Making the world work better

Justina Gilbert
Vikki Bradney-Spencer
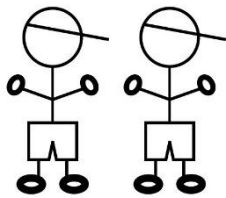13th July 2015

IBM

Today

- Welcome

- What do you know about IBM?

- Three things that are changing the world around us

- Putting it into action
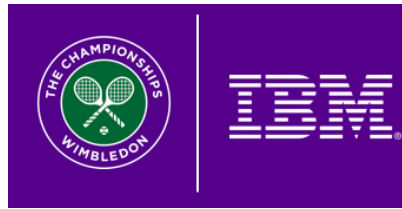
- Close

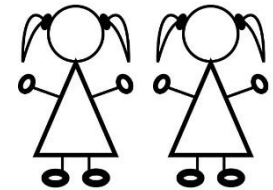# Who are we?

Justina Gilbert

Digital & Social Media

Schools Outreach Programme

36 years

Vikki Bradney-Spencer

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So what do you really know about IBM?

Exercise:

- On a post-it – one word to describe IBM

- Quiz

Question One

Before our company was called IBM what was its name when it formed in 1911?

a) International Business Machines

b) Computing Tabulating and Recording Company

c) Business Computing Machinery Company

d) Recording Machinery and That Other Thing

Question One

a) **Before our company was called IBM what was its name when it formed in 1911?**

b) International Business Machines

c) **Computing Tabulating and Recording Company**

d) Business Computing Machinery Company

e) Recording Machinery and That Other Thing

Merger of Tabulating Machine Company with two others - Computing Scale Company of America and International Time Recording Company. The combined ***Computing- Tabulating- Recording Company (C-T-R)***

Question Two

Which of the following did IBM make before moving into hardware and software?

a) Meat slicers

b) Cheese slicers

c) Weighing scales

d) Punch-card equipment

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IBM's weighing scales and meat slicer products. Rio de Janeiro, Brazil, 1932

Question Three

What is IBM's motto?

a) Believe

b) Think

c) Follow

d) Innovate

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Question Four

Five IBM researchers have won Nobel Peace Prizes, but in which categories?

a) Literature

b) Economics

c) Physics

d) Cleanest office desks

Question Four

Five IBM researchers have won Nobel Peace Prizes, but in which categories?

a)   Literature

b)   Economics

c)   Physics

d)   Cleanest office desks

IBM is fortunate to have had five employees who have won the Nobel Prize. They are:

- Leo Esaki, of the Thomas J. Watson Research Center in Yorktown Heights, N.Y., in 1973, for work in **semiconductors**;

- Gerd Bining and Heinrich Rohrer, of the Zurich Research Center, in 1986, for the **scanning tunneling microscope**

- Georg Bednorz and Alex Mueller, also of Zurich, in 1987, for research in **superconductivity**

Question Five

How did IBM mark the milestone of its 100th birthday in June 2011?

a) Gave everyone a piece of birthday cake

b) Gave every a day off

c) Encouraged all employees to give their time for volunteering

d) President Obama tweeted "Happy Birthday"

Question Five

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Question Six

What is the company's nickname?

a) It doesn't permit one – it is IBM

b) Big Blue

c) Watson

d) The American Tech

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Question Seven

Which of the following has IBM led/ been significantly involved in?

a) NASA with the first human landing on the moon

b) Bar codes

c) First smartphone

d) Blood separators used in the treatment of Leukaemia

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c)   First smartphone

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IBM engineer George Laurer invented the UPC **barcode** system in 1979. It became one of the most profound contributions to industrial technology.

Question Eight

How many countries does IBM operate in?

    a)   110

    b)   130

    c)   150

    d)   170

IBM – facts & figures

430,000 + employees

170 Countries

85 % mobile

45 % work remotely

5 Years average tenure

Turnover   ~ $ 100 b

Question Nine

Which of these major gaming consoles are powered by IBM Computer Processing Units (CPU)?

a) XBOX 360

b) Sony PS3

c) Nintendo Wii

d) All the above

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Question Ten

IBM is proud of its diversity; in which year did IBM hire its first professional women?

a) 1935

b) 1960

c) 1971

d) 1920

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IBM hires its first professional women, 25 college seniors recruited for Systems Service. Shown here are graduates of IBM's first women's systems service class in 1935.

The world through technology is changing – 3 things

YOUTUBE URL

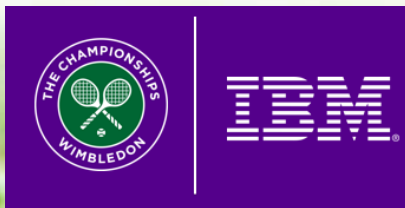https://www.youtube.com/watch?v=tcQ-mGqidqw&list=PLaFe0BJiho2oEwTRv9bW-g5MWrXICDEF6&index=7

Data in

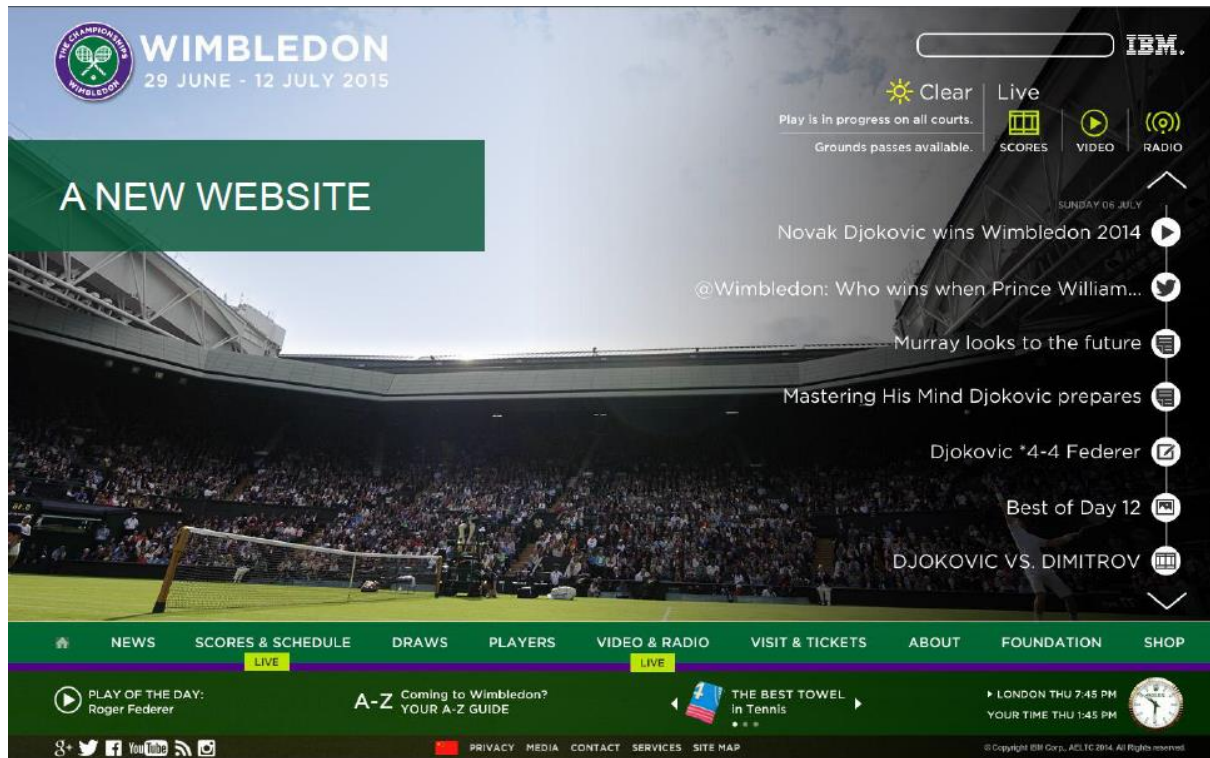*Cloud, Data, Mobile, Social & Security in **4 seconds** – one point from Centre Court*

1. **48 tennis analysts** ensure data quality sub second

2. **1000 TV graphics** for the BBC drive the need for speed

3. **Real-time notification** from IBM Stream provide breaking news to rise above the noise
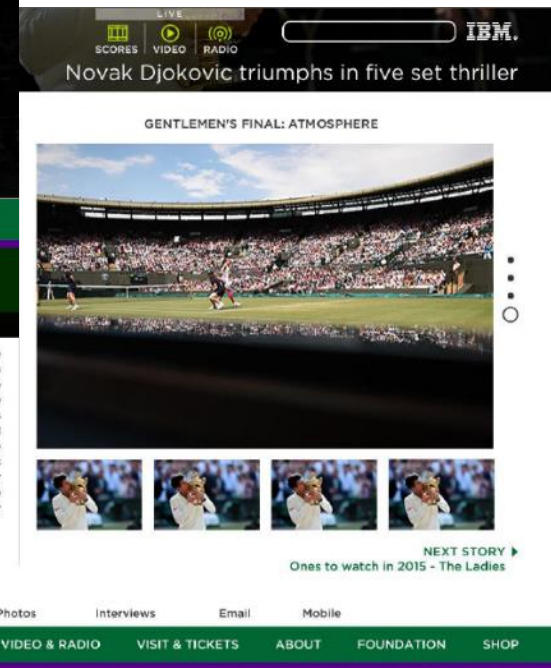
Data out

1. **Watson** provide access to deeper insights

2. **Responsive and adaptive** site for best digital experience

3. **Wimbledon command centre** helps turn fans into advocates

4. **Secure dynamic cloud** built on IBM Systems provides efficient and agile hosting

wimbledon.com – complete redesign

Primary brand channel

Responsive

Story telling

More immersive

Integrated content

Advertising to events - #MakeTheTeam

- Can you "Make the team"? IBM target 100% accurate sub sec 1M times
- Gamification – on-site to on-line
- Social sharing for internal/external engagement
- Hook to telling the wider IBM story - potential to wind back "4 sec" video to first second and virtually follow the data

See Wimbledon in action

YOUTUBE URL
https://www.youtube.com/watch?v=9p
C1Qz0wnWw&feature=player_embed
ded

Putting it all together - Watson

YOUTUBE URL
https://www.youtube.com/watch?v=jeC
gQ5XrurY

Technology in the world around us

Exercise:

- Group 1: TODAY - from the moment you wake up to getting here – how does technology touch you (in terms of data, cloud and engagement?

- Group 2: IN THE FUTURE – from the moment you wake up to getting here – how does technology touch you (in terms of data, cloud and engagement?

Close

Exercise:

One different word to describe IBM – compare!

YOUTUBE URL
https://www.youtube.com/watch?v=W4
2xUOGzvOE