



- **A center to welcome clients and business partners from all geographies**
- **Explore dedicated industry-oriented experiences**
- **Visualize opportunities for intelligent enterprises on a smarter planet**

### **AN AGENT OF CHANGE FOR A SMARTER PLANET**

The Industry Solution Center hosted by IBM Forum La Gaude in France, is a unique place to envision how innovative solutions and leading-edge technologies help solve business challenges and where market trends are becoming reality.

The Center leverages the competencies and capabilities of the Global Industry Solution Center and supports the main industries including: Government, Retail, Consumer Products, Finance, Healthcare, Telecommunications, Travel and Transportation, Payments, Energy and Utilities, Nuclear power, Industrial products, Aerospace and Defense.

More than 110 next generation business solutions are on show. They are based on IBM's deep industry and process expertise, the IBM Industry Frameworks and business analytics and optimization tools. They also integrate the solutions of a wide network of independent software vendors.

Those solutions focus on delivering unique value to clients, helping them to transform and differentiate their business, respond to opportunities and threats, bridge the gap between strategy and execution and positioning them for long-term success.

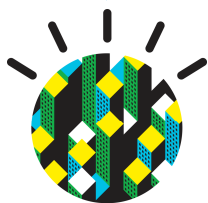
### **SHAPE THE CITY OF THE FUTURE**

The Smarter Cities Solutions Zone is a new area to discover and exchange on the Smarter Cities agenda and IBM's vision, assess current and future city challenges and get insights about how technology can serve citizen's needs.

The purpose is to help governments and their eco-system to transform the city core systems for sustainable prosperity and develop a more citizen-centric approach to services.

The solutions address the different components of a today's city: citizens, businesses, transport, communications, water, energy, city services, healthcare, education, security and other systems.

For example the City Command Center demonstrator is a solution for municipal leaders to make quick decisions based upon a holistic view of their city's eco-systems.





### AN IN-DEPTH INDUSTRY EXPERTISE

During workshops, our Subject Matter Experts, who are specialized by industry, share their knowledge in domains such as the evolution of business models and organizational optimization.

Our Technical Experts shows live solutions and prototypes based on business scenarios.

### IBM BUSINESS PARTNERS

The IBM Innovation Center delivers technical briefings and educational workshops on IBM middleware and provides easy access to the IBM cloud and related new business models. Highly skilled IT architects are also available for partners to develop Proof Of Technology and solutions based on IBM Industry Frameworks .

### IBM FORUM LA GAUDE

The IBM Forum La Gaudé is a unique place to create an inspirational environment for business transformation and innovation.

The Center is supported by a high skilled logistic team and is part of an interconnected network of IBM Forum Centers. It provides clients and partners with an easy access to a world of business knowledge and competencies all in one place.

- 2000 m<sup>2</sup> exhibition area
- 10 conference rooms and 2 auditoriums
- Advanced video conferencing systems including TelePresence
- 30mn from Nice International Airport

This expertise and unique environment help our clients concretely articulate their needs, identify innovative responses and rapidly generate new sources of value and differentiation.

**Tailored events**  
 A personalized agenda is proposed and adapted to the needs of each of our clients.

**Professional venue**  
 IBM Forum La Gaudé offers partners and their clients a professional executive environment to organize successful events in the southern France.

With the guided visit of the Industry Solution Center, partners can add an innovative topic to their agenda and strengthen relationship with their clients.

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