

Announcing the IBM Client Center for Advanced Analytics

Did you know IBM has a vast network of more than 200 client centers dotting the globe?

The newest **IBM Client Center** focuses on advanced analytics and will be located in Columbus, Ohio. Business leaders, technical experts and specialists from academia will unite to form a world-class ecosystem that will drive innovations in this fast growing discipline of advanced analytics. The collaboration among these communities will benefit the Ohio region and ultimately apply analytical best practices around the world.

The principle mission of the IBM Client Center for Advanced Analytics is to design, build, manage and support advanced analytics solutions for clients in a diverse set of industries. The center will concentrate on analytics-based solutions that:

- Help companies better understand their customers,
- Anticipate and visualize the impact of financial decisions,
- Prevent and minimize losses due to fraud,
- Optimize pricing decisions,
- Analyze social media to uncover new trends.

This Client Center will also help develop and nurture analytics talent by contributing to academic programs at feeder institutions, and providing an environment for post-graduation talent development in the area to drive companies' analytics agendas.

“Columbus has a tremendous amount to offer: many world-class educational institutions, a highly-educated workforce, industry-leading businesses and – perhaps most important of all – a keen desire to build for the future ... and in particular around analytics. Today’s announcement will serve as the foundation of a community of innovators that will serve Ohio and the world.”

– Sharon Hodgson, BAO Service Line Leader, North America, IBM Global Business Services



To learn more about the IBM Client Center for Advanced Analytics and how your organization can participate, please visit ibm.com/columbuscenter.



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