

**IBM in Europe:  
A Long History and  
Deep Presence**

**IBM**

**IBM**

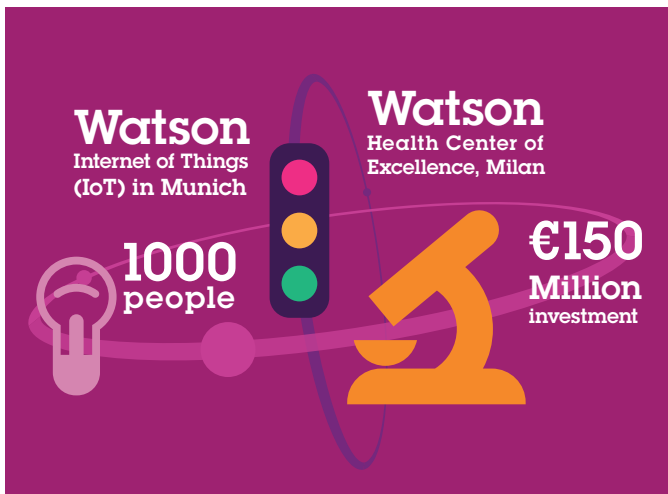
**IBM is a global technology and innovation company and is the largest technology and consulting employer in the world, offering:**

- a wide range of technology and consulting services;
- a broad portfolio of middleware for Cloud, Analytics, Mobile, Social and Security; and
- the world's most advanced servers, mainframes and supercomputers.

**IBM: At Home in Europe**

**100+**  
years

IBM has been investing in Europe for over 100 years, starting in Germany in 1910. The company operates today across the EU. The company has had a strong presence in Central and Eastern Europe since the Czech office opened in 1932.



**The Cognitive Era: transforming our economies and societies**

- In February 2017, IBM opened its global headquarters for Watson Internet of Things (IoT) in Munich. The Watson IoT HQ brings together over **1000 developers**, engineers, consultants, researchers and scientists on a campus environment driving innovation with SMEs and start-ups, governments, schools and universities and investors.
- IBM has announced plans to launch its first **Watson Health European Center of Excellence** in Milan with an **investment of up to €150 Million**. The Watson Health Center will be an international hub for the advancement

of genomics, big data, aging, and nutrition – through cognitive computing.

- IBM has developed principles for the era of Cognitive Computing that will guide the responsible adoption and use of cognitive innovations. The three principles cover the purpose of AI for IBM, the transparency that IBM will practice and the skills that IBM will invest in.



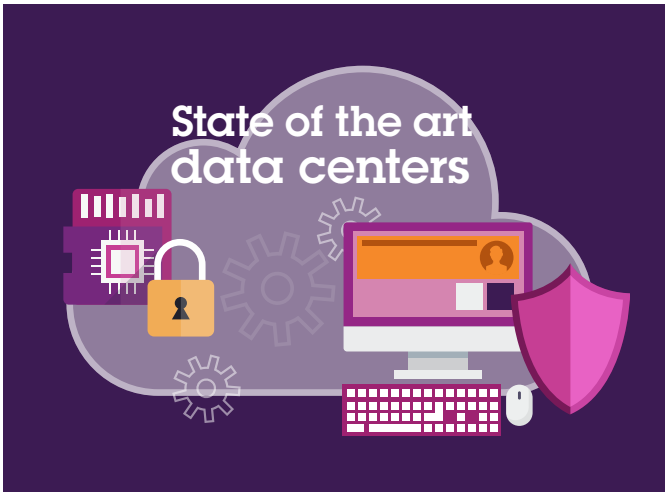
**Shaping the future through Research and Development**

- IBM scientists from 50+ nationalities work in Europe on cutting edge research.
- IBM has world-class research and development labs in locations such as Dublin, Zurich, Böblingen and Hursley.
- IBM is a committed supporter of the European Commission's Horizon 2020 programme with scientists working on **50+ projects** spanning nanotechnology to healthcare with over **500 partners**.
- IBM is a leading receiver of patents from the European Patent Office in Munich.
- Four IBM scientists from the Zurich Lab have been recognized with the Nobel Prize for Physics (1986 & 1987) and since 2016 IBM has two Kavli Prize laureates.



**Pioneering Cloud Computing**

- IBM is investing in data centers across Europe that are **state of the art in terms of security and privacy** designed to bring clients greater flexibility, transparency and control.



- IBM's Bluemix is a platform for start-ups that enables developers to create and deploy their application on the cloud in a secure manner, and to embed cognitive capabilities into their work.
- IBM runs Bluemix Garages, a space where developers can use the Bluemix platform, in several locations throughout Europe.
- StartupDelta.org, a Dutch public-private digital platform to take the Dutch startup ecosystem to the next level runs on the IBM Bluemix platform.
- IBM is active in EU funded Framework Programme research projects working with partners across multiple countries, such as:
- **SUPERCLOUD** – providing new security and privacy management and paradigms that allow for open self-service clouds - allowing customers to define their own protection requirements and avoid lock-ins. **WITDOM** – enhancing privacy and security for personal data in the cloud through secure sharing of personal health data or financial data outsourced to clouds using cryptography as a basis. **PRISMACLOUD** –using encryption techniques to enable end-to-end security for cloud users and provide tools to protect their privacy.

### Other IBM Centres of Excellence in Europe

- Business Analytics & Optimisation Competence Centers in London, Berlin, Budapest, Vienna and Zurich.
- The Center for Excellence in Banking in Montpellier; Healthcare (La Gaude); Gas and Petroleum (Stavanger); Product Lifecycle Management (Böblingen, La Gaude); Nuclear Power (La Gaude) and Radio Frequency Identification (RFID) Solutions Centers in Böblingen, Hursley and La Gaude.

### Supporting European Academia

- Around **€30 million of university research support** was awarded by IBM to universities in Europe in 2016.
- Europe has **103 Watson-partnered universities** across 16 European countries.
- **IBM Centers for Advanced Studies** are research centers that facilitate collaboration with university students and professors using IBM systems. Europe has seven IBM Centers for Advanced Studies in cities such as Budapest, Dublin, Barcelona and Boeblingen.



### Making European Cities Smarter

- Since 2010, 21 cities from across Europe have been selected for the IBM Smarter Cities Challenge, receiving free of charge the skills and expertise of IBM's top talent to develop three year plans addressing critical challenges.
- The Smarter Cities Challenge is IBM's largest philanthropic initiative, with global contributions to date valued at almost €60 million.



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