

VIDEO TRANSCRIPT

Software: A Culture of Innovation

Steve Mills

There's a process of creative discovery that goes on in product development.

TITLE: Software – A Culture of Innovation

Steve Mills

It's really the essence of innovation. Invention is often coming up with the latest Ah Ha...the very newest thing that doesn't mean that it's going to have any effect on the world. Someone has to take that invention and innovate.

Janet Perna

It's very much a skill based business and... and if you can get the right skills in whatever places they're located and you can get them working together and... and optimizing those skills the companies who are best able to do that are the ones that are... that are really going to be successful.

Arvind Krishna

It is this, this innovation sort of in the crucible of interaction between clients, science and technical depth that I think drives companies forward.

Tom Inman

So one hand it's market insight, knowledge of the pain points that our customers have. On the other side is the... the... you know the company like IBM is the technology, the innovation, the art of the possible that the technology provides.

Bob Picciano

What's defined the culture of IBM, it's the boldness and confidence in taking the risk to really shift the Company to where the market is headed. I mean we're a company that, you know, to use a Wayne Gretsky term, *skates to where the puck is gonna be; not to where the puck is now.*

Danny Sabbah

The market trends are never know fully vetted or fully understood and if you want to be a leader in this particular business and you want to be an innovator you have to be willing to take risk. Otherwise you're never going to really be successful at innovating under pressure which is what this market's all about.

Janet Perna

You need to be resilient enough to pick yourself back up and move forward. It's... it's like the Iditarod. The winner of the Iditarod doesn't run a perfect race. They're the best at recovering from the problems and obstacles that they have

out on the course.

Steve Mills

Rapid innovation, you know, rapid implementation, rapid deployment – speed, speed, speed becomes something that you take advantage of to keep moving and shifting and changing to match the needs and requirements in the market, to stay on top of where the market is going. It's cultural. It needs to be ingrained within a successful development organization.

Arvind Krishna

It's an interesting question what drives innovation and what helps create leadership. Leadership comes about when an organization is honest to itself about its strength and its weaknesses of the technologies it's developing. If you can just get that understanding, and my fundamental belief is there are people, our people, IBM's people, are so good and so technically proficient that if we allow ourselves to have an understanding, we will then create the bridge to leapfrog the competition.

Marie Wieck

With the rate and pace of change of clients and how they're looking to connect with their partners, with their customers, with their constituents, anywhere, anytime – how do we take the capabilities that we already have in some of the market leading technology and make it more accessible. How do we deliver it in new business models and in new ways?

Danny Sabbah

What I found most attractive about being at a place like IBM is that I had the ability to actually impact commerce on a global scale

Craig Hayman

There is nothing like the passion of IBMers focused and aligned around a client agenda. The trick is to dedicate yourselves to make that happen, to align them. It's more than the idea. It's the passion to align a people around the idea

Robert LeBlanc

When you get a team that works as a team, that has a single purpose in mind, and has aligned on a goal, let them loose. Turn them loose. Let them be creative. Let them do things a little different than have been done in the past.

BOB PICCIANO

Many times the role of the field has brought the innovations to IBM. So my challenge to the folks in the field is be that voice of the customers, but you know, in order to get that privilege you have to ask them, give me your toughest challenge and then be that voice and carry it back to the labs and our services teams and you can be a part of really changing the nature of the game for the

IBM Company in our offerings.