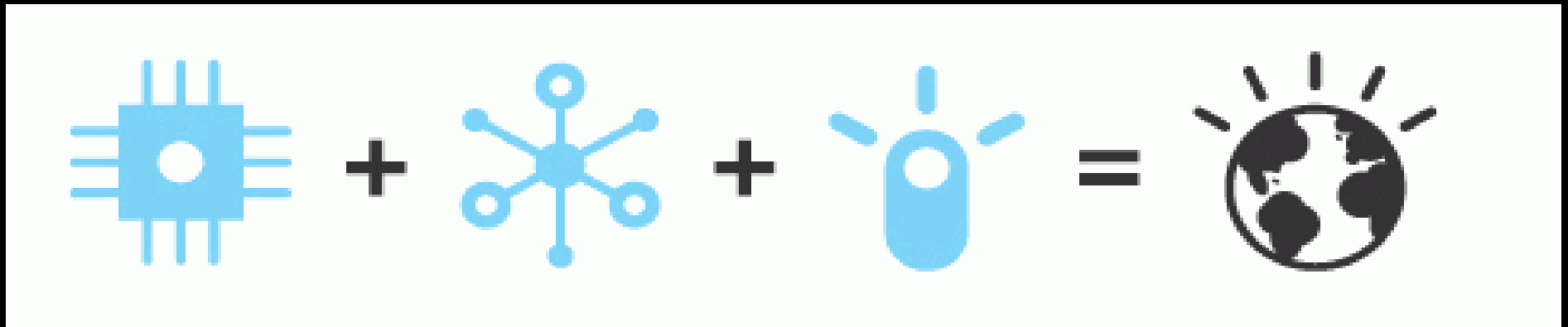




# Инновации через партнерство



Совместно строим разумную планету

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Institute for Business Value  
ИБМ в России и СНГ  
4 апреля 2012 г.





# Иновации – главная ценность IBM

**IBM - 425,000**  
**сотрудников в мире**



**22% продаж IBM's**  
**приходится на**  
**растущие рынки**



**IBM in 170 countries**  
**around the globe**

**100 лет бизнеса и**  
**инноваций**

**№ 1 по количеству**  
**зарегистрированных**  
**патентов в течение**  
**19 лет подряд;**

**2011 - 6,180**



**9 медалей President's**  
**National Medal of**  
**Technology &**  
**Innovation**

## Финансовый отчет 2011

- Продажи - \$ 106.9B
- Прибыль - \$ 16.3B
- EPS - \$ 13.44
- Cash Flow - \$16.6B

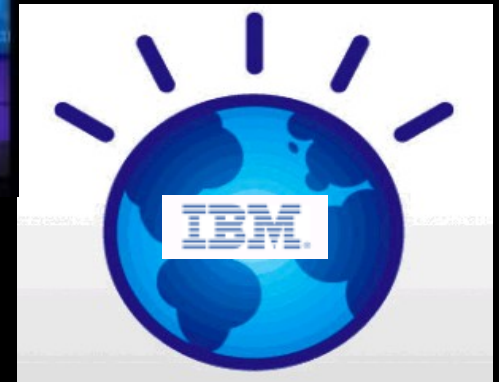


**Самый разумный компьютер**

**5 нобелевских**  
**лауреатов**



**Более 40%**  
**сотрудников IBM**  
**работают вне**  
**офиса**



**"Let's Build a Smarter Planet"**





# История инноваций в IBM



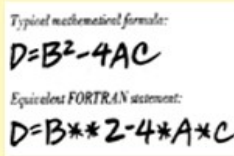
1944: Mark 1



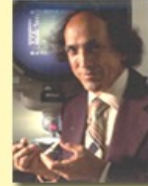
1948: SSEC



1956: RAMAC



1957: FORTRAN



1966:  
One-Device  
Memory Cell



1967:  
Fractals



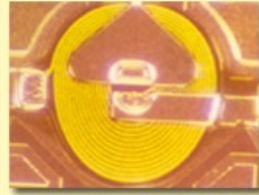
1970: Relational  
Database



1971: Speech  
Recognition



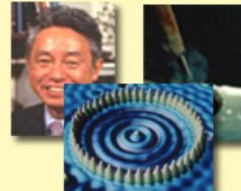
1973:  
Winchester Disk



1979: Thin Film  
Recording Heads



1980:  
RISC



Nobel Prizes



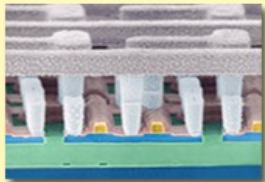
1994:  
SiGe



1993: RS/6000 SP  
1996,97: Deep Blue



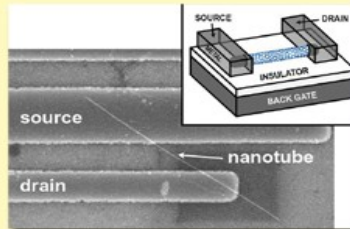
1997: Copper  
Interconnect Wiring



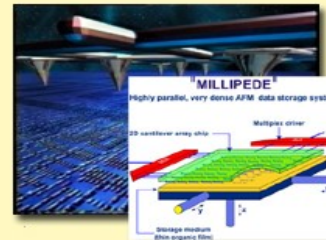
1998:  
Silicon-on-Insulator



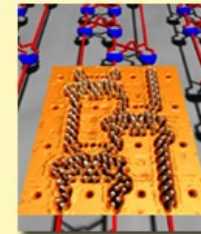
1998:  
Microdrive



2001:  
Nanotube Transistor



2002: Millipede



2002:  
Molecule Cascade  
Logic Circuit



2004: Blue Gene/L  
The fastest supercomputer  
in the world



# Более 60 лет сотрудничества с университетами



**1945:** IBM Research born in cooperation w/ Columbia University



**1983:** Faculty Award Program launched



**1997:** First ACM Int'l Collegiate Programming Contest (ACMICPC) held



2010

**1951:** PhD Fellowship Program launched



**1985:** Shared Univ Research (SUR) Program launched



**1990:** First Center For Advanced Studies (CAS) opens in Toronto CA

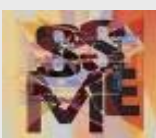


1980



**2007:** IBM, RPI and State of NY form CCNI; A \$100M public-private partnership

**2003:** IBM and leading universities pioneer the discipline of Services Science, Management & Engineering (SSME)



**2004:** Launch of the Academic Initiative (AI) providing free IBM SW to the academic community



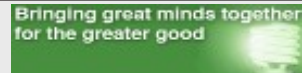
**2008:** Award programs innovated with introduction of Named Awards for outstanding achievers



**2002:** Virtual Computing Lab Initiative (VCL) created at NC State



**2006:** Open Collaborative Research (OCR) award program launched



**2009:** IBM Cloud Academy launched as a forum for Higher Educ to create & share cloud based technologies





### Brand Building / Showcase Centers

### Mega Scale Centers of Competency



### Grand Challenge Centers

### On Campus Collaborations

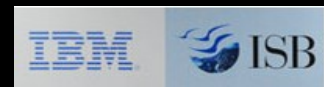
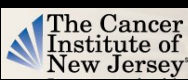
SYRACUSE UNIVERSITY



UNIVERSITY of CALIFORNIA



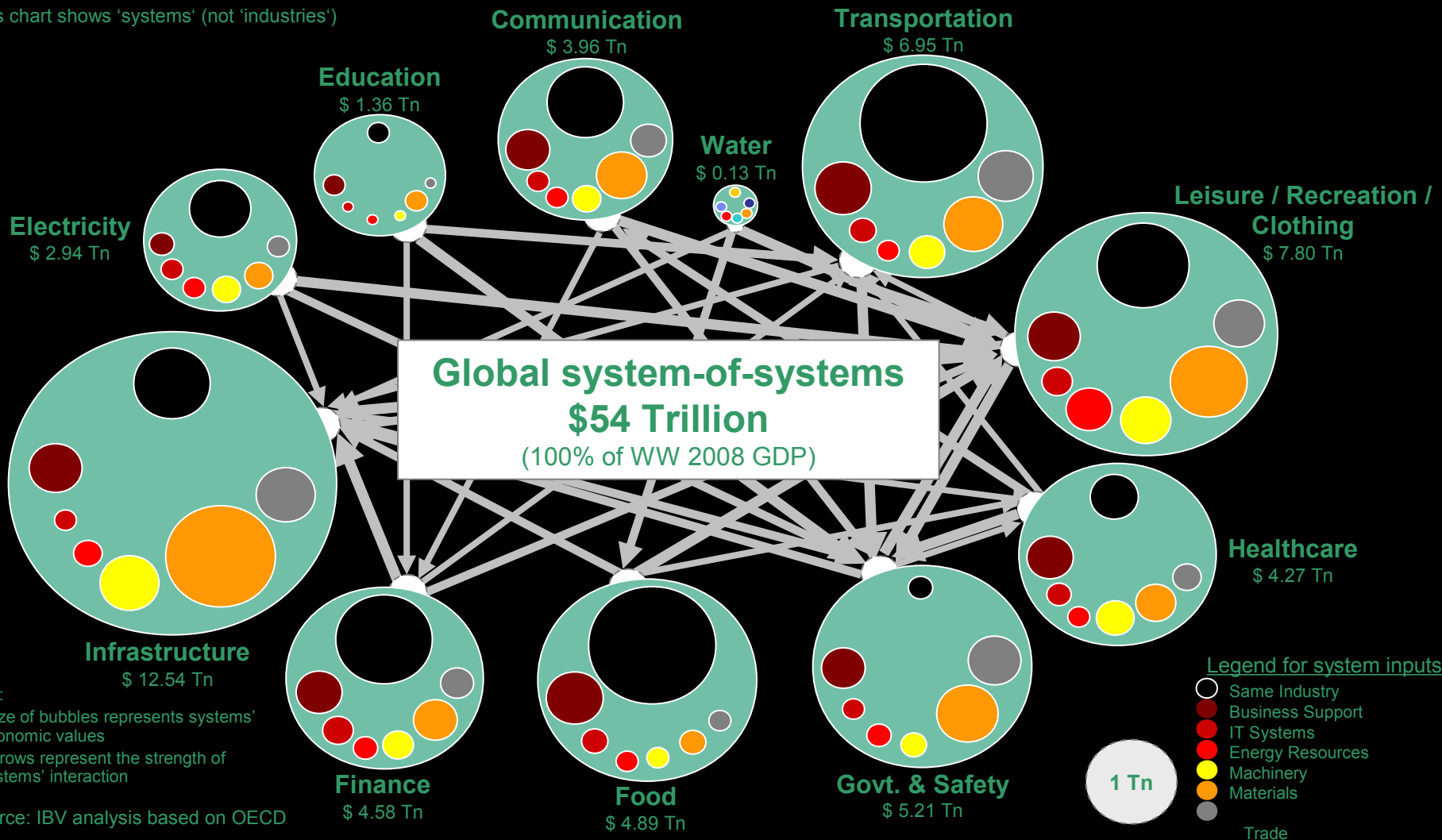
Sci Net Consortium





# Наша планета – сложная, динамическая, высокосвязная система систем общей стоимостью \$54 Trillion (ОЭСР)

This chart shows 'systems' (not 'industries')



Note:  
 1. Size of bubbles represents systems' economic values  
 2. Arrows represent the strength of systems' interaction

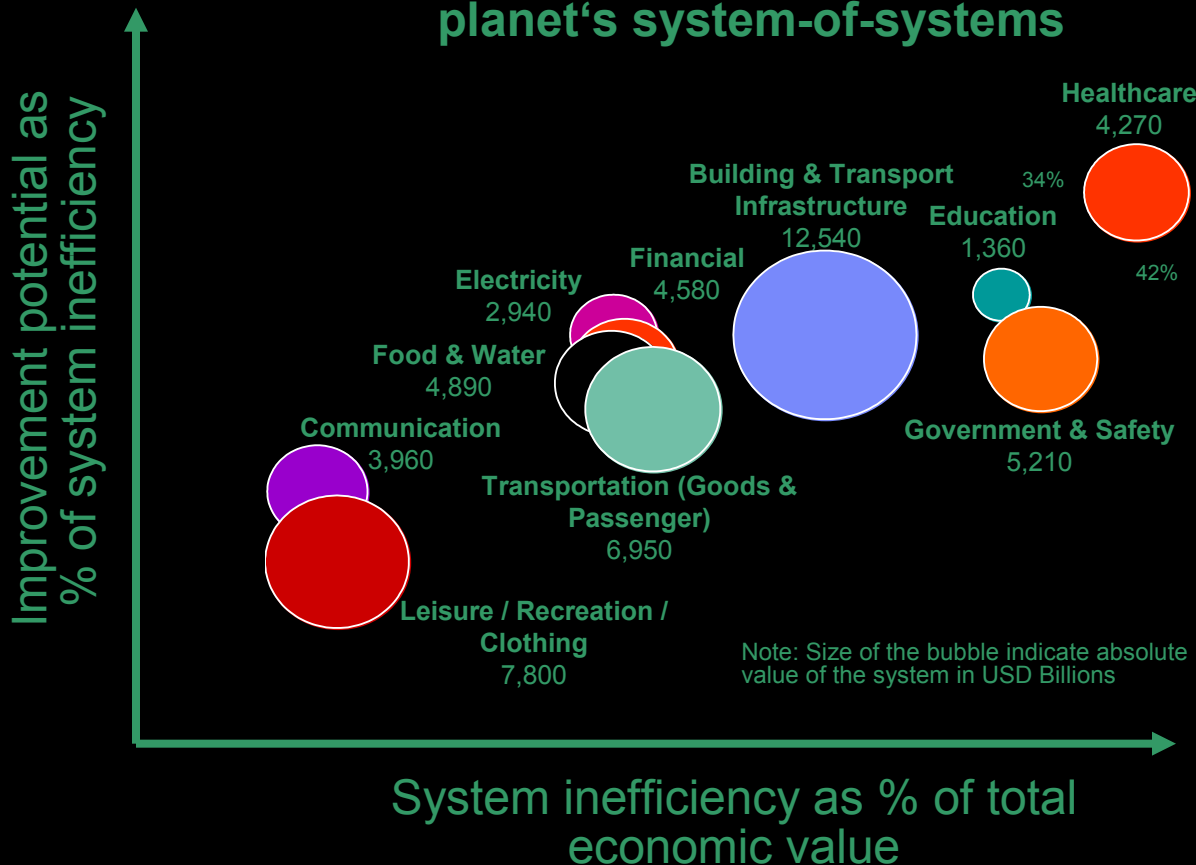
Source: IBV analysis based on OECD



# По подсчетам экономистов совокупная неэффективность этих систем превышает \$15 Тн, из которых можно устранить \$4 Тн

This chart shows 'systems' (not 'industries')

## Analysis of inefficiencies in the planet's system-of-systems



### Global economic value of

System-of-systems	<b>\$54 Trillion</b> 100% of WW 2008 GDP
Inefficiencies	<b>\$15 Trillion</b> 28% of WW 2008 GDP
Improvement potential	<b>\$4 Trillion</b> 7% of WW 2008 GDP

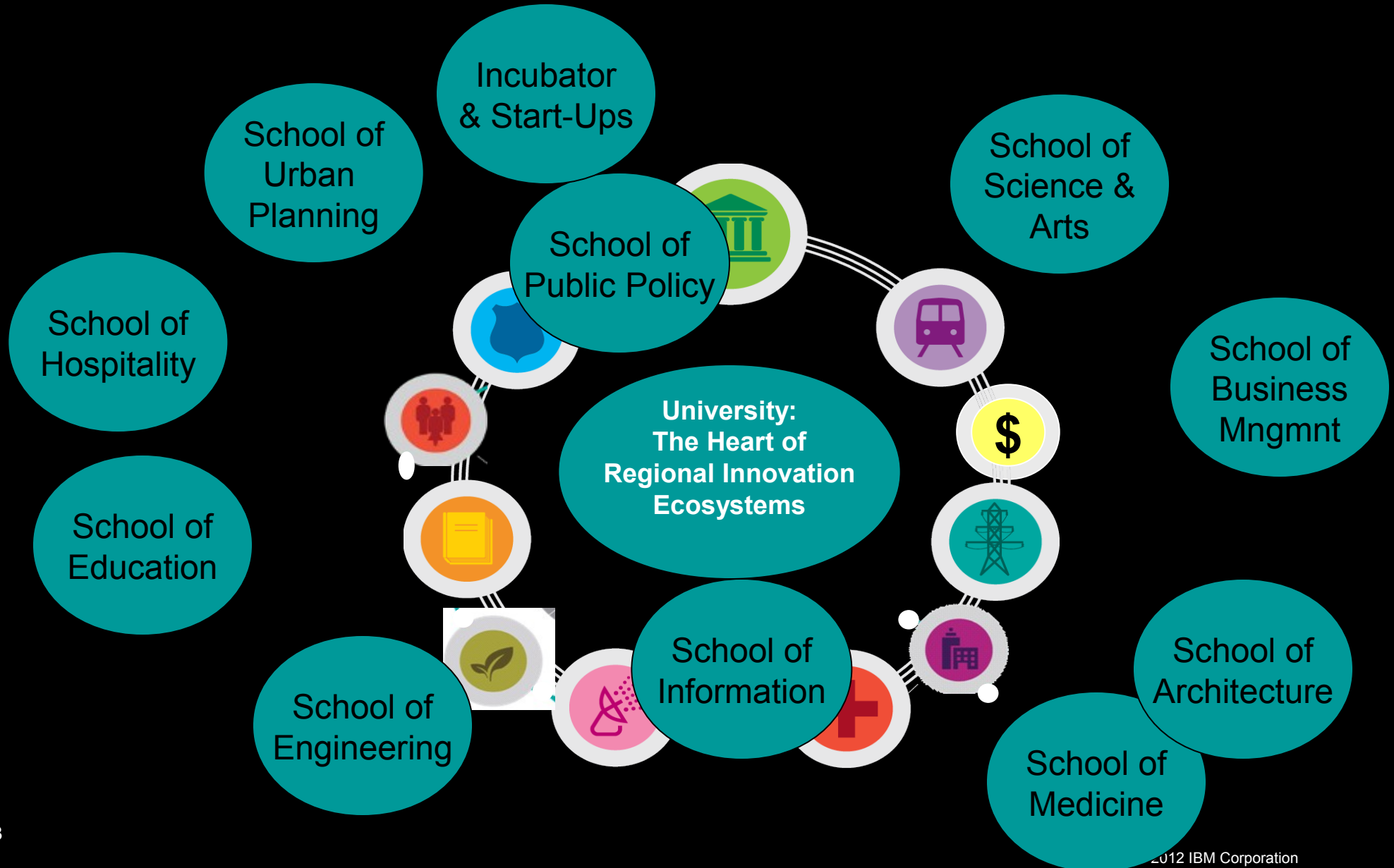
### How to read the chart:

For example, the Healthcare system's value is \$4,270B. It carries an estimated inefficiency of 42%. From that level of 42% inefficiency, economists estimate that ~34% can be eliminated (= 34% x 42%).

Source: IBM economists survey 2009; n= 480



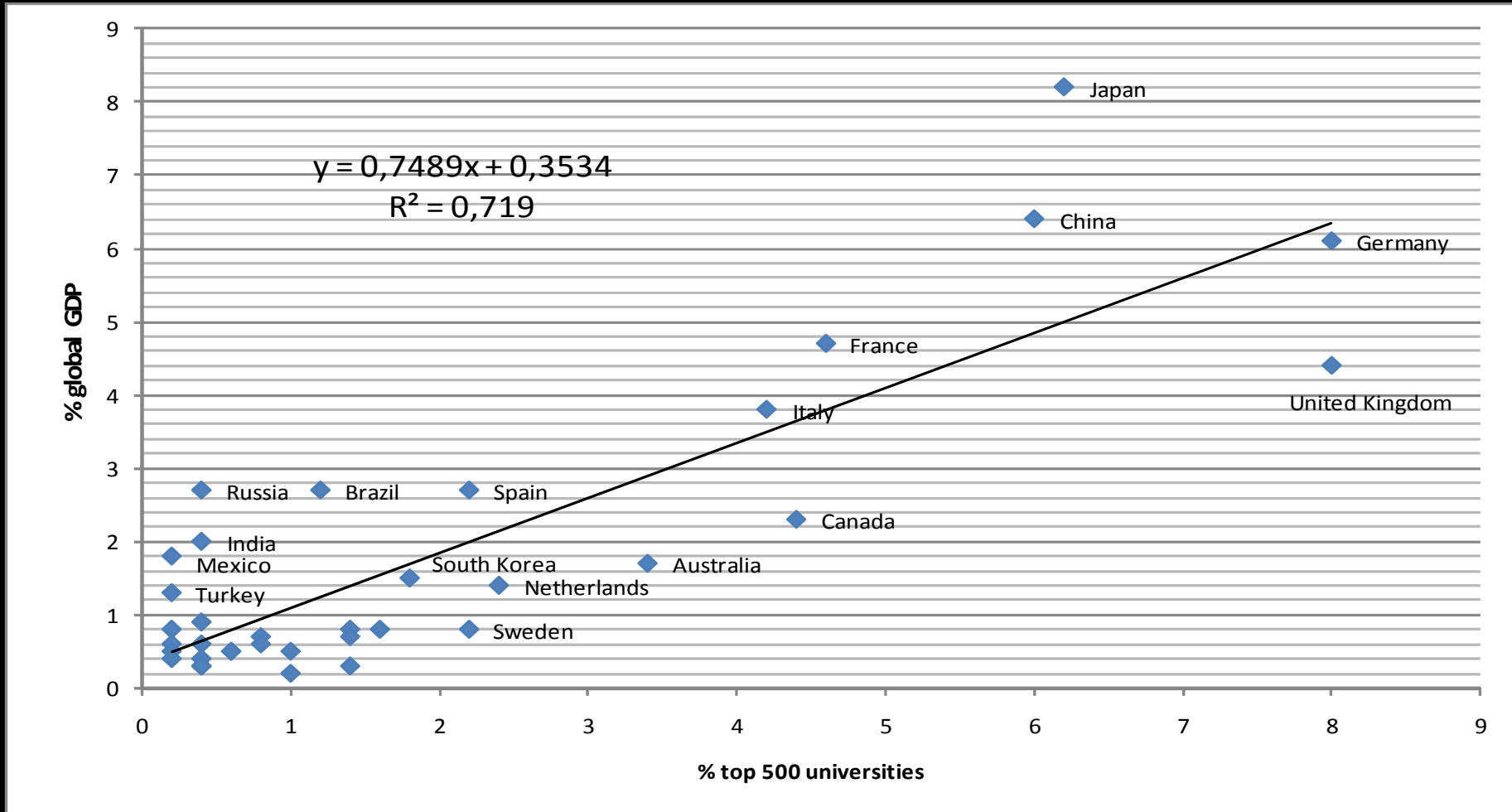
# Университеты: в центре региональных инновационных систем







# Университеты во всем мире... управляя изменениями, отвечать на них – исследования (инновации) и готовность (навыки)



Strong Correlation (2009 Data): National GDP and University Rankings



# Навыки для 21<sup>st</sup> Века: T-профиль инноваторов

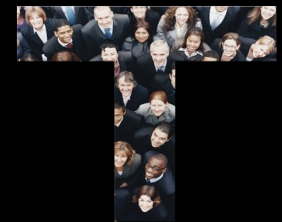
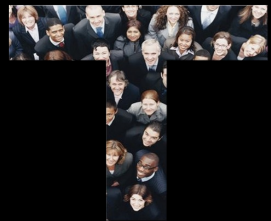
Many team-oriented service projects completed  
(resume: outcomes, accomplishments & awards)

Many disciplines  
(understanding & communications)

Many systems  
(understanding & communications)

Deep in one discipline  
(analytic thinking & problem solving)

Deep in one system  
(analytic thinking & problem solving)

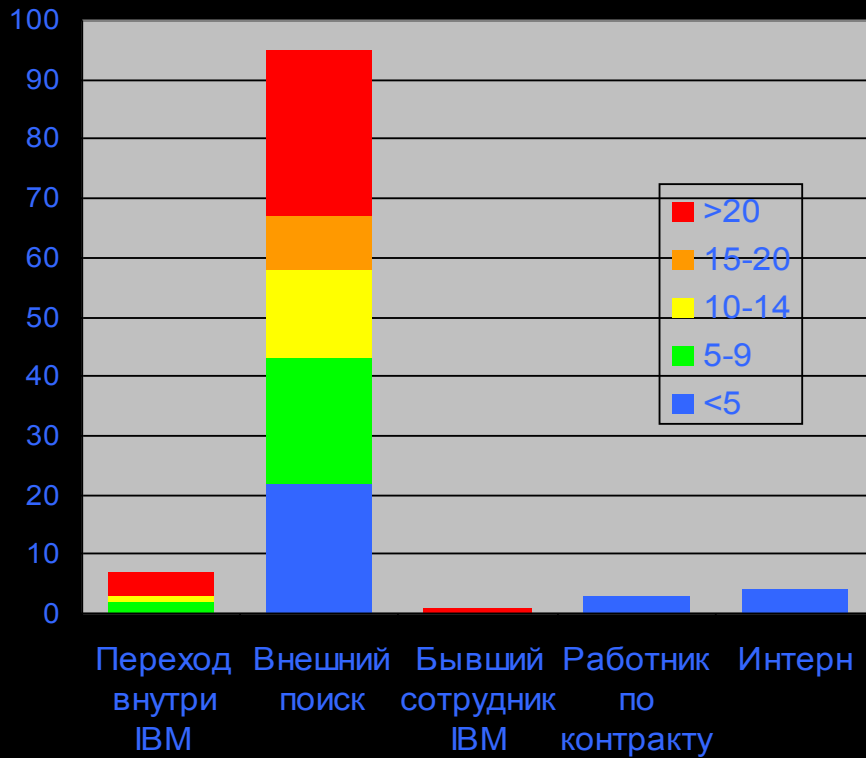


SSME = Service Science Management Engineering (and Design)

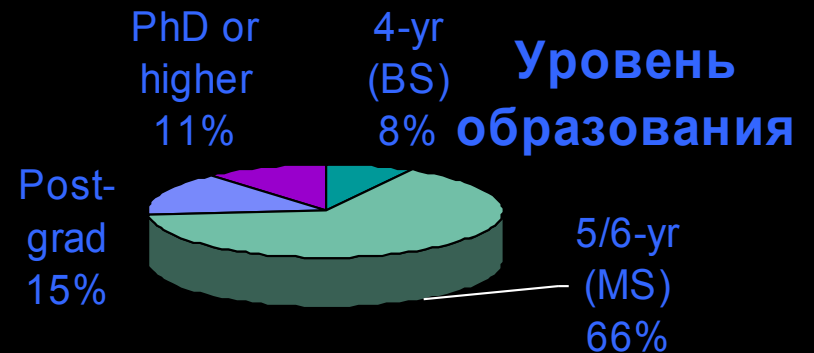
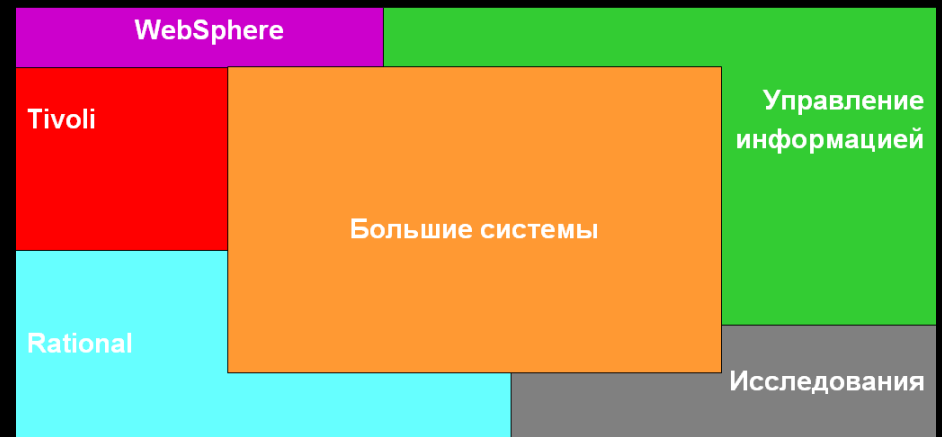


# IBM НТЦ – профиль сотрудников

## Опыт работы в зависимости от условий приема в НТЦ



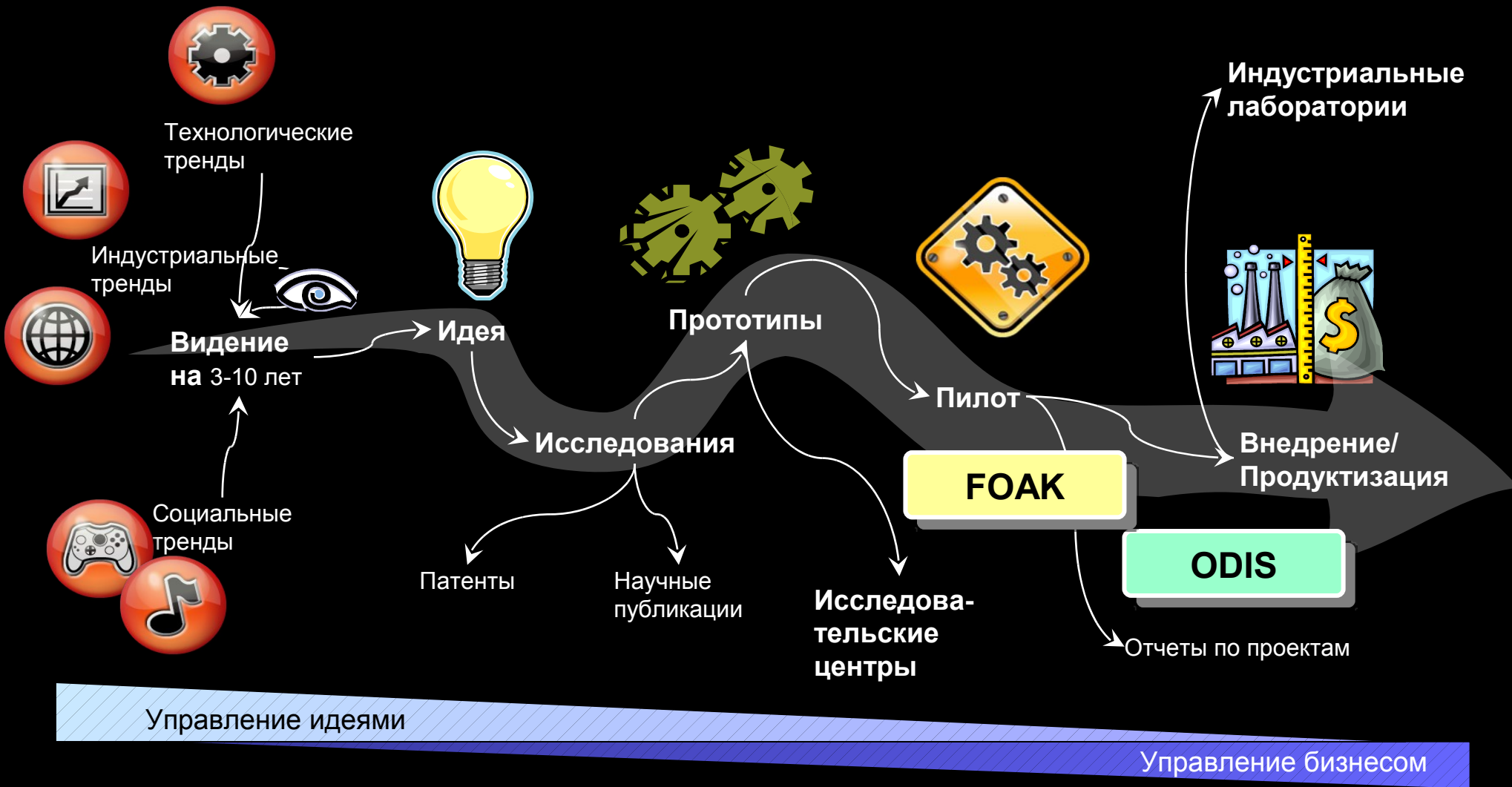
## Основные компетенции





# Жизненный цикл инноваций

## Инновации на перекрестке бизнеса и технологий





Спасибо за внимание!

Thank  
YOU

