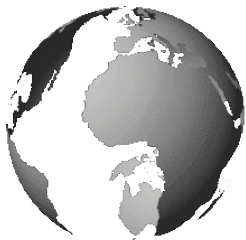


IBM Client Center – Systems and Software

IBM Germany Research & Development, Boeblingen

Dr. Willi Gotthard
13. November 2012



IBM Deutschland Research & Development

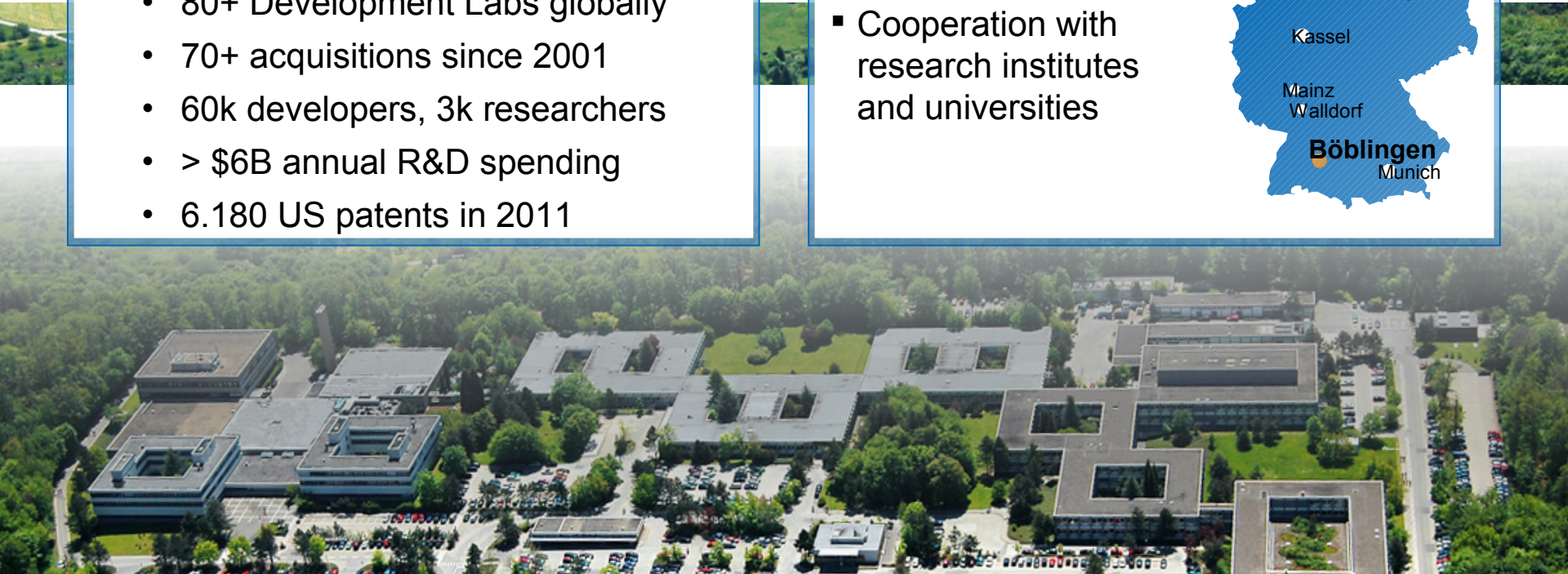
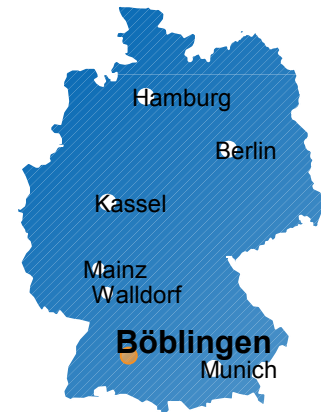


Overview

- One of IBM's largest R&D sites
- Founded in 1953
- ~1.800 engineers
- Headquartered in Boeblingen, Germany
- IBM R&D worldwide:
 - 80+ Development Labs globally
 - 70+ acquisitions since 2001
 - 60k developers, 3k researchers
 - > \$6B annual R&D spending
 - 6.180 US patents in 2011

Focus Areas

- Hardware, firmware, operating systems, middleware, solutions
- More than 60 hard- and software projects
- Technology consulting and services
- Cooperation with research institutes and universities

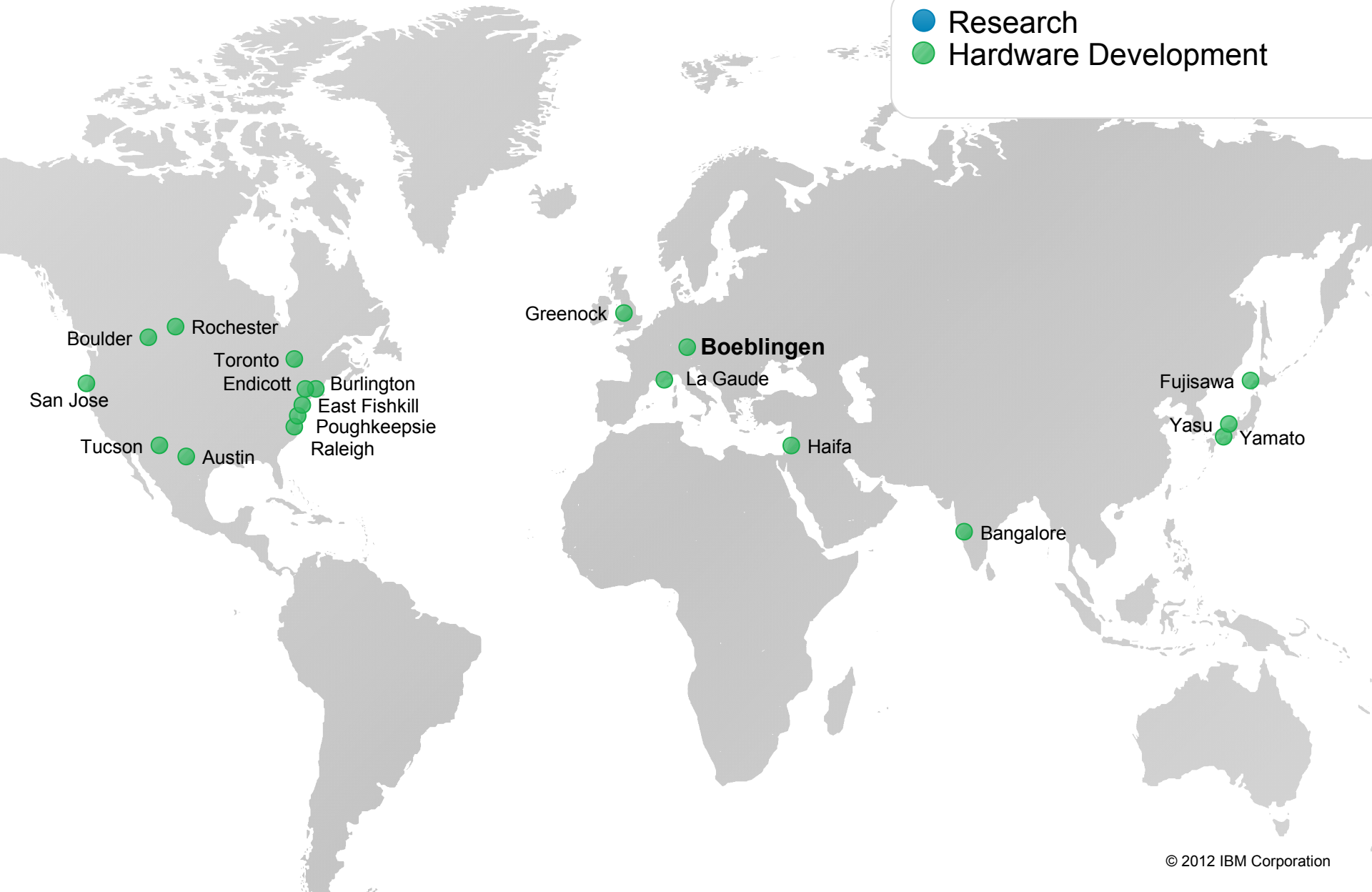




● Research



- 
- Research
 - Hardware Development



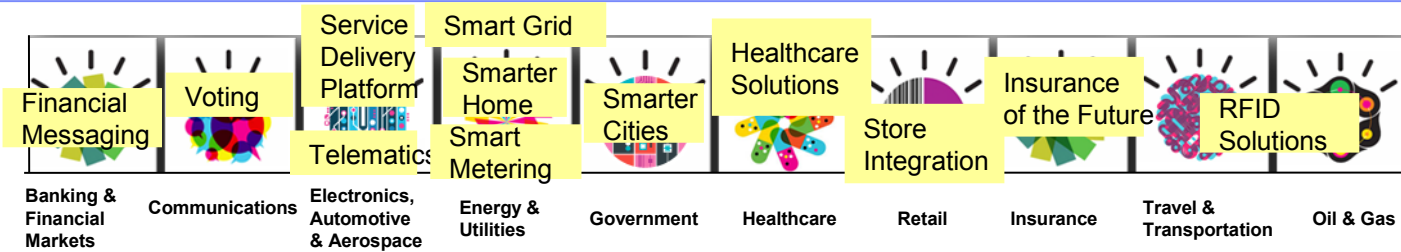
- 
- Research
 - Hardware Development
 - Software Development



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Entwicklungsprojekte

Solutions



Software

DB2 Tools and Acceleration
Information Lifecycle Governance
SAP Enablement

Turning Information into Insights

Business Process Management

Drive Business Integration and Optimization

Enterprise Portals

Connect and Collaborate

Enable Product and Service Innovation

System Automation, Service Automation, Storage Management

Optimize the impact of business infrastructures and services

Internet Security Solutions

Manage Risk, Security, and Compliance

Systems

System z, p & x,
Linux, zOS
Systems Software

Servers

Storage Solutions

Storage

Network

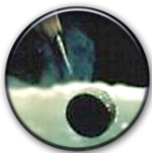
CPUs

Technology

SmartCloud Enterprise
Cloudburst

Cloud Infrastructure

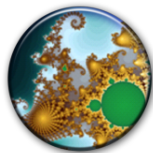
Research



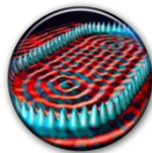
Materials Science



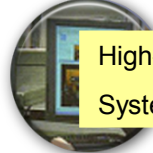
Chemistry



Mathematical Science



Physics, NanoTechnology



Computer Science

High-Performance Systems



Electrical Engineering



Behavioral Science



Service Science

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Kern-Kompetenzen



Hardware

- IBM Server System Design
- Hybrid Systems
- Prozessor-I/O-Chip-Development
- High Performance Systems

Firmware

- IBM Server Firmware Development
- High Availability and Security Design
- System and Energy Management

OS

- Linux for IBM Servers
- Virtualization
- Workload und Storage Management
- z/VSE

Software

- Enterprise Portals
- Business Process Management
- Event Processing
- Content Management
- Data Warehousing
- Data Analytics
- System Automation
- Cloud Computing
- Business Continuity
- SAP Technologies
- Content Security

Services

- Customer Briefings
- Technology Consulting
- Proof of Concepts
- Lab Services
- Customer projects

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Unser Portal zur Kunden- und Vertriebsunterstützung

Presales

- Lead Generation: IT Conferences & Trade Shows, Demo & Showcase Development, Academic Initiative
- Opportunity Identification: Account Planning, Technical Workshop, Briefings, Demo & Showcase Delivery
- Opportunity Progression: POC, Benchmark, Design Workshop, Technical Consultancy

Postsales

- Lab Services, Early Adopter Support, Deployment Support

Enablement

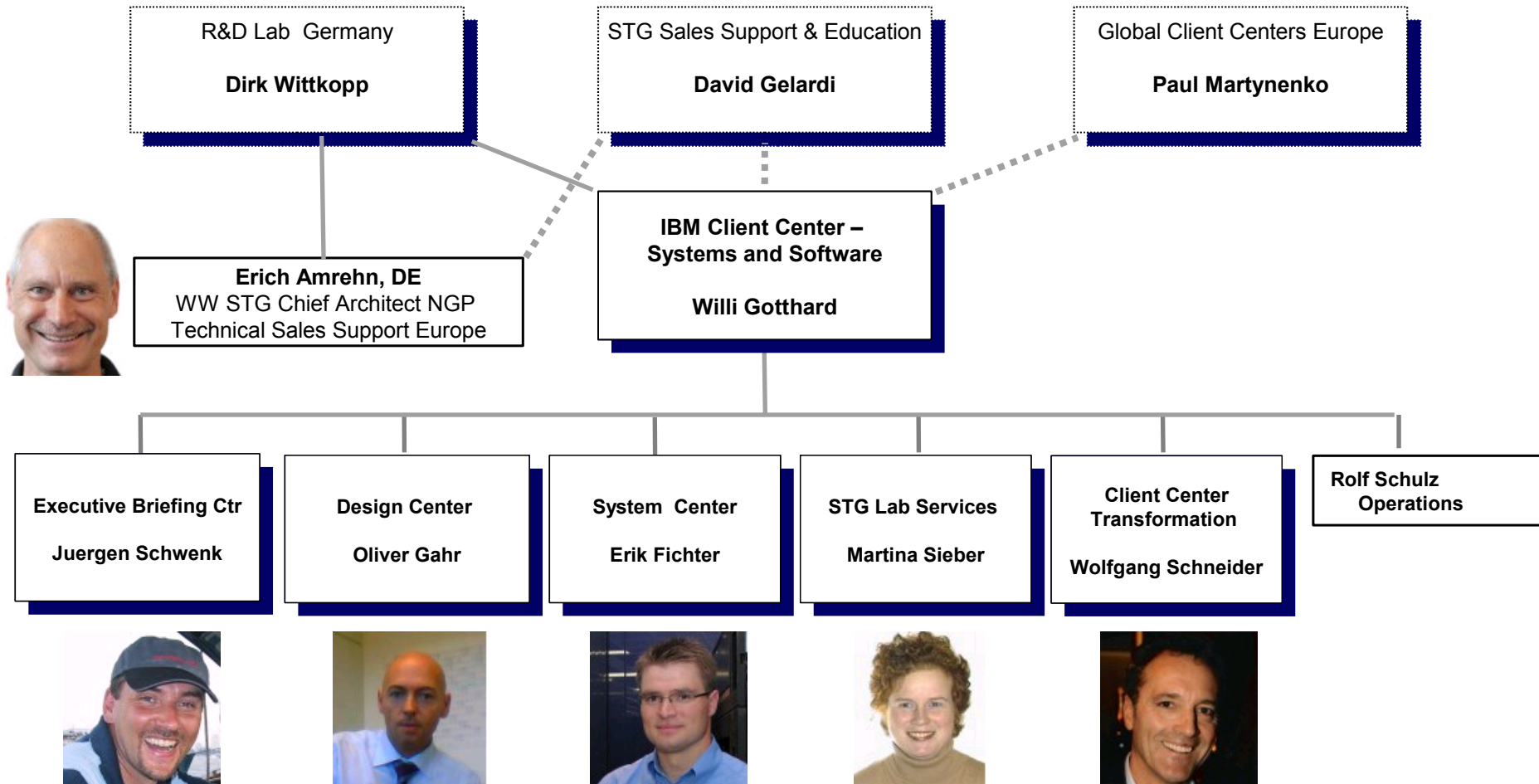
- Sales & Techsales Enablement, ISV Enablement, Asset Development

Leverage the Lab

- Leveraging deep skills of our Development teams for these client facing activities
- Driving the Lab Advocate program
- In areas where the Boeblingen Lab has core competencies

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<http://www-05.ibm.com/de/entwicklung/clientcenter/>



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zEC12 Support

iESP Participation

- For early skill build, asset creation (live technology demos)

Event Support

- With technology models (demo booth and speakers)

Early Adopter Support

- For emerging technology with outside-in feedback for development

Focus Areas

- Business Analytics (ISAS and IDAA)
- zHybrid (zBX-, IDAA-, and PureSystems-Integration)
- IT consolidation with Linux for System z
- New workload support and Java performance on System z
- TCO Consulting and Studies



Thank You!



Dr. Willi Gotthard

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