



The IBM Watson Center Munich – Get inspired!

Are you looking for detailed and up-to-date information about how companies of all industries and sizes can use technologies like AI, blockchain or cloud? A personalized immersion experience at the IBM Watson Center Munich will inspire you.

The following background information gives you a short snapshot of **what you can expect** from the IBM Watson Center Munich, how **technology can be experienced** in a unique way and what **your individual journey** may look like.

At a glance: The IBM Watson Center Munich

The IBM Watson Center Munich was founded in 2017 and is located in the North of Munich. Here you can find an inspiring learning environment. **It is the key destination for innovation and digital re-invention**, where renowned innovators and experts collaboratively build solutions and shape the world to come. The Center is designed to address our clients' challenges in a fast-changing environment and is a place where our clients can experience the future and co-create intelligent solutions with us.

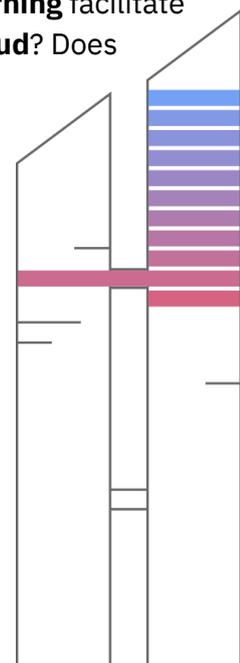
A unique experience with tangible and inspiring show cases

The Center is **your entrance to the world to come**. You have the chance to learn more about state-of-the-art technologies, experience successful client projects and get in touch with leading experts, both business and technical. At the Center we show what works now and also make the future tangible, so that you can see and experience it beforehand – it is a unique experience in the world of bits, bytes and qubits.

Why does Port of Rotterdam need a **digital twin**? How can **machine learning** facilitate damage detection for insurances? Is every BMW i8 connected to the **cloud**? Does famous astronaut **assistant** CIMON have a cozy bed on the 22nd floor?

These are just some of the questions our **tangible and inspiring showcases** can answer. You can learn more about the different industries, technologies and journeys by exploring the following pages. If you are planning a visit the IBM Watson Center Munich, we tailor an **individual agenda**, customized to your industry and innovation aspiration.

We are also able to **design a journey especially for you**. Interested in a certain showcase? Need a technical expert talking about trustworthy AI? Looking for technologies in the insurance sector? **Whatever your industry or technology challenge is, we will find the right journey setup for you**. Just send a request and we will be happy to help you to find your way into the IBM Watson Center Munich – face-to-face or virtually.





Experience technology, learn for the future

Technology is accelerating at an unprecedented pace. As a result, it might be difficult to know which advancements matter the most and how organizations should apply them to reach their goals. To address this challenge, we have created different journeys through the IBM Watson Center Munich:



Which is your favorite Client Journey?

We can find the Client Journey that fits your needs and will individualize them based on your demand.

Journey to Hybrid Cloud

Experience the flexibility, resilience and scalability of containerized applications firsthand. Get to know how to easily build native, AI enabled and **secure cloud solutions on the edge**, on the private and on any public cloud. This journey teaches you how organizations can **modernize their existing applications** for the cloud or how they manage their existing mixed cloud workload.

Learn more on, what benefits the **eGA** (electronic health record) offers for the medical follow the schedule of the **Lufthansa Airport Express** in real-time or learn how the **Seismic Interpretation Advisor** (SIA) helps oil and gas companies find new resources.

Journey to AI & Future of Work

This journey shows how we introduce analytics and AI capabilities to solve various business problems or to reinvent the way humans work. A particular focus - and a unique showcase in Munich - is on the topic of **trustworthy AI**. Additionally, visitors can explore how an AI-powered **Planter Box** adds intelligence to agriculture, you may meet **Corina**, the Robert Koch Institute's **COVID-19 Citizen chatbot** and what exactly the use case of **Cognitive Harbor Master**, a digital twin at the Port of Rotterdam is.



Industry 4.0 & Asset Management

A widespread deployment of IoT, Cyber-Physical integration and Artificial Intelligence is changing the way of Industrial asset management from reactive to predictive. The new industrial era ensures optimized performance and provides a safe environment for shop floor workers.

Our experiences include a solution for **visual inspection** used in industrial quality management, **Maximo Worker Insights**, a brand-new offering helping to return workers securely to work even during the COVID-19 situation, and **IAMA**, the Intelligent Automotive Manufacturing Assistant.

Real Estate Management

Smarter buildings and new data ecosystems create new business potential in Real Estate. For companies that construct, sell, and manage property, this client journey shows how we combine IoT data, building/asset management software, and cross-industry platforms to get the most out of this capital-intensive physical asset.

You can explore, how the Center itself is protected from **water intrusions** and how the Finnish **elevator company KONE** is monitoring the health of their products in real time.

Supply Chain Management

Through a combination of IoT data, advanced analytics, and cross-industry data platforms, new insights are available for companies with complex supply chains. This client journey explains how clients in the Manufacturing, Transport/Logistics, and Insurance sectors can create transparency, **increase efficiency & resiliency**, and improve flexibility in the area of Supply Chain.

You can learn more about **FoodTrust**, a blockchain-based network for fresher and safer food, take a look at the most advanced **traffic monitoring dashboard** in Munich and **Onomondo**, the connectivity solution for Maersk's global fleet.

Connected Vehicle

The Connected Vehicle Journey addresses clients that are looking for solutions for the connected vehicle market, real time analytics on telematic data, new insights and **optimized driver experience**.

We showcase solutions like **Ask Mercedes**, a digital car manual and have a **demonstration of QRadar**, a security solution for connected cars and - for the lovers of more dusty adventures – **Sandvik Optimine**, a solution for optimized mining.





Industry 4.0 / Product Engineering

By introducing new technologies and services IBM shows how we can be a full-service partner for improving the systems and software engineering capabilities for the production industry.

The **RQA Game** demonstrates how Watson can help to improve the quality of technical requirements. And **IAMA** brings a set of tools the workers at the automotive shop floor benefit from.

Cyber Security

Being proactive is better than reactive, therefore prepare for your company's worst day. Cyber incidents require a coordinated business wide response, from security and operations through to the C-suite and boardroom to business units and from HR to PR.

With our **Terminal Game** visitors have the chance to experience a cyberattack without being harmed and the **i2 Analyst notebook** can show how Sherlock Holmes and Dr. Watson would analyze crimes today.

At the Center we cover more than **sixty other exemplary cases from several industries** – if you are especially interested in an individualized journey, just let us know.



Your visit at the IBM Watson Center Munich

The IBM Watson Center Munich is designed to help our clients solve their business challenges. To support this, we follow a proven **engagement model**:



Inspire

Envision the future and create new ideas based on showcases



Build

Co-create MVPs / solutions using agile methods



Scale

Prepare the solution for scalability via business models

The model is based on the famous IBM Garage method. If you are interested in more details, we would be happy to share more information about the process with you.



The ecosystem shapes the future

Our clients' success not only relies on the **IBM Garage method**, latest **IBM technology** and industry insight. It also uses the business contacts, partners, experts and additional interested parties in the IBM world to facilitate successful innovation, bundled in **the Center as an ecosystem**. The ecosystem collaborates to research highly relevant subjects and to implement projects together with the broader IBM ecosystem, from clients, to partners and integrators located in the Center, complementing the wider picture of the ecosystem. This dynamic mix of people and technology makes it easy to get into intense and constructive discussions.

Listen to former visitors

“Our day at the IBM Watson Center Munich was characterized by a great knowledge transfer, using exciting technology-oriented architecture. This is how innovation becomes fun. Only in this kind of human creativity and collaboration can we drive the digital transformation further.”

Mirja Weinert, Marketing and Communications, KONE GmbH

“I have done many client workshops in different locations, this was without doubt one of the best driven by the quality of the demo's, the stories we had to tell and the passion you demonstrated about how IBM can help.”

Oscar Brennan, Client Executive, UK

“Very positive sessions conducted with IBM so far, relevant and thought provoking for both technical and business operations staff. We are working with IBM to define opportunities to work together, fantastic progress so far with positive response right up to our Executive Board.”

Insurance Industry Client, UK

Plan your visit today, get inspired tomorrow

Can you imagine all these different stories in one place? No? Then it is time for a visit at the IBM Watson Center Munich or a virtual tour. Please feel free to reach out to our local press team for more information and appointments:



Annette Hodapp

Communication Leader, IBM Watson Center Munich

Annette_Hodapp@de.ibm.com, +49 160 9042 9574