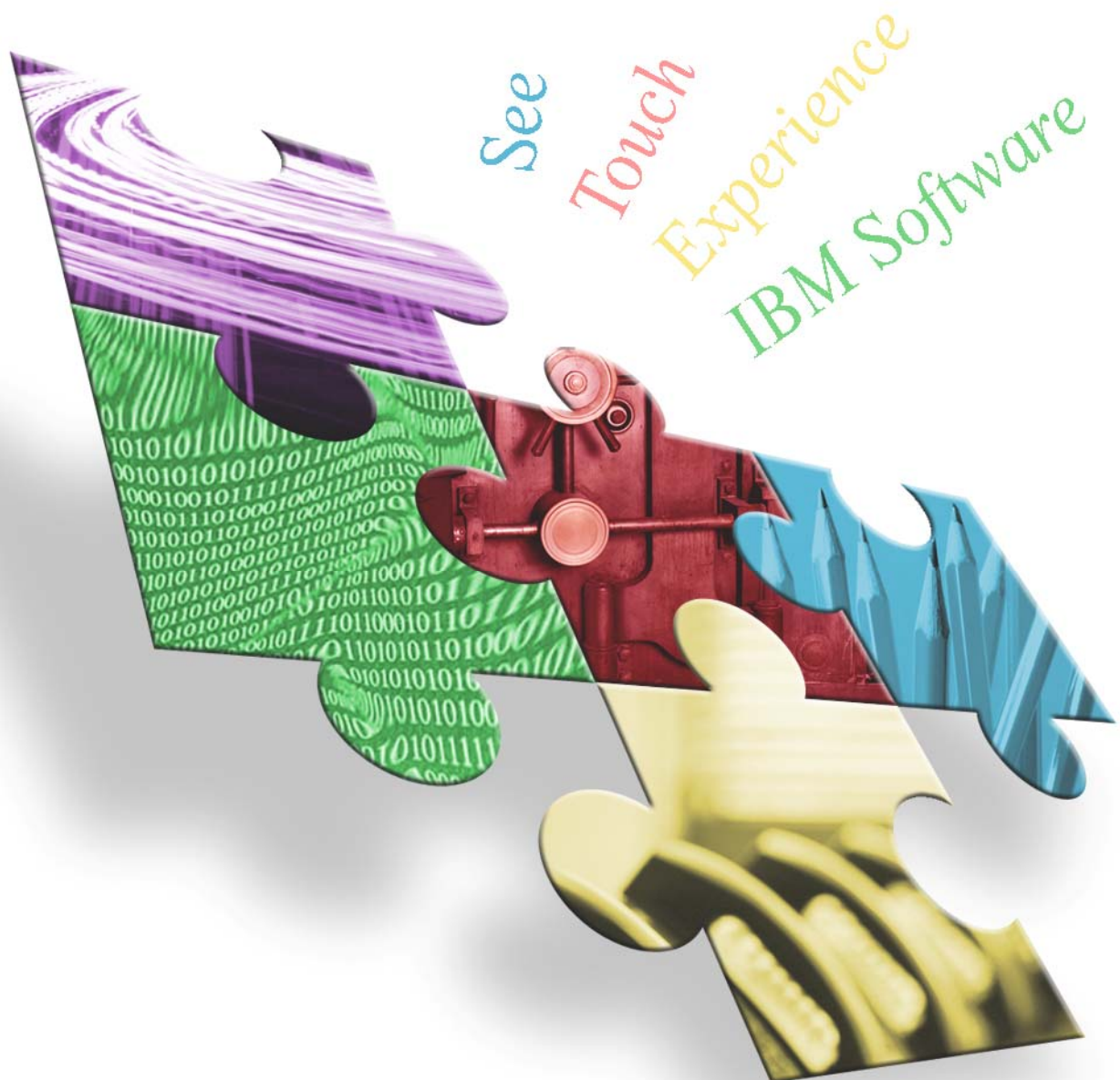




Technical Exploration Centre 2011



See

Touch

Experience

IBM Software

Come and Discover IBM Software

The Technical Exploration Centre (TEC) provides you with a stimulating environment to 'Test Drive' and gain hands-on experience of IBM Software, *free* of charge. It will also reassure you that IBM has the right skills and solutions to address your company's business needs.

It gives you the chance to *See, Touch and Experience* IBM software.

Customer Benefits

Our mission is to provide you with the insight you need to understand the capability of IBM software. Each event will allow you to gather the right information to facilitate your decision-making process and understand how our software can help address your business needs.

The TEC provides you with the opportunity to interact with knowledgeable IBM representatives who will guide you through hands on demonstrations and answer your questions. You can also share best practices and broaden your network of contacts within IBM and other organisations. The various events are designed to provide you with an easy and fast way to get close to our technology and to explore new ideas, technical capabilities and proof-points with our Technical Sales professionals.

"Have you ever been asked to host a workshop, and need to coordinate both speakers and technical demonstrations? The TEC is able to support workshops at any location in the UK providing not only hardware or hosted systems but invaluable advice and direction. Don't be afraid to ask the TEC team about the different options to create such workshops. Many thanks for making all of my workshops a worry free exercise."

Lee Millard

WebSphere Software Specialist

TEC Capability and Services

There are a variety of different events which can be run within a TEC, some of which are outlined here. If you have a specific requirement which is not listed here please speak to your Sales Representative, we may still be able to help.

Exploration of Technology (EoT) a pre-prepared, high level workshop which usually runs for less than a day and targets middle and upper management technical decision makers. It is a complementary offering to the PoT and is positioned early in the decision making process. It aims to give attendees a small "taste" of the technology through demonstration and presentation allowing you to connect technology ideas to the business problems which you face. It should help move you to a point where you are ready to send technical influencers to a PoT.

Proof of Technology (PoT) is a pre-prepared, technical event which runs for between one and three days and targets technical decision makers and evaluators. It aims to give attendees a "deep dive" of the technology through demonstration, presentation and hands on labs. Positioned later in the decision making process, customers are usually in the process of evaluating the product/solution. PoTs can be run in a TEC, or at a customer or Business Partner site.

Proof of Concept (PoC) The PoC allows us to demonstrate our solutions in a way which respond directly to your specific business challenges. They tend to be delivered at a TEC or customer location.

Attend a TEC Event

Talk with your colleagues to identify what you would like to see and experience at the TEC. This should include selecting an appropriate location and date. Discuss these requirements with your IBM Sales team.

Based on your requirements and together with your Sales and Technical Sales representatives, decide which type of event would best suit your company's specific needs. Your IBM Sales contact will discuss these requirements with their local TEC Manager and check on TEC availability. Once engaged by Sales, the TEC will work with your IBM team to run an event which corresponds to your requirements.

TEC Locations - Northeast Europe

You have the option to select a TEC location based on your convenience or the speciality area required. Your IBM representatives will liaise with the local TEC Manager to discuss your requirements and make a booking on your behalf.

United Kingdom and Ireland



TEC Manager: Dave Brownlie
brownld@uk.ibm.com

Comprised of 2 key locations;

- Hursley in the UK,
- Dublin in Ireland,

In addition to these locations we have mobile facilities which enable us to bring TEC capability to a location convenient to you.

“A great introduction to the concepts and philosophies. Paints a picture of a wonderful culture to aim for; a culture I would love to help introduce into the Business. The tool demo was good and encouraging to see that the tool supports the ideas.”

“Very useful introduction. Provided a lot of material for consideration in how we architect and implement the software.”

“Seeing the product and using it definitely improves confidence that it is something that would benefit the business that I represent.”

Customer Feedback Summer 2010

United Kingdom - Hursley

Set in Hampshire's beautiful countryside, Hursley, near Winchester, is the main TEC in the UK and is co-located with the IBM Innovation Centre (IIC), BetaWorks teams, the UK Labs and the Executive Briefing Centre. It is well positioned to leverage the extensive skills and capability which

surrounds it, to offer you an informative and unique opportunity to experience IBM technology. Another unique feature of the Hursley location is the ability to offer you tours of the labs. These have proven to be very popular as part of an overall customer TEC event. The UK TEC also runs mobile events in other locations such as London South Bank, Staines, Warwick, Manchester and Edinburgh.

Ireland – Dublin

TEC Manager: Marco Manselli
MARCO@ie.ibm.com

The Dublin TEC is co-located with a variety of other facilities including the IBM Innovation Centre. Ireland also has a mobile TEC facility enabling events to be run across the country.

Nordics

TEC Manager: Nelly W Liberoth
liberoth@dk.ibm.com



The TEC in the Nordics integrates tightly with the IBM Forum and the IBM Innovation Centre. TEC facilities are based in the IBM headquarters of each country:

- Copenhagen in Denmark
- Helsinki in Finland
- Oslo in Norway
- Stockholm in Sweden

Through these facilities we can easily tap into experts and resources from different IBM teams. We also have access to support from the Labs and we can either bring Lab specialists to the countries or organise sessions directly in the Labs to give customers the opportunity to speak directly with the developers. In addition there are possibilities to run mobile TEC Events at other locations.

“The provision of the loan equipment made it possible for us to be able to spend more time getting close to the software functionality and assess its suitability for

our business requirement. We were also able to provide access to a wider audience access than would have been feasible through a standard demonstration approach.”

Jane Garrett
Application and Integration Development
Manager, Lloyds Pharmacy

Germany

TEC Manager: Christian Jendreczek
jendreczek@de.ibm.com



TEC Germany is located in the new German IBM Headquarters in **Ehningen**. The newly built wing is a modern facility with excellent event infrastructure. It is co-located with the IBM Innovation Centre (IIC) and IBM Forum and thus has impressive facilities and capabilities to offer to customers and to IBM teams.

The TEC in Ehningen has two dedicated rooms for education purposes - **Olymp** and **London**. This is coupled with high-spec Blade Center hardware. The TECNet demoserver hosts over 40 SWG live demos and TEC Germany has the unique offering of a SAP demo system, where you can explore the integration of IBM and SAPs technology.

Further Information

For more information about your local TEC or to discuss your specific event requirements please contact your IBM Sales Representative. If you do not have an IBM representative then please contact the IBM SWG Northeast TEC Manager, Dave Brownlie for further information brownld@uk.ibm.com.

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German TEC offers a hosting environment on the latest Power7 Server. In addition, our extensive mobile TEC capability allows us to run TEC events across Germany.

The tight integration of the TEC and the IIC gives us the possibility to engage even more resources and expertise. We also have a close linkage with the zTEC at the IBM Lab in Böblingen.

“The customer was reasonably confident that WebSphere Commerce was the correct platform, but wanted to see if IBM was confident enough to provide loan environments for them to evaluate the new business user tooling outside of an IBM demo or POT environment. The TEC provided a laptop, onto which the WebSphere Commerce team loaded a working image and delivered to the customer. A month later the customer was convinced.”

Blair Downs
eCommerce Technical Specialist

Alps IMT

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