. This should include selecting an appropriate location and date. Discuss these requirements with your IBM Sales team. Abbreviated

Based on your requirements and together with your Sales and Technical Sales representatives, decide which type of event would best suit your company's specific needs. Your IBM Sales contact will discuss these requirements with their local TEC Manager and check on TEC availability. Once engaged by Sales, the TEC will work with your IBM team to run an event which corresponds to your requirements.

TEC Locations - Northeast Europe

You have the option to select a TEC location based on your convenience or the speciality area required. Your IBM representatives will liaise with the local TEC Manager to discuss your requirements and make a booking on your behalf.

United Kingdom, Ireland & South Africa

TEC Manager: natalie.hill@uk.ibm.com



Comprised of three key locations;

- Hursley in the UK,
- Dublin in Ireland,
- Johannesburg in South Africa.

In addition to these locations we have mobile facilities which enable us to bring TEC capability to a location convenient to you.

“The Portal PoT allowed my customer to get ‘hands on’ experience with WebSphere Portal so they could better understand what Portal could deliver. The positive feedback from the attendees gave the customer confidence to go ahead with the purchase.”

Kieran O’Byrne, MBCS CITP MIET IBM

United Kingdom - Hursley

Set in Hampshire’s beautiful countryside, Hursley, near Winchester, is the main TEC in the UK and is co-located with the IBM Innovation Centre (IIC), BetaWorks teams, the UK Labs and the Executive Briefing Centre. It is well positioned to leverage the extensive skills and capability which surrounds it, to offer you an informative and unique opportunity to experience IBM technology. Another unique feature of the Hursley location is the ability to offer you tours of the labs. These have proven to be very popular as part of an overall customer TEC event. The UK TEC also runs mobile events in other locations such as London

South Bank, Staines, Warwick, Manchester and Edinburgh.

Ireland – Dublin

TEC Manager: chris_howard@ie.ibm.com

The Dublin TEC is a new facility that was completed in July 2007 and is co-located with a variety of other facilities including the IBM Innovation Centre. Ireland also has a mobile TEC facility enabling events to be run across the country.

South and Central Africa – Johannesburg

TEC Manager: grahamdi@za.ibm.com

The TEC in South and Central Africa is located in Johannesburg. This is a brand new facility, currently approaching completion, which is planned to open in Q2 2008. Whilst the TEC facilities are being built, TEC events are being run using mobile TEC capability.

Nordics

TEC Manager: finkd@dk.ibm.com



The TEC in the Nordics integrates tightly with the IBM Forum and the IBM Innovation Centre. TEC facilities are based in the IBM headquarters of each country:

- Copenhagen in Denmark
- Helsinki in Finland
- Oslo in Norway
- Stockholm in Sweden

Through these facilities we can easily tap into experts and resources from different IBM teams. We also have access to support from the Labs and we can either bring Lab specialists to the countries or organise sessions directly in the Labs to give customers the opportunity to speak directly with the developers. In addition there are possibilities to run mobile TEC Events at other locations.

“The provision of the loan equipment made it possible for us to be able to spend more time getting close to the software functionality and assess its suitability for our business requirement. We were also able to provide access to a wider audience access than would have been feasible through a standard demonstration approach.”

Jane Garrett

Application and Integration Development Manager, Lloyds Pharmacy

Germany

TEC Manager: ingo.lachner@de.ibm.com



Stuttgart is the home of the German TEC. Its co-location with the IBM Innovation Centre (ICC) and IBM Forum means it has some impressive facilities and capability to offer customers and to IBM teams.

As well as having dedicated classrooms with high-end hardware, there is also a TECNet demosever with over 40 SWG live demos. TEC Germany has the unique offering of a SAP demo system, where you can explore the integration of IBM technology.

German TEC Satellites offer rooms in **Frankfurt** and a pSeries Server in **Munich**. In addition, our extensive mobile TEC capability

Further Information

For more information about your local TEC or to discuss your specific event requirements please contact your IBM Sales Representative. If you do not have an IBM representative then please contact the IBM SWG Northeast TEC Manager, Natalie Hill for further information (+44 (0) 7734 325 389 natalie.hill@uk.ibm.com).

means, that we have the ability to run TEC events across Germany.

The tight integration of the TEC and the ICC gives us the possibility to involve even more facilities, resources and know-how.

Central Europe, Middle East, Austria & Switzerland

TEC Manager: mariusz_ochla@pl.ibm.com



Due to its large geographical landscape, IBM has a number of TEC facilities around Central Europe and the Middle East.

TEC facilities are located in the following locations:

- **Warsaw in Poland**
- **Zurich in Switzerland**
- **Moscow in Russia**
- **Dubai in United Arab Emirates**
- **Vienna in Austria**
- **Ljubliana in Slovenia**
- **Zagreb in Croatia**
- **Bucharest in Romania**
- **Prague in Czech Republic**
- **Budapest in Hungary**
- **Bratislava in Slovakia**
- **Karachi in Pakistan**
- **Cairo in Egypt**
- **Riyadh in Saudi Arabia**

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