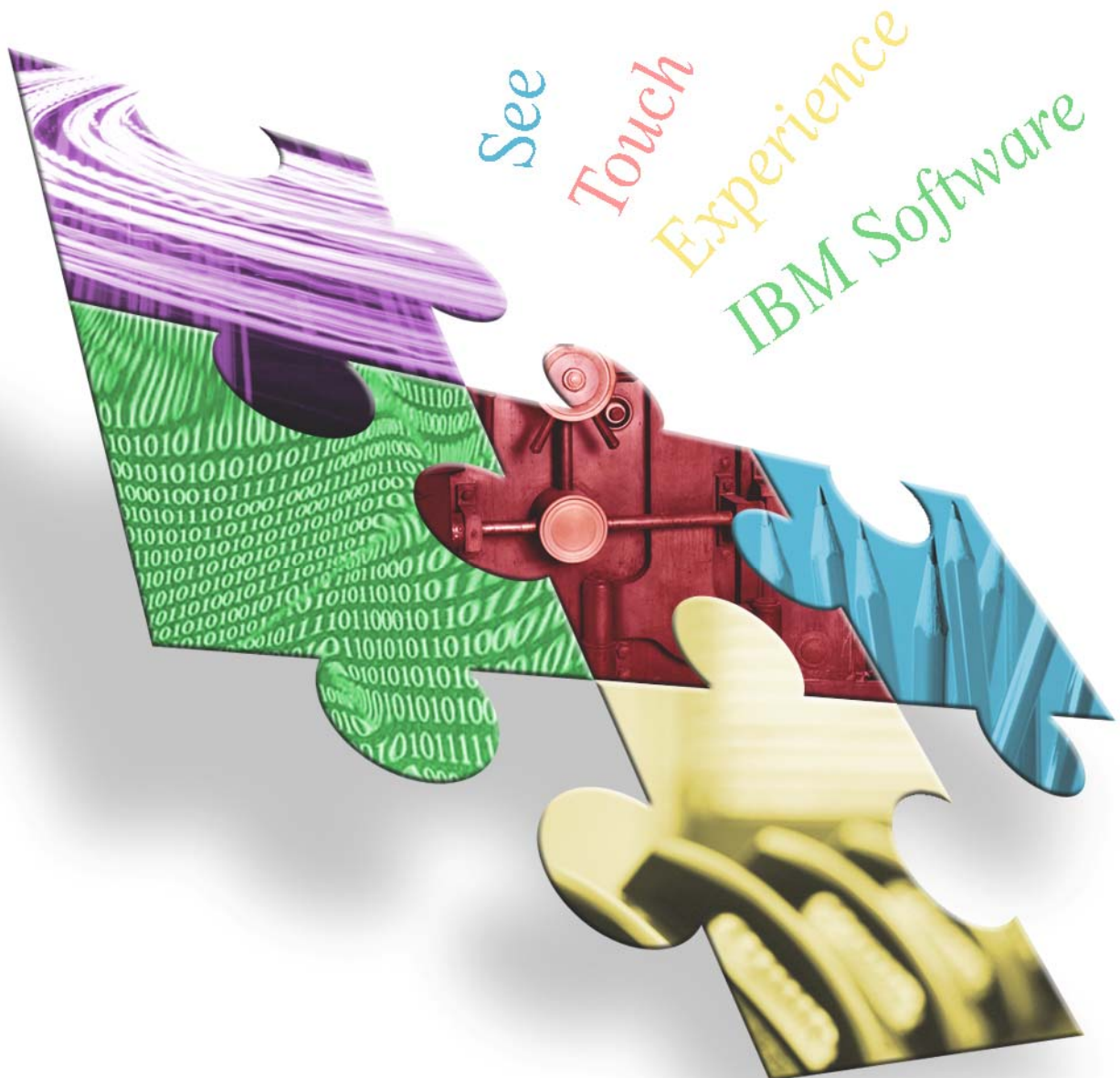# IBM

Technical Exploration Centre
2010

See Touch Experience IBM Software

Come and Discover IBM Software

The Technical Exploration Centre (TEC) provides you with a stimulating environment to 'Test Drive' and gain hands-on experience of IBM Software, *free* of charge. It will also reassure you that IBM has the right skills and solutions to address your company's business needs.

It gives you the chance to *See, Touch and Experience* IBM software.

Customer Benefits

Our mission is to provide you with the insight you need to understand the capability of IBM software. Each event will allow you to gather the right information to facilitate your decision making process and understand how our software can help address your business needs.

TEC provides you with the opportunity to interact with knowledgeable IBM representatives who will guide you through hands on demonstrations and answer your questions. You can also share best practices and broaden your network of contacts within IBM and other organisations. The various events are designed to provide you with an easy and fast way to get close to our technology and to explore new ideas, technical capabilities and proof-points with our Technical Sales professionals.

> *"The DB2 LUW Day gave my customers an introduction into five exciting new features of DB2 9.5 in just one day, which they appreciated due to time and travel constraints. A member of the audience commented that an advantage of attending such a day was that they got to hear how other attendees were implementing or planning to implement these technologies, which was very valuable. The day was very well received by all attendees."*
> *Pav Kumar-Chatterjee, IBM*

TEC Capability and Services

There are a variety of different events which can be run within a TEC, some of which are outlined here. If you have a specific requirement which is not listed here please speak to your Sales Representative, we may still be able to help.

Exploration of Technology (EoT) a pre-prepared, high level workshop which usually runs for less than a day and targets middle and upper management technical decision makers. It is a complementary offering to the PoT and is positioned early in the decision making process. It aims to give attendees a small "taste" of the technology through demonstration and presentation allowing you to connect technology ideas to the business problems which you face. It should help move you to a point where you are ready to send technical influencers to a PoT.

Proof of Technology (PoT) is a pre-prepared, technical event which runs for between one and three days and targets technical decision makers and evaluators. It aims to give attendees a "deep dive" of the technology through demonstration, presentation and hands on labs. Positioned later in the decision making process, customers are usually in the process of evaluating the product/solution. PoTs can be run in a TEC or at a customer or Business Partner site.

eProof of Concept (ePoC) The ePoC allows us to demonstrate our solutions in a way which respond directly to your specific business challenges. They tend to be delivered at a TEC or customer location.

Attend a TEC Event

Talk with your colleagues to identify what you would like to see and experience at the TEC. This should include selecting an appropriate location and date. Discuss these requirements with your IBM Sales team.

Based on your requirements and together with your Sales and Technical Sales representatives, decide which type of event would best suit your company's specific needs. Your IBM Sales contact will discuss these requirements with their local TEC Manager and check on TEC availability. Once engaged by Sales, the TEC will work with your IBM team to run an event which corresponds to your requirements.

TEC Locations - Northeast Europe

You have the option to select a TEC location based on your convenience or the speciality area required. Your IBM representatives will liaise with the local TEC Manager to discuss your requirements and make a booking on your behalf.

United Kingdom, Ireland

TEC Manager: Dave Brownlie
brownld@uk.ibm.com

Comprised of 5 key locations;

• **Hursley in the UK,**
• **Bedfont, London in the UK,**
• **South Bank, London in the UK,**
• **Edinburgh, London in the UK,**
• **Dublin in Ireland,**

In addition to these locations we have mobile facilities which enable us to bring TEC capability to a location convenient to you.

> *"The Portal PoT allowed my customer to get 'hands on' experience with WebSphere Portal so they could better understand what Portal could deliver. The positive feedback from the attendees gave the customer confidence to go ahead with the purchase."*
> *Kieran O'Byrne, MBCS CITP MIET IBM*

United Kingdom - Hursley

Set in Hampshire's beautiful countryside, Hursley, near Winchester, is the main TEC in the UK and is co-located with the IBM Innovation Centre (IIC), BetaWorks teams, the UK Labs and the Executive Briefing Centre. It is well positioned to leverage the extensive skills and capability which surrounds it, to offer you an informative and unique opportunity to experience IBM technology. Another unique feature of the Hursley location is the ability to offer you tours of the labs. These have proven to be very popular as part of an overall customer

TEC event. The UK TEC also runs mobile events in other locations such as London South Bank, Staines, Warwick, Manchester and Edinburgh.

Ireland – Dublin
TEC Manager: **Dave Brownlie**
brownld@uk.ibm.com

The Dublin TEC is a new facility that was completed in July 2007 and is co-located with a variety of other facilities including the IBM Innovation Centre. Ireland also has a mobile TEC facility enabling events to be run across the country.

Nordics

TEC Manager: **Nelly Liberoth**
LIBEROTH@dk.ibm.com

The TEC in the Nordics integrates tightly with the IBM Forum and the IBM Innovation Centre. TEC facilities are based in the IBM headquarters of each country:

• **Copenhagen in Denmark**
• **Helsinki in Finland**
• **Oslo in Norway**
• **Stavanger in Norway**
• **Stockholm in Sweden**
• **Malmo in Sweden**

Through these facilities we can easily tap into experts and resources from different IBM teams. We also have access to support from the Labs and we can either bring Lab specialists to the countries or organise sessions directly in the Labs to give customers the opportunity to speak directly with the developers. In addition there are possibilities to run mobile TEC Events at other locations.

Germany

TEC Manager: Christine Schulze
Christine.Schulze@de.ibm.com

Stuttgart is the home of the German TEC. Its co-location with the IBM Innovation Centre (ICC) and IBM Forum means it has some impressive facilities and capability to offer customers and to IBM teams.

As well as having dedicated classrooms with high-end hardware, there is also a TECNet demoserver with over 40 SWG live demos. TEC Germany has the unique offering of a SAP demo system, where you can explore the integration of IBM technology.

German TEC Satellites offer rooms in **Frankfurt** and a pSeries Server in **Munich.** In addition, our extensive mobile TEC capability means, that we have the ability to run TEC events across Germany.

The tight integration of the TEC and the ICC gives us the possibility to involve even more facilities, resources and know-how.

Alps IMT

- **Austria**

TEC Manager: Dave Brownlie
brownld@uk.ibm.com

- **Switzerland**

TEC Manager: Patrick Cadonau
Patrick.Cadonau@ch.ibm.com

Further Information

For more information about your local TEC or to discuss your specific event requirements please contact your IBM Sales Representative. If you do not have an IBM representative then please contact the IBM SWG Northeast TEC Manager, Dave Brownlie for further information brownld@uk.ibm.com.