

## **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 Tokyo 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

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Collaborate  
with others



*"We are hoping to have a discussion on how we should do business with IBM." Maximize your relationship seminar, November 08*

## 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 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 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:** Network with the IBM sales team and other Business Partners at these interactive sessions designed to help you identify ways to close more business.
- **Skills for a smarter planet:** At this full-day seminar, IBM invites leaders from academia, government, and business to discuss and network on the need for 21st century skills and explore ways to build a more competitive workforce.
- **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

## BUILDING A SMARTER PLANET

- **Building a smarter planet: A focus on dynamic infrastructure**  
Learn about IBM's vision for a smarter planet and how you can get involved with programs that support our smarter planet direction. After attending one of these half-day seminars, you can invite your customers and prospects to an IBM Innovation Center to discuss opportunities around the smarter planet agenda.
- **Ready for IBM Energy & Environment: A Connect to Win event:** IBM Business Partners who have qualified the Ready for IBM Energy & Environment mark are invited to hear about IBM's smarter planet agenda and network with other Business Partners in the energy and environment market.

## Technical assistance

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### 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: DB2 Cobra, WebSphere Application Server V7, Tivoli enterprise asset management (EAM), Informix Dynamic Server.....and more.
- **Certification classes:** Prepare for product certification tests with education sponsored by IBM.
- **Facilitated User Group Meetings:**
  - Lotus Users Group
  - DB2 User Group
  - Built on Express Users Group / Linux on Power Group
- **developerWorks Live! events:** In these half-day briefings, IT professionals can build skills around the features and functions of advanced IBM technologies. Software group evangelists and other experts share their expertise based on their competencies in SOA/ITIL/Agile Development/Dojo Toolkit/BPM and more.

### 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 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.

*"We expect that IBM Innovation Center can hold seminars to directly connect us to business opportunities inviting both our future customers and existing clients."*

*-Partner Advisory Council, October 08*

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### FEATURED SKILLS AND CAPABILITIES

#### Shibuya Technical Night

Shibuya Technical Night features cutting-edge technology themes each and every time. Seminars are held biweekly on weekday nights at the IBM Innovation Center – Tokyo. Developers get together to sharpen their technical skills and to hear IBM evangelists introduce sMash, Groovy, Jazz, SOA, XML, cloud computing, and more. To attend, please submit your request using the URL (Japanese) below.

[https://www.ibm.com/jp/domino01/imap/anq/imcquest.nsf/V2\\_brc/Shibuya](https://www.ibm.com/jp/domino01/imap/anq/imcquest.nsf/V2_brc/Shibuya)

#### CERTIFICATION DAYS

Demand continues to increase from Business Partners wanting to acquire IBM technical sales skills. The IBM Innovation Center Business Partners can take education courses both online and face-to-face prior to taking exams. The online Web cast materials are available in Japanese and pre-requisite classroom-based courses taught by each IBM brand specialist help you pass. In 2008, around 450 people passed the IBM's technical sales mastery tests at IBM Innovation Center - Tokyo.

#### TECHNOLOGIES SUPPORTED

- IBM Power Systems (i and p) running AIX, IBM i, Linux
- IBM System x running Linux or Windows, VMWare ESX
- IBM System z running z/OS, Linux
- IBM Storage
- IBM middleware (Information Management, Lotus, Rational, Tivoli, WebSphere)



## 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://ibm.com/partnerworld/vic>

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