

## **IBM crée un nouveau hub de recherche pour accélérer l'innovation dans les services informatiques**

**Ce nouveau centre aidera les entreprises à bénéficier des opportunités du cloud computing, des technologies d'analyse décisionnelle, de mobilité et d'automatisation des services.**

**Paris, France - 28 juil. 2011:** IBM annonce la création d'un « Services Innovation Lab » (SIL), un nouveau centre d'innovation dédié aux services. Le SIL accélérera l'intégration des technologies d'analyse décisionnelle en temps réel et des logiciels d'automatisation dans les offres de services IBM et ses méthodes de delivery de ses services.

Les projets du centre incluent entre autres :

- La création d'un tableau de bord permettant aux professionnels de l'IT de connaître plus efficacement ce qui se passe dans un centre de données, où ils doivent allouer les ressources et augmenter la productivité.
- L'optimisateur de collecte d'impôts utilisant les dernières technologies BAO brevetées d'IBM afin d'aider les gouvernements à identifier les méthodes les plus efficaces pour collecter les impôts des mauvais payeurs.
- Un projet qui prédira avec plus de précision si un centre de données perd de l'énergie. Les nouvelles technologies permettront de mieux contrôler et d'entretenir les datacenters, d'en réduire les coûts tout en améliorant la qualité.
- Un terminal mobile capable d'interagir avec des systèmes de référence client ou des applications de dépenses.

Le SIL regroupe environ 200 experts IBM sélectionnés parmi ses centres de recherche mondiaux.

### **IBM ANNOUNCES NEW INNOVATION LAB DEDICATED**

#### **TO TECHNOLOGY SERVICES**

*New Services Innovation Lab To Help Clients Capitalize On New Opportunities*

**ARMONK, NY. - July 28, 2011** – IBM (NYSE: IBM) today announced the creation of the Services Innovation Lab (SIL), a new global lab that will initially comprise about 200 technology experts hand-picked from around the company. The lab will accelerate the expansion of real-time analytics and software automation in both IBM's technology services offerings and its global services delivery capabilities.

The SIL significantly expands IBM's nearly 10-year-old services research program by bringing together services, research, software developers and industry experts from around the company to focus initially on the creation

of services software applications for cloud computing, analytics and mobility. IBM invests more than \$6 billion annually on research and development and employs about 3,000 researchers worldwide, with about a third of them focused on services and analytics.

“Our singular focus is to help our clients capitalize on technologies that solve problems and create new possibilities,” said Mike Daniels, senior vice president and group executive, IBM Services. “Creation of the Services Innovation Lab demonstrates how we at IBM differentiate our capabilities vs. competition. We harness the best of what IBM research and development can deliver in science and engineering to help our clients be more innovative.”

IBM researchers, developers and other technical experts who will participate in the SIL have an array of credentials, including development and client experience in computer science, software, security and compliance, systems management, mathematics and business optimization, data mining, storage, computer systems, user interaction and cognitive sciences. The central mission of these elite researchers and developers is to turn the intellectual property created during client engagements into software – thereby making it easier and faster to replicate a solution to thousands of engagements around the globe.

“The Services Innovation Lab is creating a research environment that leverages advances in services science, analytics and cloud computing to create innovation that matters for our clients anywhere in the world, said Mahmoud Naghshineh, vice president and director, IBM Services Innovation Lab. “Our efforts are focused on understanding the problems of service organizations from the perspectives of people, practices, information and technology to provide them new opportunities for revenue, cost savings and to foster innovation.”

The SIL will operate out of IBM Research’s Labs worldwide, including New York, California, China, Israel, India, Japan, Switzerland and Brazil. The initial focus of the SIL projects includes:

- **Cloud Computing** -- The SIL will create both new Cloud services and devise new methods for moving traditional computing environments to a Cloud-based model. For example, one of the initial projects will be the creation of so-called dashboards that will enable an information technology (IT) professionals more effectively learn what is happening inside a datacenter, where to apply resources and improve productivity.
- **Advanced Analytics** – The SIL will invent new ways to tightly integrate analytic services with business processes to create new types of services and applications that can be injected into client accounts more quickly. One example already in the market is IBM’s Tax Collections Optimizer, which uses new IBM-patented analytics technology to help governments identify the most effective and efficient methods to collect taxes from delinquent debtors.
- **Service Delivery Automation** -- The SIL will use data mining and real-time analytics software to create new delivery capabilities that will dramatically improve the operation of a data center by enabling IT management to become predictive and proactive. For example, one project will more accurately predict if a data center will lose power. The new technologies will enable better monitoring and maintenance of data centers that will improve quality and reduce costs.
- **Enterprise Mobilization and Smarter Planet** -- Capitalizing on technologies used in personal computing, the SIL will develop a sophisticated set of technologies for the mobile computing marketplace. Key

areas of focus are security, ease of use and enabling enterprise applications on mobile devices. For example, the SIL will design a way to enable a mobile device to easily interface with enterprise customer reference systems or expense reporting applications.

The SIL is the latest example of the investments in research innovation and software capabilities that IBM has made over the past decade to create higher-value service offerings. IBM researchers have participated in more than 1,000 IT business process and consulting client services engagements.

With more than 15,000 services and software patents issued to IBM inventors in the last five years, patented services applications have played a major role in enabling IBM to deliver on its smarter planet vision – a world where technologies are increasingly interconnected, instrumented and intelligent -- by quickly moving an invention into client engagements around the world, from smarter healthcare and smarter water management to smarter buildings and smarter crime prevention.

---