

TAPPING INTO THE PULSE OF THE FUTURE THROUGH THE IBM INNOVATION CENTERS

The IBM Innovation Centers support IBM's industry-leading ecosystem of independent software vendors, regional system integrators, venture capitalists, academics, and IT professionals. These centers 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 Israel IBM Innovation Center is 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
IBM Israel
94 Derech Em-Hamoshavot
Kiryat Arie, Petach-Tikva 49527
Israel

iic_israel@il.ibm.com

<http://www.ibm.com/partnerworld/iic/israel.htm>

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Collaborate
with others

EXECUTIVE BRIEFINGS

- **Maximize 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.
- **Maximize your relationship with IBM roundtable sessions:** Spend time with the IBM Innovation Center team and other Business Partners in an interactive session about improving business productivity around building, marketing, and selling solutions.
- **Maximize your relationship custom session:** These personalized sessions, held by appointment only, allow you to work with key IBM Global Technology Unit (GTU) personnel to co-develop a practical business plan leveraging IBM resources, customized for your business.
- **Account planning and strategy sessions:** These private sessions can help you to construct skill and opportunity roadmaps with your IBM Team.
- **Connect to Win, a key networking session:** The IBM GTU team hosts Business Partners and IBM sales team at these interactive sessions, designed to help you identify ways to close more business.
- **Sales Resource Manager Sessions:** Spend time with a sales resource manager who can provide specific guidance around: connecting with the IBM sales channel, explaining available programs and incentives, assisting with identifying technology enablement resources, and helping you tap into marketing offerings and events.
- **Sales and demand generation meetings:** Use the IBM Innovation Center meeting facilities to progress your sales deals and demo to your prospects. Contact the center for details including pre-requisites.

Technical assistance

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"...The professional engagement with the IBM Innovation Center gives us confidence in providing world-class quality solutions to our customers."

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 seminars, IT professionals can build skills around the features and functions of IBM technologies.

CUSTOMIZED 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 and meetings which 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.

Technical assistance

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FEATURED SKILLS AND CAPABILITIES

- **Global Technology Unit:** The IBM Innovation Center is part of IBM's Global Technology Unit (GTU), which IBM established to promote worldwide business with Israeli-based technology companies. The IBM Innovation Center - Israel offers Business Partners a unique opportunity to engage with the GTU in order to expand their market.

The GTU focuses on all relevant industries, mainly Telecommunications, Financial Services Sector and Retail. It offers sales support to ISVs for both local and international opportunities and business development.

TECHNOLOGIES SUPPORTED

- IBM Power Systems (i and p) running AIX, IBM i, Linux
- IBM Storage
- IBM System x running Linux or Windows
- IBM middleware such as Information Management, Lotus, WebSphere, Tivoli, Rational



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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Software Group
Route 100
Somers, NY 10589
U.S.A.

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