New client expectations are driving new business models

Clients now demand mobile and social engagement, analytics driven personalization and real-time responsiveness. The future is a composable business that offers innovative ways to engage with customers and each other, better decision making from actionable insights and speed to market. As the Internet did before, new technologies such as Cloud, Analytics, Mobile and Social are radically improving the way we work and interact with the world.

At the Global Industry Solution Center (GISC) Nice-Paris we empower our clients along this transformation. We show them what is possible in the new era of ubiquitous digitization such as new engagement models, new use cases around digital-physical convergence, analytics and predictive opportunities. We demonstrate real business value of integrated mobile, analytics and social solutions that together change the way business gets done, putting real time-time contextual information and providing predictive recommendations and insights to improve decision making. We also demonstrate new potential with cognitive systems, cloud and security solutions.

At the end of the journey, clients gain a clear understanding of how trailblazing solutions kindle powerful performance for business.

The Best Of IBM Through a Unique and Exceptional Client Experience

The GISC is a unique center where Clients come to discover and immerse themselves in live demonstrations of industry solution prototypes. Those prototypes are based on market trend industry tailored use cases and they integrate all the best from IBM software, IBM Research assets and solutions from the IBM partner network. They participate in personalized work sessions and exchange with subject matter experts. They also have the opportunity to validate innovative business processes with the development of customized proof of concepts and pilots.

The GISC Nice-Paris experts serve clients from all industries in the world, either on client premises, at local IBM Client Centers or via HD video conferencing systems.

To initiate a journey contact your local IBM representative.
Transforming Industries

**Banking:** Solutions for banking digital transformation, application store & digital factory, mobile banking, counter fraud & security solutions, payment utility model, cognitive solutions.

**Energy and Utilities:** Solutions across the energy value chain from Power Generation to Distribution and Customer Operation, covering topics such as Plant Lifecycle Information Management, Smart Grid, Smart Metering and Customer Intelligence.

**Government:** Solutions to support government agencies in their missions to guarantee public safety, collect taxes and revenue, deliver social services and control their borders.

**Healthcare:** Solutions to optimize healthcare operations to lower costs, improve population health management & engage patients in new ways to improve health outcomes.

**Industrial:** Solutions around smart life-cycle management leveraging Intelligent Operations Center, Predictive Maintenance and Quality and Business Analytics to create new business models and improve operations.

**Insurance:** Solutions addressing the Digital Transformation and bringing value to Clients, Risk and Counter fraud management, Big Data and analytics, and use of social media.

**Retail & consumer products:** Capitalize on smarter consumers with solutions covering personalised customer experience, omni-channel experience, operational excellence, smart merchandising, supply chain.

**Smarter Cities:** Solutions to assist cities and their eco-systems to leverage information for smarter decisions, predictions to anticipate problems and coordinate resources effectively.

**Telecommunication:** Solutions addressing three key imperatives: Accelerate Digital Transformation, Create Infrastructure Agility and Achieve Enterprise Excellence.

**Travel and Transportation:** Solutions to differentiate customer experience, get new insights and develop new sources of revenues, improve operational efficiency and optimize the availability of their assets.

Empowering Enterprise Innovation

**IBM Client Center Paris**

Address: IBM Client Center Paris
17 avenue de l’Europe
92270 Bois-Colombes,

**Contact**

lamycl@fr.ibm.com
orousseau@fr.ibm.com

**Cloud:** Experiment and feel the value of Cloud for business transformation. Main approaches and scenarios include: Cloud business solutions, Smarter cities and Commerce on Cloud, Cloud for Service providers, API economy, DevOps efficiency, programmable private and hybrid cloud.

**Analytics:** A unique resource for helping you find and implement new sources of competitive advantage through Big Data & Analytics, extracting insights from any data. Analytics solutions and subject Matter Experts will enhance organizational performance, establish competitive differentiation and optimize your business.

**Mobile:** Start the mobile digital office transformation of your enterprise and identify your readiness for mobility solutions.

**Social:** Earn what social solutions can do for you in several domains such as new ways of engagement, optimizing workforce talent, gain real-time customer insight, enterprise wide collaboration, etc.

**Security:** Discover a deep enterprise security portfolio customized to your company’s needs. GISF Nice-Paris is the ideal place to help you disrupt new threats, deploy security innovations and reduce the cost and complexity of IT security.

**Commerce:** Establish a one-to-one dialogue with your customers. Improve your digital front-end by focusing on a customer-centric experience across multiple channels and touch points. Implement effective marketing programs delivered across customers preferred channels.

**Watson:** Combining natural language processing, hypothesis generation & evaluation and dynamic learning, Watson solutions bring major innovation to your business, e.g. more meaningful customer relationships with Watson Engagement Advisor.