Exhibition Area Solutions at IBM Client Center Nordic

IBM Commerce

At IBM Client Center Nordic in Stockholm you can explore the dynamics of IBM Commerce from a Story Telling perspective. Your customers are talking to you every day, telling you who they are, how they feel and what they need. If you listen, you have the opportunity to engineer moments of serendipity that delight your customers and build unbreakable bonds. You can respond immediately with relevant, personal engagements. You can humanize transactions with a smile and a handshake, online or in store. It takes an integrated business to make it happen. Your front and back office must become a single office: marketing, customer analytics, e-commerce and merchandising, procurement, B2B integration and payments, all working seamlessly to put customers at the center. This is C2B, customer-to-business, and the power of cognitive commerce.

Sowre Solution

Connected to the main commerce exhibition is Sowre, a retail solution that can monitor all areas in a store and deliver unique, clean data. This solution is designed to rely on IBM infrastructure (DB2, Cognos). In addition, the solution integrates SPSS forecasting capabilities and has a running, POT-ready infrastructure on the SoftLayer Cloud.
**IBM Cloud**

Explore the dynamics of Cloud Computing at IBM Client Center Nordic in Stockholm.

In that solution zone our customers can get an insight into this fast growing and changing area. They also get a chance to understand the different aspects of cloud, for instance how they can speed up the development of products and services using Softlayer and Bluemix platforms.

The exhibition also explains how companies can simplify and streamline their infrastructure in a global world thanks to other companies stories.

In addition, demonstrations help clients understand the different types of cloud solutions and how these solutions bring competitive differentiation and value to their company. Cloud experts are also involved and organize on-site demonstrations of different solutions.

Last but not least, different development platforms can be downloaded from QR codes.
IBM Collaboration Solutions

At IBM Client Center Nordic in Stockholm you can experience the exhibition IBM Social Business.

IBM Social Business technology is easy-to-use but solves complex challenges. More automation means more time to engage customers and communities. Business users get simplified tools for new insights.

With powerful collaboration tools and social platforms, IBM Social Business solutions give you new ways to work. Start the future now. Discover how to add value for your organization.

This interactive exhibition showcases the whole palette of Social Business offerings from IBM and its Business Partners. You can download reference stories, request more information and get in touch with experts.

IBM Security

Explore the IBM Security Exhibition and experience how companies can identify the challenges associated with IT-security, monitor their security systems and design their own IT-security systems with IBM’s smarter security solutions.
IBM Watson Health

“Our machines should be nothing more than tools for extending the powers of the human beings who use them.” – Thomas Watson Jr.

From hospitals to kitchens, Watson has clocked in to work and is already taking impressive strides across industries. But to understand the power of Watson, we must first understand cognitive computing and how it enhances, scales, and accelerates human expertise. At IBMCC Nordic in Stockholm we showcase the whole story about what Watson is and how IBM works with Healthcare and Internet of Things (IoT) powered by Watson’s cognitive computing capabilities. You can also explore demos regarding for instance IBM Watson for Clinical Trial Matching and IBM Watson for Oncology.

IBM Watson Internet of Things

IBM Client Centers Europe support the Internet of Things through a dedicated exhibition which raises awareness and creates an environment where IBM sales teams can position IBM & start the conversation with our clients.

In this IoT exhibition, we explain what IoT is, how IBM solutions enable IoT, how IBM & the Weather company bring data into any business decision. In addition, we present how IoT is already impacting & future capabilities in the growth areas of Smarter Public Safety, Smarter Buildings, Connected Car, Sustainability & Smart Processes. We present client references in each growth area and IBMResearch projects from our labs.
Testcenter
The Testcenter is the foundation for exploring new technologies. Our Testcenter can help you increase your product functionality, enable your solutions on IBM HW and SW to reduce time to market. Get confidential access to cross platform test environments to help, design, implement, port and test applications for the real world. A few examples of interesting areas are virtualization, optimizing storage utilization, integrated service management, optimizing IT infrastructure performance and much more.

Pepper
You are now able to meet with Pepper at IBM Client Center Nordic! Pepper is an autonomous talking humanoid robot who perceives emotions and adapts his behavior to the mood of the humans behind him. Pepper can identify joy, sadness, anger or surprise and respond appropriately, making his interactions with humans incredibly natural and intuitive. He analyses what you say, your tone of voice and nonverbal communication cues. Pepper can instantly recognize the emotional context of the conversation and adjust accordingly. The result is human communication with real emotional connection.
IBM Analytics offers a complete portfolio of big data and analytic solutions to fuel your cognitive business. Our solutions enable organizations to engage with data to answer the toughest business questions, uncover patterns and pursue breakthrough ideas. At IBM Client Center Nordic we introduce to the basics around Analytics and also demonstrates how IBM works with real time data for either predictive or real time analysis. The new IBM Analytics exhibition is interactive, equipped with sensors and loaded with the Cognos tool, to make predictive analysis that is presented on a big screen. We also show the reference video for the Roskilde Festival and how IBMs Analytic solutions streamlined the logistics during the festival.

All solutions presented are good examples that can inspire and create new ideas for IBMs customers, not needless in the same industries as presented. That’s one of the benefits bringing your clients to the Client Center! Tell your story applied to any of the solutions exposed that is relevant for your customer needs.
IBM Mobile

Mobile is transforming how we live and work

IBM MobileFirst enterprise mobility solutions deliver a complete environment to develop apps and enable engagements that are designed specifically for mobile users. That means all interactions can be personalized based on data, processed with added security across touchpoints, and delivered in an elegant user experience. At the IBM Client Center Nordic in Stockholm we have visualized this in our Mobile Solution Area with a reference video of the Apple+ IBM WeFly App designed for SAS.

SAS wanted to raise the attention to their passengers for a better service and make the latest information available live for the cabin crew. SAS choose IBM for this digitalization of aircraft cabin and cockpit. The result is an App used in the air today, not only by crew, but also by pilots. No longer do they need to pore over sheets of paper, where time is the critical factor on short haul routes. SAS have connected the cabin, their new WeFly App dashboard and passenger frequent flyer information.

This brand-new video will tell you the story from the SAS challenge to the final Apple+IBM solution – “The WeFly App”!

We also showcase the embryo to the WeFly App – The SAS passenger App. As visitor, you are able to interactively test the demo.
Ricoh Interactive Whiteboard

The Ricoh Interactive Whiteboard is cognitive with the purpose of enhancing the meeting experience. Executives spend nearly 50% of their time in meetings and around 90% of all the meeting information is lost once it ends. Through capturing and translating speech together with the visual information gathered on the whiteboard, Watson then puts it all together in a transcript which can be saved and sent out to the participants, thus reducing the amount of information lost after the meeting closure.

At the IBM Client Center Nordic we have one conference room equipped with the whiteboard. It's easy to use and have received very positive feedback. You will receive all support need from the center to start up your meeting.