IBM investit 100 millions de dollars pour développer ses Interactive Experience Labs à l'échelle mondiale

Ces nouveaux laboratoires regroupant des milliers d'experts pluridisciplinaires ont pour mission d'aider les entreprises à repenser leur expérience client

Paris, France - 28 mars 2014: IBM annonce aujourd'hui sa volonté d'investir plus de 100 millions de dollars pour développer son offre de services de conseil partout dans le monde. Dans le cadre de cet investissement, IBM ouvre dix nouveaux IBM Interactive Experience labs dans le monde et prévoit de recruter 1000 collaborateurs pour créer des modèles d'engagement innovants et personnalisés, grâce à l'exploitation de données et aux outils de conception. Cet investissement et ces nouveaux laboratoires ont pour but de proposer des solutions permettant de mieux accompagner les entreprises dans la conception de leur expérience client et dans leur engagement et interaction avec ces derniers.

L'offre IBM Interactive Experience rassemble la puissance de conception des données et de leur analyse mais également de la Recherche afin d'aider les entreprises à développer et inventer des expériences clients inédites. Situés à New York, Pékin ou encore Sao Paulo, ces laboratoires permettent aux clients de travailler en collaboration avec des équipes composées de chercheurs, de consultants, ainsi que des experts spécialisés dans la conception de l'expérience client, dans le marketing mobile et digital afin de construire une expérience de la marque innovante et de haute qualité.

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IBM Commits $100 Million to Globally Expand Unique Consulting Model That Fuses Strategy, Data and Design

New labs make thousands of multi-discipline experts available to help companies recreate their customer experience

ARMONK, N.Y. - 27 Mar 2014: IBM (NYSE: IBM) today announced plans to commit more than $100 million to globally expand its consulting services capability to help clients with experience design and engagement. As part of the investment, the company will open 10 new IBM Interactive Experience labs around the world and plans to add 1,000 employees to create new, personalized models of engagement through data and design.

Located in Bangalore, Beijing, Groningen, London, Melbourne, Mexico City, New York, Sao Paulo, Shanghai, and Tokyo, the new labs provide clients with the opportunity to work side-by-side with researchers and consultants as well as experts in experience design, mobile and digital marketing. These multi-discipline teams analyze business challenges and jointly create solutions that integrate next-generation mobile, social, analytics and cloud technologies. IBM plans to open additional labs in the future to support the global demand for data-driven experiences.

"*There's no longer any real distinction between business strategy and the design of the user experience. The*

last best experience that anyone has anywhere, becomes the minimum expectation for the experience they want everywhere, and the quality of that experience is entirely dependent on the use of individualized information," said **Bridget van Kralingen, Senior Vice President of IBM Global Business Services** . "*As our clients recalibrate what it means to engage with their customers or employees, we're bringing them the full spectrum of world-class design and IBM Research, book-ended by strategy consulting and our strength in Big Data.*"

As hallmarks of the [IBM Interactive Experience consulting practice](), the new labs will enable companies to engage with their customers in entirely new ways. Researchers within IBM Interactive Experience are developing capabilities to harness the value of data to help clients create personalized experiences, while designers within IBM Interactive Experience are working directly with clients to develop experiences that are increasingly mobile-driven. These experiences leverage IBM's [MobileFirst]() portfolio to take advantage of the transformational nature of mobile solutions. The combination of these capabilities and design elements hinge on insights IBM converts from data -- including information on individual decisions, choices, preferences and attitudes.

In addition to the 10 new labs and four existing locations in Atlanta, Boston, Chicago, and Toronto clients can partner with IBM Interactive Experience teams in IBM Research Labs in 12 locations around the world to personalize their every interaction with consumers.

Big Data Capabilities for Customer Experience

Along with the new facilities, IBM also unveiled new data-driven innovations from IBM Interactive Experience that help business leaders gain deeper insights into individuals and transform the way customers experience their products, services and brands. IBM researchers within IBM Interactive Experience invented unique algorithms that conduct the analysis for these new capabilities:

Intelligent Customer Profiles is an analytics-driven solution that enables consumers to directly manage the personal information companies use to provide them services. It also allows companies to proactively ask consumers questions, using a learning model to determine the next best question to ask an individual for a clearer picture of their preferences, while respecting privacy constraints. This helps companies improve the quality of customer profiles so they can provide better service, enhancing the relationship between a business and their customer. For example, an airline could use this capability to refine its scheduled service to better meet the needs of specific micro-segments of customers or a bank could make sure it's providing an individual customer with service on their preferred channel of communication.

Influence Analysis is an analytical approach that goes beyond basic social media influencer scoring to identify individuals who influence other consumers related to a specific topic. By knowing which consumers influence others' opinions of products and services, clients can optimize interactions in consumer communities down to the specific target topic. Combined with existing enterprise data, this capability allows clients to develop their own robust, customized influencer analysis that can be tuned based on specific business factors such as local location or language. This analysis can be used to help a company identify the best ambassador for their brand or hone in on the right targets for a viral marketing campaign, for example.

Customer Identity Resolution is a rules-based matching toolkit that helps enterprises build a broader understanding of who their customers are by connecting information across different data sources such as

customer relationship management (CRM) records, social media accounts and other profile information. This is particularly useful for better understanding prospective customers that companies have little information on. After a company builds out comprehensive profiles of their customers, they can use analytics for business insights or conduct direct social marketing to existing customers on an opt-in basis.

These join an existing portfolio of data-driven capabilities including Life Event Detection, Behavioral Pricing and Psycholinguistic Analytics. Clients can choose these capabilities, or team with experts to co-create entirely new, customer-centric, innovative experiences that are unique to their business and the needs of the customers.

About IBM Big Data & Analytics

Each day we generate 2.5 quintillion bytes of data from a variety of sources -- climate information, to posts on social media sites, and purchase transaction records to healthcare medical images. At IBM we believe that data is emerging as the world's newest resource for competitive advantage, and analytics is the key to make sense of it. IBM is helping clients harness Big Data & Analytics to provide insights needed to make better decisions, create value, and deliver that value to customers and society. IBM has the world's deepest and broadest portfolio of Big Data & Analytics technologies and solutions, spanning services, software, research and hardware. For more information about IBM Big Data & Analytics,

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