CENTERLINE DIGITAL

Project	4203_B IBM STG COMMON 2013 Multimedia Expert Reference Series
Document Title	4203_B_IBM_STG_COMMON_2013_Multimedia_ Expert_Reference_Series_Enduring_Values_As_ Produced_Transcript_051313
Date	05/13/2013
Client	IBM
Centerline Leads	Lauren Childs, Lindsey Helmick, Hannah Sink

4203_B IBM STG COMMON 2013 Multimedia Expert Reference Series – As Produced Transcript
"Creating Successful Business Solutions"

Roxanne Reynolds-Lair, CIO, Fashion Institute of Design Merchandise
Ranga Deshpande, Hon. ICT Director, Institut Jules Bordet
Bob Morici, Director of Technical Sales, Baseline Data Services
Tom Huntington, VP of Technical Sales, Help/Systems
Phil McCullough, IT Director, American Registry of Radiologic Technology
Carol Berger, Vice President, Londen Insurance Group
Justin Porter, Director of Technology, Westside Produce
Steve Pitcher, Enterprise Systems Manager, Scotsburn Dairy Group

Roxanne Reynolds-Lair: The main reason that we've chosen the IBM i and its predecessors, was the simplicity and ease of use…it allows us to be… more nimble or more agile in developing apps, in providing solutions because it's not pieces and parts.

Ranga Deshpande: IBM i, it is the best-integrated machine we can have… they are in high availability and… we can give a continuous 24x7 service to our physicians, to our nurses, and to all the personnel of our hospital.

Bob Morici: The system just runs -- it runs the way you want it to run.

Tom Huntington: It's like having a great insurance policy. Every single day, the server is available for you, and it's reliable…

Phil McCullough: We have a small staff, especially in IT, and Power Systems allows us to maintain a robust application portfolio.

Carol Berger: It's very easy to update, it's very easy to maintain, and we don't have to continually rewrite our code in order to deal with new technology.

Phil McCullough: We are excited that IBM i is keeping up with the latest in technology.

Justin Porter: They ask their customers what they want and what they need and they actually deliver on it.

Steve Pitcher: The competitors do not offer us an integrated secure stable system that IBM i on Power System is. There is nothing out there in the world today that does what IBM i on Power does.

Justin Porter: The same technology that drives Watson…and it drove Watson to a beat a human being at jeopardy that powers the system that I run in my office. This computer can think, imagine what it can do for my business? So when I look at the future I am excited because it can be anything that I wanted to be. All I have to do is dream and maybe ask a little bit and we'll get there.