IBM
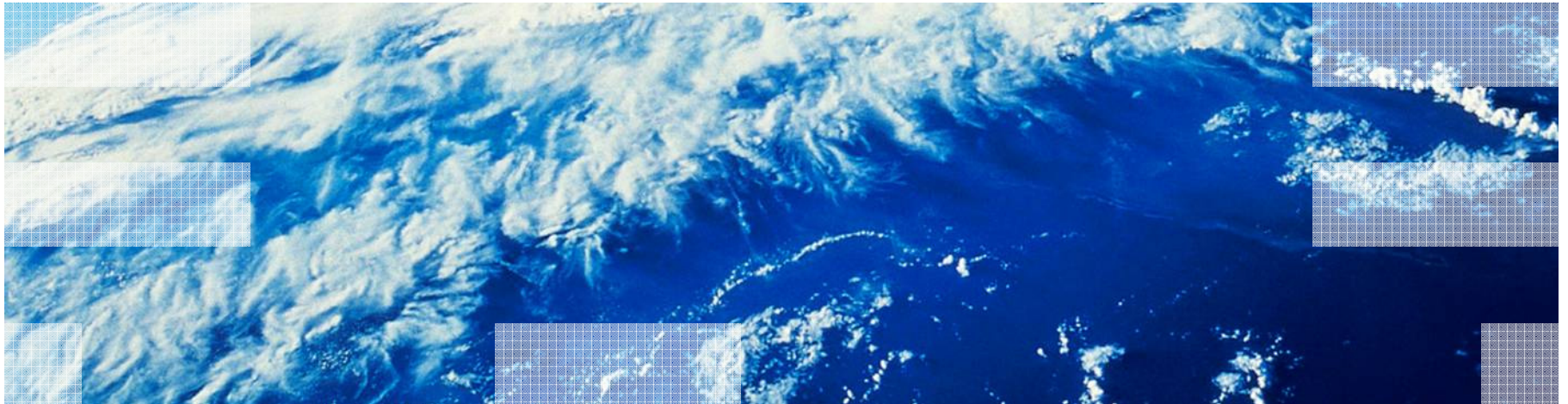
IBM Innovation Centers

Collaborate today. Innovate for tomorrow.

Aco Vidovič, Manager of IBM Innovation Centers
IBM Central & Eastern Europe

ISV & Developer Relations

- **What is IBM ISV & Developer Relations?**

- The Center of the Ecosystem: IBM Innovation Centers

  – Build skills

  – Build solutions

  – Execute marketing tactics

  – Close deals

  – Collaborate with others

ISV & Developer Relations drives innovation through a vibrant ecosystem

IBM ISV & Developer Relations creates sustainable business and technology innovation for our clients through our technology offerings and collaboration with and between our ecosystem.

IDR Ecosystem

PartnerWorld & IBM Venture Capital Group

- Going to market with a sophisticated network of global partners for profitability & growth
- *The goal:* Deliver innovative, comprehensive client solutions

developerWorks

- A community of IT professionals who share ideas, content, and code
- *The goal:* Skill growth around emerging technologies

IBM Academic Initiative

- Partnering with academia to build 21st century skills
- *The goal:* A more competitive IT workforce

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ISV & Developer Relations

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IBM Innovation Centers – The heart of the ecosystem

IIC in Ho Chi Minh City, Vietnam

The IBM Innovation Centers:

- Worldwide physical and virtual gathering places for business, academic and technology innovators

- Provide expertise in your local market while extending your reach worldwide.

The IBM Innovation Centers matter because they:

- **Provide a place where Business Partners, IT professionals, and academics can:**

  - **Find answers to everyday questions**

  - **Build cutting-edge skills**

  - **Explore the latest open-standards-based and open source technologies**

- **Unite a community impassioned about building faster, smarter solutions for business, and create cooperative selling relationships across the globe**

Access to resources physically or virtually

- **Physically at the IBM Innovation Center:**

  – Attend education and networking events

  – Request a technical engagement
  (porting, enablement, consulting, testing and more.)

  – Host a customer meeting/event

- **Virtual access from…. anywhere!**

  – Virtual Innovation Center (VIC) online resources

  https://www-
  304.ibm.com/partnerworld/wps/servlet/ContentHandler/isv_com_tsp_vic_overview

  – Education (virtual instructor-led, webcast,
  self-paced, podcasts)

  – Access to IBM hardware and software through IBM
  Innovation Center remote services or the self-service
  Virtual Loaner

Right Resource

Right Level

On Your Time

IBM Innovation Centers: Bringing it all together

Building skills to help our ecosystem remain relevant, competitive, and innovative.

Faculty / Students　　**IT Professionals**　　**Partners**

Help partners **build solutions** on top of a growth platform based on industry standards to reduce cost, and speed time to market.

UNDERSTAND	**EXPLORE**	**DEVELOP**	**IMPLEMENT**	**CONFIRM**
the partner's business & needs	options and approaches	Identify joint project	Help with solution	partner value & experience

Help community understand how to increase revenue with IBM through **marketing support**, through Marketing Resource Managers, **and sales support**, through Sales Resource Managers.

Promote **seamless collaboration** across a holistic community of business, technology, IT Professionals, and academic innovators.

IBM Innovation Centers: Bringing it all together

BUILD SKILLS, BUILD SOLUTIONS

- Traditional classroom training

- One-on-one mentoring / consulting

- Virtual self-paced education and podcasts

- Access to middleware for evaluation and testing purposes

- Porting, hardware and software migration

- 'Ready for' validation processes

IBM Innovation Centers: Bringing it all together

CLOSE DEALS, COLLABORATE WITH OTHERS

- **Sales Resource Managers**
  - Guide you to the right IBM sales channel resource to help you close deals

- **Sales closure events**
  - Use our centers' facilities for your sales meetings

- **"Connect to win" executive events**
  - Meet IBM sales teams to identify new opportunities

- **'Maximize your Relationship with IBM' business seminar**
- **Connection events**
- **Skills for the 21st century and Student Technology days**
- **Value Net Connections**
  - Build and deliver complete solutions for your clients or extend your geographic reach through partner-to-partner collaboration

40 Globally Networked Locations

Results
- Build skills
- Build solutions
- Close deals and improve your bottom line
- Execute marketing tactics

Staff
- Full-time IBM technical experts for hands-on assistance and knowledge transfer
- Access to IBM marketing and sales teams

Classrooms
- Technical workshops and seminars
- Business seminars and collaboration events

Meeting rooms
- Customer briefings
- Sales closure meetings
- Business Partner Demo rooms

Technology support
Access to the latest hardware and software
- On site at the Centers
- Remotely via Virtual Private Network (VPN)

North America (6)
Austin
Chicago
Dallas
San Mateo
Toronto
Waltham

Latin America (2)
Mexico City
Sao Paulo

NE Europe (7)
Dublin
Ehningen
Hursley
London South Bank
Copenhagen
Stockholm
Zurich

SW Europe (6)
Amsterdam
Barcelona
La Gaude
Milan
Paris
Tel Aviv

CEEMEA (11)
Bratislava
Bucharest
Budapest
Casablanca
Istanbul
Johannesburg
Kiev
Ljubljana
Moscow
Prague
Warsaw

Japan (1)
Tokyo

Asia Pacific (7)
Bangalore
Kuala Lumpur
Manila
Seoul
Shanghai
Sydney
Ho Chi Minh City

IBM Innovation Center Bucharest

- **IIC Bucharest home page and virtual tour:** http://www-01.ibm.com/software/ro/icc/home/

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