IBM Client Centers

Access a World of Knowledge and Subject Matter Expertise through our network.

Let’s make it easier to do business
Agenda

About IBM Client Centers

IBM Client Center Locations

Featured Solutions

Business Opportunities
About IBM Client Centers

- A *global network of knowledge hubs*
- *The right platform business model*
- *Easy access (digital and physical – expand on this point) to IBM expertise*
About IBM Client Centers

• A *global network* of *knowledge hubs*
  
  • Support throughout the entire client journey
  • Collaborative platform bringing industry partners and IBM teams together
  • A window on the world of IBM and the digital transformation opportunities available
  • all facilitated by a wealth of physically and digitally accessible information
About IBM Client Centers

• The right platform business model
  • Create disruption through a unique access to:
    • IBM Research and Development (including Quantum)
    • IBM Industry Expertise
    • Cloud
    • Data and AI.
    • And much more
About IBM Client Centers

• Easy access to IBM expertise via...
  • Webinars
  • Digital Subject Matter Expert chats
  • Workshops
  • Solution demonstrations
  • Deep conversations and exchanges with experts
  • IBM Research and technology briefings
  • Industry solution briefings and deep dives
  • Proof of technology and benchmarks
  • Exploration Workshops

... all backed by an extensive customer support and information on Facebook, Twitter, LinkedIn and YouTube.
Where are we located?

- **17 locations across Europe**
- **IBM Virtual Client Center**
- **IBM Client Center Website**
- **Across all Social Media Platforms**
Where are we located?

- **17 locations across Europe**
  - Unique access to Research, Development and industry experts
  - Over 90 business solutions on display
  - Over 13,500 meetings, annually
  - Over 120,000 visitors, annually
  - Exploration Workshops

- **2 newly-integrated IBM Client Centers**
  - IBM Client Center Montpellier
  - IBM Client Center Boblingen.
Where are we located?

- **IBM Virtual Client Center**
  - The IBM Virtual Client Center is a unique and powerful *digital extension* of the IBM Client Center Experience.
  - Access a world of knowledge through:
    - Subject Matter Expert videos
    - Webinars
    - Schedule live chat
    - Host solutions
  - [IBM Client Center Website](#)
Featured Solutions

• Centrally Developed Solutions
  • Includes latest IBM Research expertise at IBM Client Center Think Lab.
  • Access to latest IBM content and customer stories
  • Blockchain, Journey to Cloud, Security
  • Locally developed, globally deployed

• Over 90 Business Solutions
Business Opportunities

- Onsite and Virtual Engagement
- Business Partner Opportunities
  - What does the IBM Client Center offer?
  - What are the steps towards engagement?
Business Opportunities

• Onsite and Virtual Engagement

  • Physical and Digital Client Experience
    Multitouch screens
    Videoconference screens

  • Live Interactive Journey
    HD Visio Conference Systems
    Compatible with Cisco, Polycom, Tandberg, Telepresence...
Business Opportunities

• **What can the IBM Client Center offer to Business Partners?**

  • **Integration Points into IBM Ecosystem**
    - Partner solutions shown alongside complimentary IBM Solutions
    - A “showroom floor” for product display and development
    - Close and easy access to entire network of IBM experts

  • **Physical and Digital Collaboration Space**
    - Kiosk presentation space in major European Capitals to present their brand to 120,000+ annual industry visitors
    - Facilitate development of joint projects with IBM, co-marketing opportunities, and access to sales support
# Business Opportunities

- **What does the partnership look like?**

## Step 1: Consultation
- We assess a potential partner’s business needs and opportunities where the IBM Client Center can be beneficial.

## Step 2: Initiation
- Single Service Offering – a one-time engagement for a specific purpose or event.
- Multi-Service Package Offering – a long-term collaboration with a customised compilation of services.

## Step 3: Engagement
- Services are delivered, collaboration is formed and developed.
- All business partners receive exposure throughout the network.
- Presented alongside IBM solutions, integrated into the digital ecosystem.

## Step 4: Follow up
- Regular follow-ups with partners to ensure value of collaboration is maximised.
Thank you