

## **TAPPING INTO THE PULSE OF THE FUTURE THROUGH THE IBM INNOVATION CENTRES**

The IBM Innovation Centres support IBM's industry-leading ecosystem of independent software vendors, regional system integrators, venture capitalists, academics, and IT professionals. These Centres are at the heart of the greater technology community and serve as physical and virtual “storefronts” for business, technology and academic innovators—not just locally, but globally.

The Hursley and London South Bank IBM Innovation Centres are part of this global network, providing comprehensive support, including world-class training and development resources, and networking opportunities needed to:

- Cultivate real world skills
- Collaborate anywhere, anytime
- Grow your business
- Explore technologies and build solutions.

### **IBM Innovation Center - Hursley**

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Collaborate  
with others



## BUSINESS ENABLEMENT BRIEFINGS

- **Maximise your relationship with IBM:** In this half-day seminar, you'll learn to build, market, and sell more productively by taking advantage of IBM resources.
- **Maximise your Software as a Service relationship with IBM:** Spend time with the IBM team and other Business Partners in an interactive session about improving business productivity around building, marketing and selling Software as a Service solutions.
- **Maximise your Rational relationship with IBM:** This workshop provides an opportunity to explore the use of both established and emerging collaborative software development processes and tools. A team of consultants is on hand to lead "proof of technology" hands-on use of the Jazz based toolset.
- **IBM Business Partner Development Series - Smarter planet:** We provide you with an overview of our smarter planet strategy and the key resources you can link into today to drive business value for clients.
- **Account planning and strategy sessions:** These private sessions will help you to construct skill and opportunity roadmaps with your IBM team.

## CLIENT EVENTS

For IBM PartnerWorld Advanced-level or above Business Partners who would like to host a customer meeting or event at an IBM location, the IBM Innovation Centres in Hursley and South Bank provide the following facilities at no charge:

- **Boardrooms** - seat up to 10 people.
- **Hursley Innovation Theatre** – with a state of the art projection system, set against the backdrop of our server machine room. Will seat up to 40 people.
- **Hursley classrooms** – provide the facilities to demonstrate Business Partner solutions via interactive lab workshops. Classrooms seat up to 50 people.
- **South Bank Tower room** – seats up to 30 people

*"This was a valuable session with great take home materials for ISVs that simply need to understand 'how the process works'"*

*-MYR, September 08*

## Technical assistance

IBM  
Innovation  
Centre

*“Knowing that we can deliver a trusted solution with validation and support from IBM builds that confidence and provides our customers with the certainty they need to run the business.”*

Bruce Putman,  
General Manager,  
AquiTec UK

### TECHNICAL BRIEFINGS AND EDUCATIONAL WORKSHOPS

- **Test drives:** Take new software features and functionality for a test drive in a hands-on classroom style event.
- **Boot camps:** These are intensive, week-long classes for in-depth education and experience around a specific IBM technology. Technologies include: Lotus Foundations, DB2, DB2 Content Manager, IBM FileNet®, IBM InfoSphere, and IBM Optim Solutions.
- **Certification classes:** Prepare for product certification tests with education sponsored by IBM.
- **developerWorks Live! events:** In these half-day briefings, IT professionals will build skills around the features and functions of IBM technologies.

### CUSTOMISED TECHNICAL ASSISTANCE

- **Porting and performance:** We provide IBM hardware, middleware, and technical expertise to allow our Business Partners to port, test, and tune their solutions, helping you achieve the level of performance and scalability required to win business.
- **Architectural review and technical consultation:** Remote consultations provide support for current and upcoming technologies and the IBM Industry Frameworks.
- **Technical support and assistance for proof of technology:** Determine the feasibility of a solution and architecture via a review with IBM experts.
- **IBM Smart Business:** Test and deploy any application you develop for the IBM Smart Business platform or marketplace.

### WORLD CLASS FACILITIES

- Our main centre is located in Hursley Park, site of IBM's largest non-US Development Laboratory.
  - 6 project / engagement rooms
  - 3 conference rooms
  - 2 dedicated classrooms, access to 4 additional classrooms
  - Hursley Innovation Theatre seating upto 40
  - Industry themed labs: Radio frequency identification (RFID) Lab, Retail Lab, Telco Lab, Green Lab
- Our satellite centre is located at IBM South Bank, on the banks of the River Thames, 10 minutes walk from London Waterloo railway station
  - Tower room seats up to 30 people

### TECHNOLOGIES SUPPORTED

#### Technology, Servers and Software

- System x,
- System i including i520, i570, i515, i525
- System p including 1 x Power6 570 16-way
- p595
- 2 x p570 16-way
- Storage including SAN Volume Controller (SVC), SAN File System (SFS), Tape, DS4000 family, DS8100, DS6800
- Fibre connected
- Blades, grid and more
- IBM middleware: Information Management, Lotus, Rational, Tivoli and WebSphere

#### Infrastructure

- High bandwidth infrastructure
- Private network separate from internal IBM network
- VPN support to allow remote working
- Dual SAN Fabric to dedicated storage
- Large number of load generation machines
- Soft switching KVM system to allow customers to work anywhere in centre



## developerWorks

**developerWorks** is IBM's award-winning technical knowledge base that provides the content, code, and community that millions of developers and IT professionals worldwide count on to stay abreast of the latest technical trends, build skills, solve technical problems and collaborate with their peers. Attend one of our developerWorks Live! briefings, to build skills around the latest technologies.

When you're at the IBM Innovation Center, take a look at our developerWorks demo and flyer or visit on-line at <http://www.ibm.com/developerworks/>

**My developerWorks** allows you to get the most out of your developerWorks experience. Earn a reputation as an expert, find like minded peers with whom to collaborate, and find what you need faster and easier than ever by customizing your view of content that interests you.

Begin by creating your own profile at :  
<https://www.ibm.com/developerworks/mydeveloperworks>

After creating your profile, please join the [Hursley IBM Innovation Center](#) community on My developerWorks



## VIRTUAL INNOVATION CENTER

Complementing our physical centers located worldwide, the Virtual Innovation Center is part of our global network of centers, serving as our virtual storefront for business. Connect with our online resources anytime and from anywhere including:

- Project Resource Manager (PRM): Our PRMs provide one-to-one guidance throughout all stages of your development project and connect you to any additional resources you need.
- Education: Over 800 self-paced technical and sales courses available online 24X7, including certification preparation.
- Support on demand: Subject matter experts are available via live chat or e-mail worldwide, 24X5, and in 9 languages.

To learn more visit: <http://www.ibm.com/partnerworld/vic>



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