IBM, Global Integrated Enterprise

IBM Centers in Romania
Agenda

IBM – A Globally Integrated Enterprise

IBM Delivery Centers in Romania

IBM Innovation Center in Romania

Key Messages
IBM, A Globally Integrated Enterprise

Technology extends the trading arena, from country-centric commerce to true global integration
Agenda

IBM – A Globally Integrated Enterprise

IBM Delivery Centers in Romania
- Evolution & development
- Solution portfolio
- Capabilities

IBM Innovation Center in Romania

Key Messages
Key Milestones in Romania

- IBM GPSG opens 1st center
- IBM re-enters the Romanian market as RBS and subsidiary in 1995
- IBM GDC startup
- Geo focus: France
- Skills: Cobol + Java
- 1st testing project
- 1st SAP project
- 1st software packaging project
- 1st development project
- First IBM Tivoli Testing Lab in Romania
- New office space in GBC, Vasile Milea str.
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- 2001
- 2002
- 2003
- 2004
- 2006
- 2008
- 2009
- 2010
- Sustainable growth
- CMMI L5 certification in Q3
- Strong HC growth
- Brasov office
- ISO 27001 kick-off
- CMMI L5 kick-off
- Double digit HC growth
- Growth demand for Italian & German markets

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Locations in Romania

- Bucharest
  - BBP (HQ)
    - 400 seats
  - GBC (Centers)
    - 800 seats

- Lasi
  - 20 seats

- Timisoara
  - 40 seats

- Brasov
  - 80 seats

- Iasi
  - 20 seats

- Bucharest
  - BBP (HQ)
    - 400 seats
  - GBC (Centers)
    - 800 seats
Infrastructure

Network

VoIP telephony

Security

Servers & storage
# Application Services Solution Portfolio

## Legacy
- Application transition and ongoing maintenance
- Enhancements to the existing systems
- Migrations
- Application on-call support

## Web
- Web-based Custom App. Development
- Industry-based solutions
- App. Architecture Design
- SOA
  - Rational (CC, CQ)
  - Progr. Lang.: (Java, .Net, PL/SQL, …)
  - Frameworks: (JSP, Struts, Web services…)
  - Appl./web srvs: (WAS, WPS, WIS, Jboss, …)

## Testing Services
- Full Lifecycle Testing
  - Unit
  - Functional
  - Integration
  - Performance
- Test Case Automation
- Test Process Model
- SOA Testing
- Test Capabilities Assessment

## SAP
- Sustain-Helpdesk (Support/Maintenance)
- Remote System Administration
- Remote Development
- Data Integration Services
- Integration Services
- Remote Testing
- Landed Practitioner Support
- Remote Configuration
- SAP Upgrade

## Oracle
- Oracle E-Business Suite
- Peoplesoft
- JD Edwards
- Functional Configuration
- RICE
- System Administration

## Information & Data Management
- Informatica
- PowerCenter
- IBM Information Server – DataStage
- SAP Business Objects
- Oracle DB & PL/SQL
- IBM DB2
- Business Intelligence
- Business Analytics & Reporting
- Dashboards & Scorecards
- Data Warehousing
- Information/Data Integration
- Data Quality

## HR Access
- Human Resource Management
- Payroll/Comp&Ben
- Career path/Training
- Recruitment
- French HR legislation expertise

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**Financial Services**

**Defense & Public Safety**

**Automotive**

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## Infrastructure Services Solution Portfolio

<table>
<thead>
<tr>
<th>Packaging</th>
<th>Imaging &amp; virtualization</th>
<th>Distribution</th>
<th>IBM product development</th>
<th>IBM product testing</th>
<th>IBM platform support &amp; integration</th>
<th>IT security</th>
</tr>
</thead>
<tbody>
<tr>
<td>SW packaging</td>
<td>Client imaging</td>
<td>SW distribution</td>
<td>IBM standard software development</td>
<td>Functional verification testing</td>
<td>Installation</td>
<td>User id management</td>
</tr>
<tr>
<td>SW patching</td>
<td>Platform standardization</td>
<td>Remote distribution</td>
<td>Level 3 support for IBM standard software</td>
<td>User acceptance testing</td>
<td>Configuration</td>
<td>Patch management</td>
</tr>
<tr>
<td>SW checking</td>
<td>Platform SW management</td>
<td>Updates and patching</td>
<td>Smoke testing</td>
<td>Performance testing</td>
<td>Integration</td>
<td>Compliance testing</td>
</tr>
<tr>
<td>Automatic installation</td>
<td>Application virtualization</td>
<td>Remote provisioning</td>
<td>Subject matter expert for custom application design and development</td>
<td>Automation testing</td>
<td>Remote administration</td>
<td>Vulnerability scanning</td>
</tr>
</tbody>
</table>

- **IBM products**
  - Retail, Pharma, Automotive
  - Government

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## Technical Capabilities

<table>
<thead>
<tr>
<th>Languages</th>
<th>Mainframe</th>
<th>UNIX &amp; PC OS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Java, J2EE, C, C++, C#, VB, HTML, .NET, SQL, PL/SQL, PHP, Perl, Delphi, Perl, Bash</td>
<td>CICS, COBOL, PL/1, JCL, Assembler, IMS, VSAM</td>
<td>AIX, Linux, Unix, Sun Solaris, HP-UX, OS/2, Windows</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Frameworks</th>
<th>Tools</th>
<th>Suites</th>
<th>Databases</th>
<th>Packages</th>
</tr>
</thead>
</table>
Agenda

IBM – A Globally Integrated Enterprise

IBM Delivery Centers in Romania

IBM Innovation Center in Romania

- IBM Innovation Centers
- Functions & Missions
- IIC in Bucharest

Key Messages
IBM Innovation Centers

Mission:
“Assist Business Partners in developing skills and delivering solutions through events, education, briefings, and on-site and remote access to design, architect, scalability testing, porting and enablement services”

Centres:
- “Physical Portal” (shop front) for collaboration and innovation
- Local access to global / central resources (language and culture)
- Development lifecycle technical enablement and support
- Focus leveraging each other’s core capabilities (ISV & IBM)

Press: IDC selects IBM as the #1 company for ISVs to Partner with, for the second year in a row..!

IDC highlighted key IBM capabilities like our IBM Innovation Centres as one of the reasons

Other companies in the study: BEA, HP, Intel, Microsoft, Novell, Oracle, Progress, SAP, Symantec
Globally Networked Locations

Results
- Build skills
- Build solutions
- Close deals and improve your bottom line
- Execute marketing tactics

Staff
- Full-time IBM technical experts for hands-on assistance and knowledge transfer
- Access to IBM marketing and sales teams

Classrooms
- Technical workshops and seminars
- Business seminars and collaboration events

Meeting rooms
- Customer briefings
- Sales closure meetings
- Business Partner Demo rooms

Technology support
- Access to the latest hardware and software
- On site at the Centers
- Remotely via Virtual Private Network (VPN)
IDC is talking…

“Especially helpful for ISVs, IBM has over 40 Innovation Centers in 32 countries around the world. This is a remarkable investment based on the potential rather than established performance of partners, a business philosophy and investment style other vendors would do well to consider.”

IDC, Channel and ISV Partner Program Review: IBM Doc #219590, Aug 2009
IBM Innovation Centers: Bringing it all together

Building skills to help our ecosystem remain relevant, competitive, and innovative.

Help partners build solutions on top of a growth platform based on industry standards to reduce cost, and speed time to market.

Help community understand how to increase revenue with IBM through marketing support, through Marketing Resource Managers, and sales support, through Sales Resource Managers.

Promote seamless collaboration across a holistic community of business, technology, IT Professionals, and academic innovators.
Solutions & skills

Building Solutions

- architecture, design, consulting support
- latest hw, sw and development tool

Building Skills

- classroom workshop and seminars
- developerWorks Live! Briefings & IBM Academic Initiative events

Collaboration

- “Connect to Win” Executive Events
- interconnected systems: the world works better

ibm.com/partnerworl/iic
The IBM Innovation Center Bucharest
IIC Bucharest offering

1. CUSTOMIZED TECHNICAL ASSISTANCE
   ▶ Porting, performance, technical support
   ▶ IBM Smart Business: IT Solution Architect

2. FEATURED SKILLS AND CAPABILITIES
   ▶ IT infrastructure virtualization: VMWare
   ▶ Cloud computing
   ▶ General Parallel File System (GPFS)
   ▶ High-Performance Computing

3. TECHNOLOGIES SUPPORTED
   ▶ IBM middleware: IM, Tivoli, Webphere, Lotus
   ▶ IBM Power Systems (i and p) running AIX, IBM i, Linux
   ▶ IBM Modular systems (running Windows or Linux), IBM Blade Center
   ▶ IBM System Storage and General parallel File Systems
Benefits of using the IIC Bucharest

- Reduced cost
- Reduced risk
- Increased speed to market and global growth opportunities
- Increased quality

Higher Customer Satisfaction!
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Agenda

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IBM Delivery Centers in Romania

IBM Innovation Center in Romania

Key Messages
Key messages

- IBM has a strategy of long term commitment & investment in Romania
- IBM supports the workforce development and jobs creation in Romania
- IBM Romania and its employees are active players in Corporate Social Responsibility activities
- IBM Romania is deeply connected to the Academic world and has developed common programs and projects with major Universities
- IBM is continuously creating value for its clients and for the world. Smarter Planet and Cloud Computing are 2 recent initiatives.
Thank You!