



International Business Machines A/S



Hvordan kan IBM hjelpe norske bedrifter ut i verden

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Agenda

- **IBM som selskap**
- **IBM og helse**
- **IBM og partnere**

- **Hvordan kan IBM hjelpe bedrifter ut i verden?**



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IBM som selskap

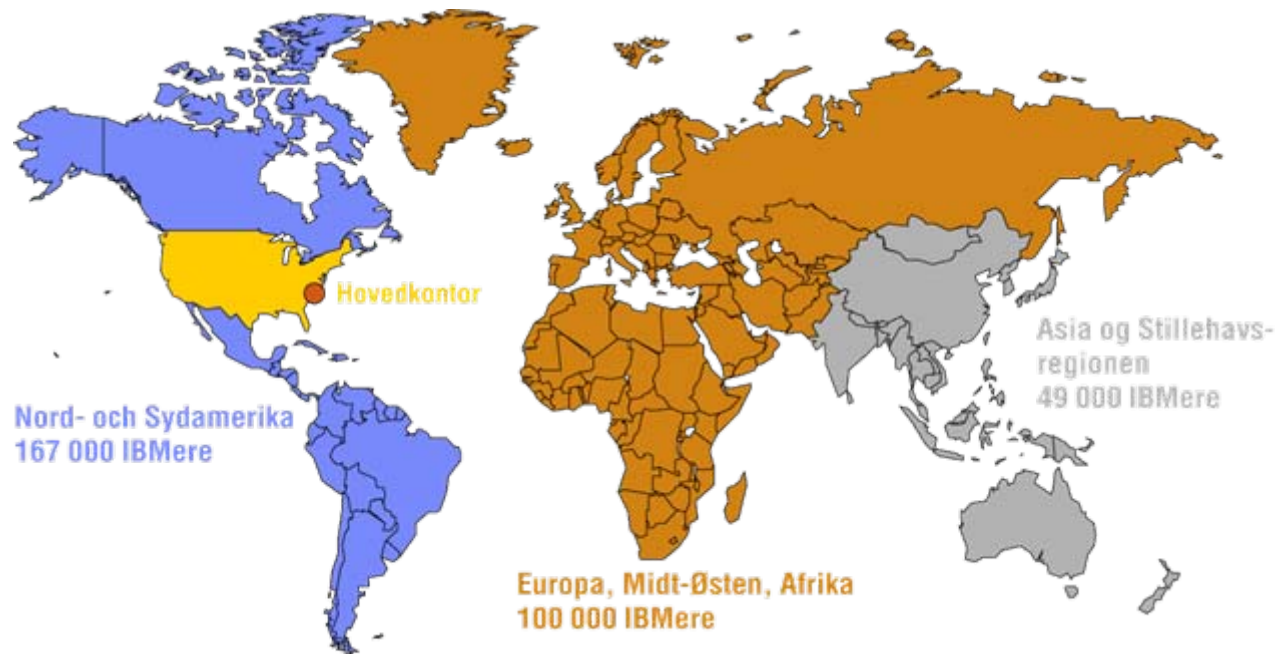
International Business Machines A/S



- **Salg, leveranse og service av IBMs produkter, løsninger og tjenester**
- **Stiftet i 1935**
- **Kontorer: Oslo (Kolbotn – (hovedkontor)), Hamar, Stavanger, Bergen og Trondheim**
- **Ca. 1100 ansatte, flest innenfor tjenester**
- **Ca. 2,5 mrd. NOK årlig omsetning**
- **Til stede i alle landsdeler**
- **400 små og store forretningspartnere**

Et globalt integrert selskap

- Hovedkontor i Armonk, New York, USA
- Kunder og kontorer i mer enn 170 land
- Flere enn 350.000 ansatte verden over
- 60% av IBMs omsetning fra land utenfor USA
- Ekspanderende markeder: Kina, India, Russland, Brasil



IBMs visjon

- IBM skal være ledende innen forskning, utvikling og produksjon av verdens mest **avanserte informasjonsteknologi** for næringsliv, offentlig sektor og samfunn
- Teknologi skal hjelpe IBMs kunder til **økt verdiskaping** gjennom våre profesjonelle løsninger, tjenester og forretningsrådgivning over hele verden
- Vi skal hjelpe kundene med å få til **innovasjon** både for å oppnå økt vekst og for å skape noe av betydning for verden

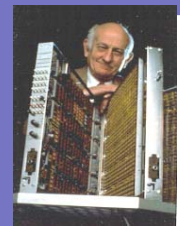
5 Nobelprisvinnere



6 "National Medals of Technology"



4 "Turing Awards"



IBMs forskning og utvikling

- IBM har flest IT-patenter i verden uavhengig av bransje – for 14. år på rad
- I 2006: 3.621 nye patenter registrert
- 3.000 forskere i 8 laboratorier over hele verden
- IBM har et økende antall patenter som ikke er IT-relaterte
- IBM har donert 500 patenter til åpen kildekode-bevegelsen
- Verdens største forskningsorganisasjon innen IT



IBMs samfunnsengasjement

- **IBMs mål er at folk skal benytte teknologi for å få et bedre liv**
- **1. mrd dollar årlig til forskning på og utvikling av energisparende teknologi**
- **On Demand Community**
- **IBM støtter programmer innen utdanning, kunst, kultur og miljø over hele verden**
- **IBM har donert 125 PC-er til barnehager i Norge**
- **IBM Norge støtter den årlige Nobelpris-konserten**

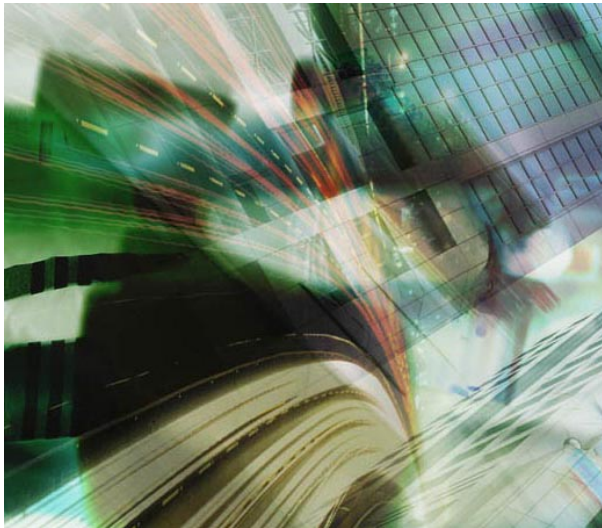


Maskinvare – servere og lagringsenheter



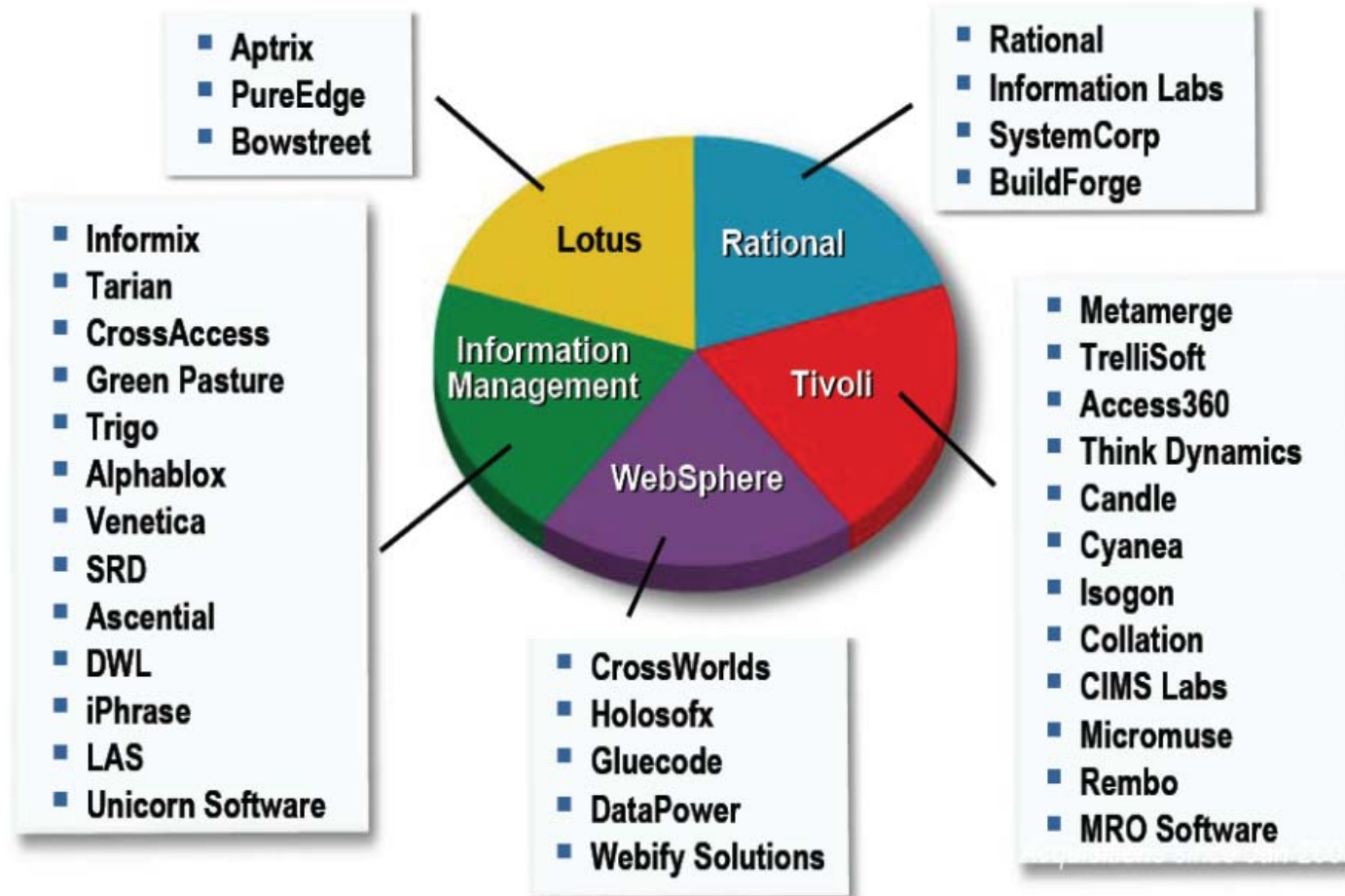
- **IBM har bransjens bredeste servertilbud**
 - Intel/AMD/Cell-prosessorbaserte servere
 - UNIX og Linux-systemer
 - Integreerte applikasjonsservere
 - Stormaskiner
 - Blade-servere (Intel/AMD/Blade/Power)
- **IBM er foregangsselskap for åpne standarder**
 - Ledende på Linux-servere
 - Linux, WebServices, Grid Computing
 - Ledende på BladeCentre-løsninger samt åpen standard via blade.org
- **IBM har bransjens bredeste produktlinje innen lagringssystemer**
 - Disk, tape, mellomvare, databaser, ISV-applikasjoner, tjenester og finansiering

Programvare

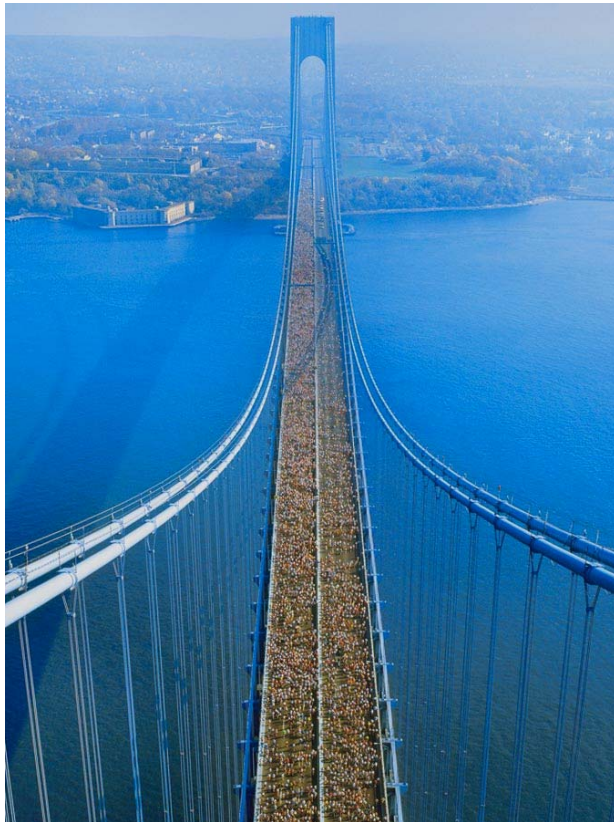


- **IBM er største leverandør av mellomvare og programvare for infrastruktur, sikkerhet og samarbeid**
 - **WebSphere** - Integrasjon og transaksjonsbehandling
 - **IM** - Information Management – databaser, Enterprise Content Management, Master Data Management og Business Intelligence. Ivaretagelse av alle data i bedriften
 - **Lotus** - Samarbeidsløsninger, e-læring og portalfunksjonalitet
 - **Tivoli** - Systemadministrasjon, lagrings- og sikkerhetsløsninger
 - **Rational** - Utviklingsstøtte
- **IBM er verdens nest største programvareleverandør**

Kjøp av softwaresekskaper siden 2001



IBM Global Business Services – *Virksomhetsforbedring ved hjelp av IT*



Vi bygger bro mellom forretning og IT

- **IBM Global Business Services leverer tjenester innenfor følgende områder:**
 - Strategi og endring
 - Prosessanalyse og forbedring
 - SAP
 - Integrasjon, portal, RFID, Information on Demand
 - Applikasjonsutvikling
 - Applikasjonsforvaltning

IT-tjenester – service og support



- **IBM leverer maskinvare-support**
 - 24 timers helpdesk og service hele året
 - Planlegging, installasjon, konfigurering, utrulling, demontering og flytting av utstyr
 - Fjernstyrt teknisk support, integrasjonsprosjekter og vedlikehold av hele IT-miljøet
 - Design, planlegging og tilgjengelighet
- **IBM leverer programvare-tjenester**
 - Rådgivning, arkitektur, planlegging, installasjon, testing, feilsøking, utrulling, driftsstøtte og opplæring
 - Sikkerhet, nettverk, systemovervåkning
- **IBM er verdens største leverandør av forretnings- og teknologitjenester**
 - GTS - Global Technology Services

Finansiering



- **IBM har fleksible leasing- og finansieringsløsninger og tilbyr:**
 - Kundefinansiering
 - Finansiering for IBM Business Partner
 - Salg av brukt IT-utstyr
- **IBM er en av verdens ledende leverandører av finansiering og kapitalforvaltning innen IT**
 - Aktiva i Norge på 1,5 mrd
 - Virksomhet i mer enn 40 land



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IBM in Healthcare

How well do you know us?

- You know IBM knows IT
 - A long, venerable history as an innovator in IT
- You know IBM knows business
 - Expanded capabilities and innovative solutions from IBM Business Consulting Services
 - HealthLink acquisition means an expanded solutions portfolio
 - A strong emphasis on small and midsize businesses, as well as on larger enterprises
- But did you know IBM knows healthcare and life sciences?

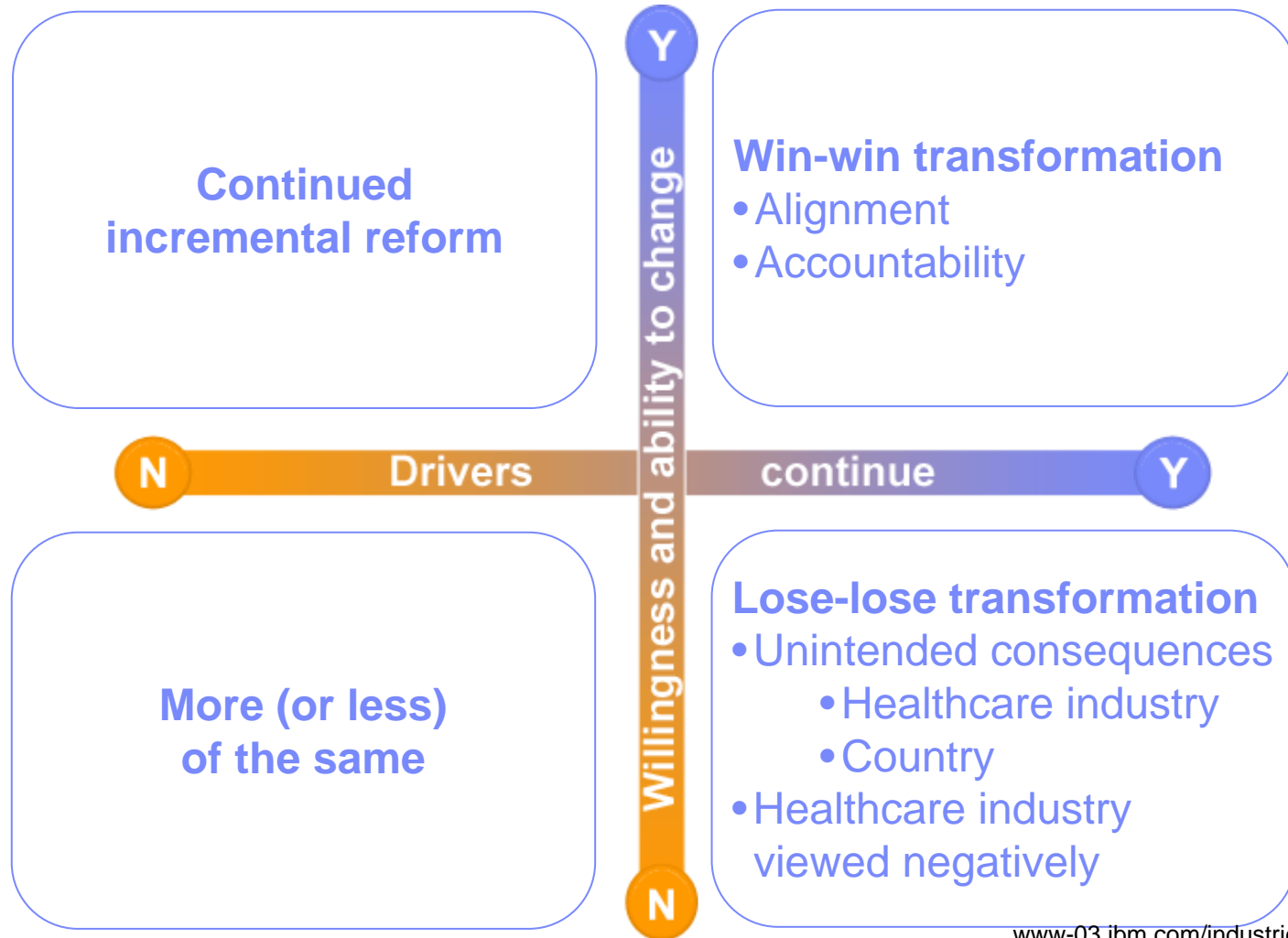


IBM history in healthcare

1940s	1950s	1960s	1970s	1980s	1990s	2000s
Remote control typewriter keyboard for the disabled	Mechanical heart-lung apparatus for open-heart surgery	<p>Data acquisition system</p> <p>Computer processing of Medicare IDs</p> <p>Computer automation to speed imaging information access</p>	<p>Braille equipment</p> <p>Quantitative analysis of trauma</p> <p>HEME, a computer program to help diagnose blood diseases</p> <p>First continuous blood cell separator, for leukemia treatment</p> <p>Electrocardiograph</p> <p>Patient care system—with Duke University</p>	<p>Computer processing of ultrasound data</p> <p>Signal processing for the hearing-impaired</p> <p>Image processing</p> <p>Teaching system</p> <p>Brain diagnosis tool—with Helsinki University</p> <p>Information management company—with Baxter Healthcare</p>	<p>Chronic disease modeling</p> <p>Interactive image segmentation for radiation treatment</p> <p>Integrated medical image system for cancer—with National Cancer Center</p> <p>Integrated Digital Medical Records—paperless archive system</p>	<p>National Digital Mammography Archive—with University of Pennsylvania</p> <p>Clinical trial participant identification system—with Mayo Clinic</p> <p>Handheld computer for melanoma detection</p> <p>Genetics bioinformatics system—with iCapture Research</p> <p>Grid computing for smallpox drug development</p> <p>IBM Blue Gene®</p> <p>Arm/hand injury/disease diagnostic device—with Mayo Clinic</p> <p>Healthcare Collaborative Network</p> <p>Open access to IBM patents</p>

Blue = IT solutions

By 2015, countries will emerge in one of four scenarios based on how they address the drivers and overcome the inhibitors



New Healthcare and Life Sciences Industry

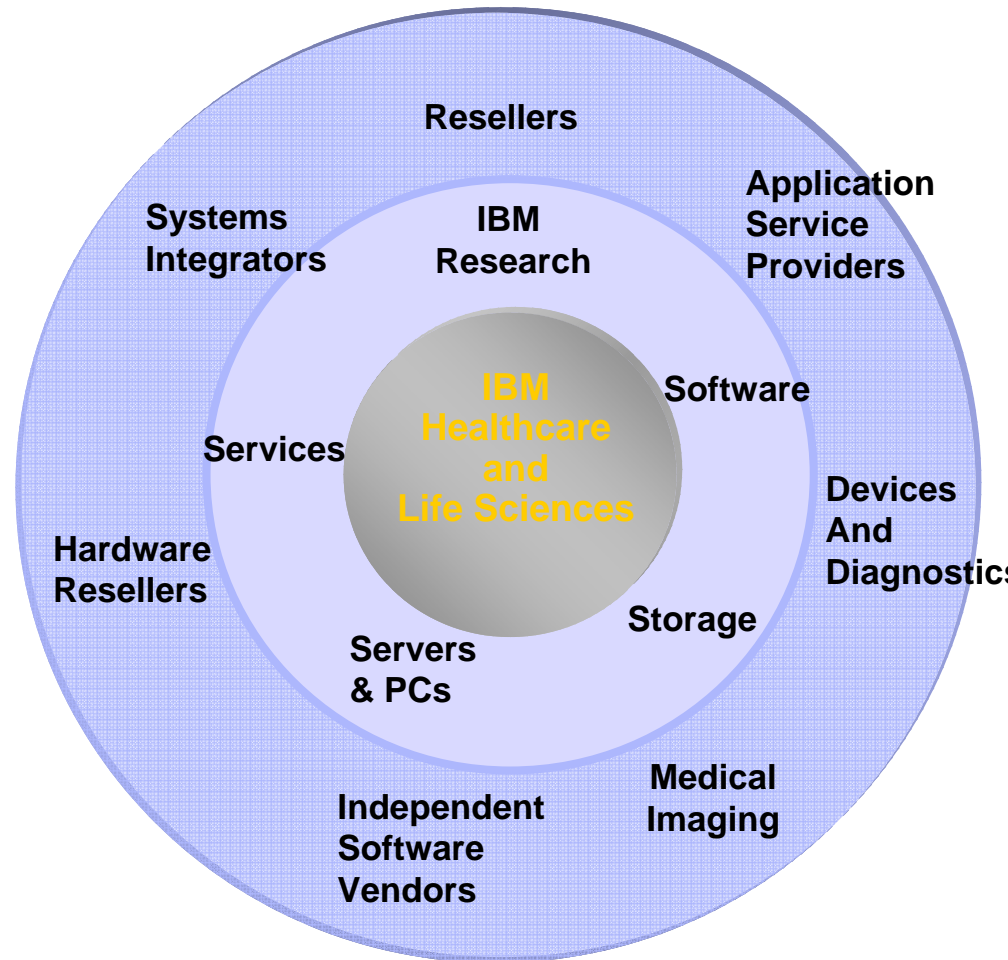
IBM Healthcare and Life Sciences

exists to enable our clients
to transform the development and delivery
of safer, more affordable and more effective
diagnostics, drugs and medical care,
through deep industry insight
and the application of
information technology.



IBM helseorganisasjon

- Sterk fokus fra IBMs toppledelse
- Ca 3000 mennesker totalt
- Mange har erfaring fra industrien (leger, biologer, ingeniører mm)
- Mange (100++) har PhD eller mer
- I tillegg arbeider mange med prosjekter innen helse
- I Norden er ca 150 personer dedikert til markedet
- Utstrakt helserelatert forskning ved våre forskningssentra
- Sterk samarbeide med løsningsleverandører






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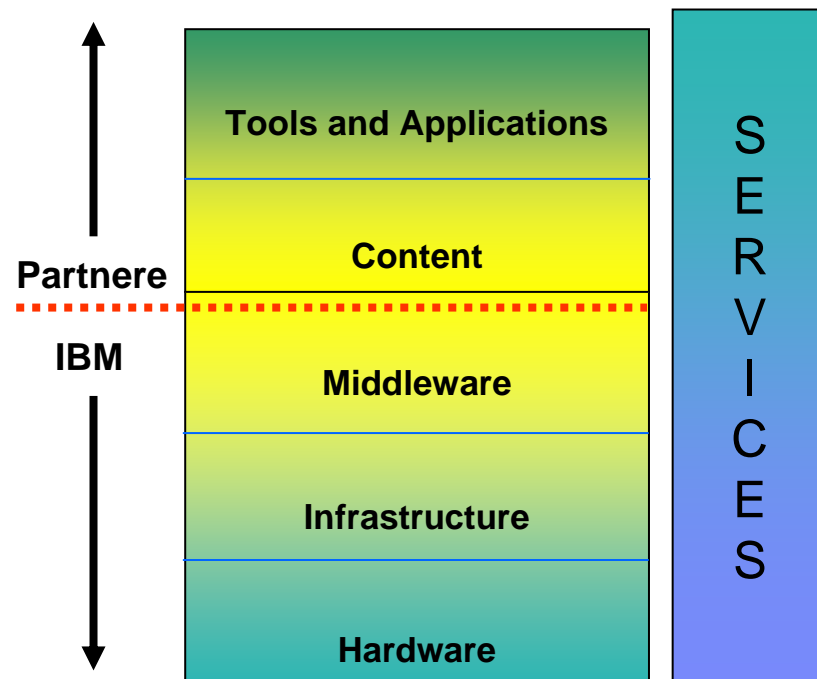
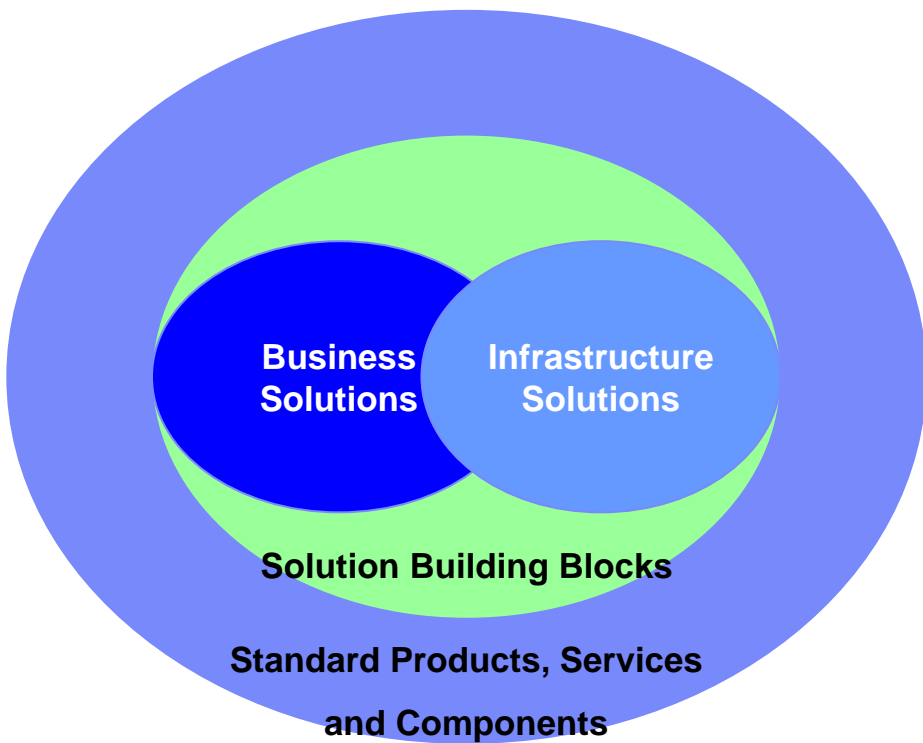
IBM og partnere

IBM Healthcare Vision



*With our **Partners**, be the global solution provider of choice in helping healthcare payer and provider customers to transform how they work, collaborate and serve their internal and external customers.*

Løsninger

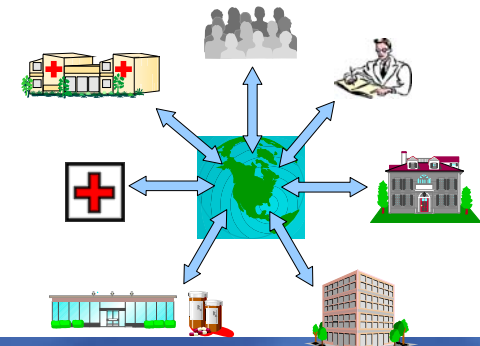
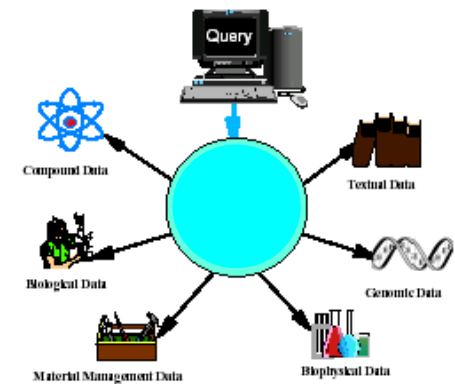


IBM offering areas

IBM offering areas							
Medical imaging	Healthcare provider information systems	Benefits organization claims systems	Clinical genomics	Research and development		Drug manufacturing and distribution	Life sciences sales and marketing
AGFA Cerner Emageon Fuji GE Medical IDX Kodak McKesson Philips Medical Siemens Medical Stentor	Cerner Eclipsys Eoic First Coast (Keane) IDX Lawson McKesson Meditech Misys Health Siemens Medical WebMD VHA	CSC Healthcare deNOVIS HealthTrio HSD-Perot OAO RamTech Trizetto	Affymetrix deCODE Mayo	Accelrys Affymetrix Agilent Business Objects CCG Infodata Labware Medidata MicroStrategy	ProScape SAS Scimagx Siebel Spotfire Tripos Wave-function Winchester	Adobe Aegis Camstar Dassault Systems Documentum Infodata Rockwell SAP SAS UMetrics	Adobe Documentum Infodata Siebel Siperian SAS

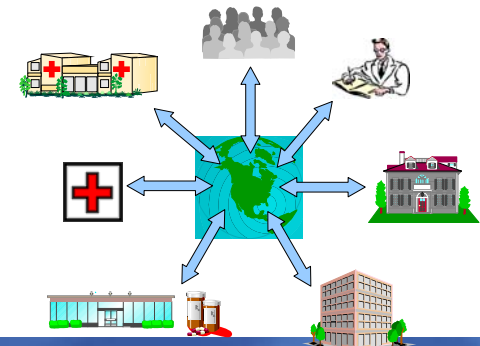
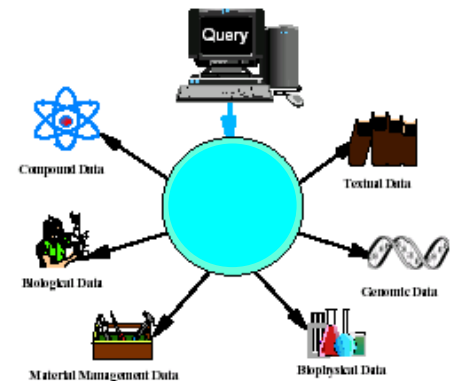
Solution Areas in Healthcare 1/3

- Electronic Medical Record
- Medical Imaging / PACS / Radiology / Histology
- Sencor solution (small PACS)
- E-health/Disease Management
- E-prescription
- Clinical Genomics
- deCODE Clinical Genome Miner Discovery
- Aligned Clinical Environment
- Safe and Lean Hospitals



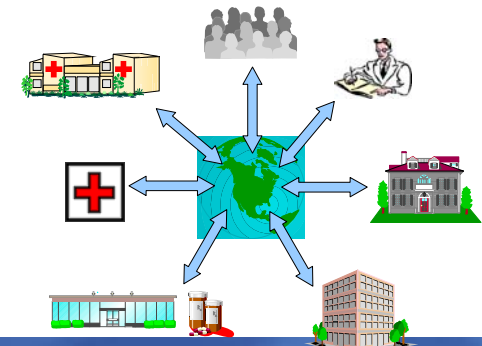
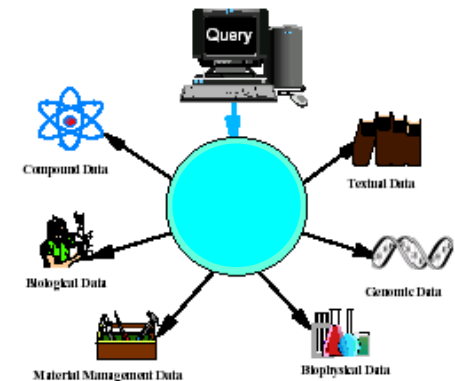
Solution Areas in Healthcare 2/3

- Collaborative Clinical Portal
- Clinical Decision Intelligence
- eLearning
- Change Management/Quality Management
- Patient Centric Health Care Portal
- Business Integration
- Medical Infrastructure Solutions
- Data Management and Analysis
- Content and Document Management
- Healthcare collaborative network



Solution Areas in Healthcare 3/3

- Wireless/Pervasive Healthcare
- Grid
- LIMS / LIS
- Hospital Information systems
- Archiving
- On Demand Solutions
- Strategic Outsourcing
- Process Optimisation of administrative systems
- Health Care Consulting

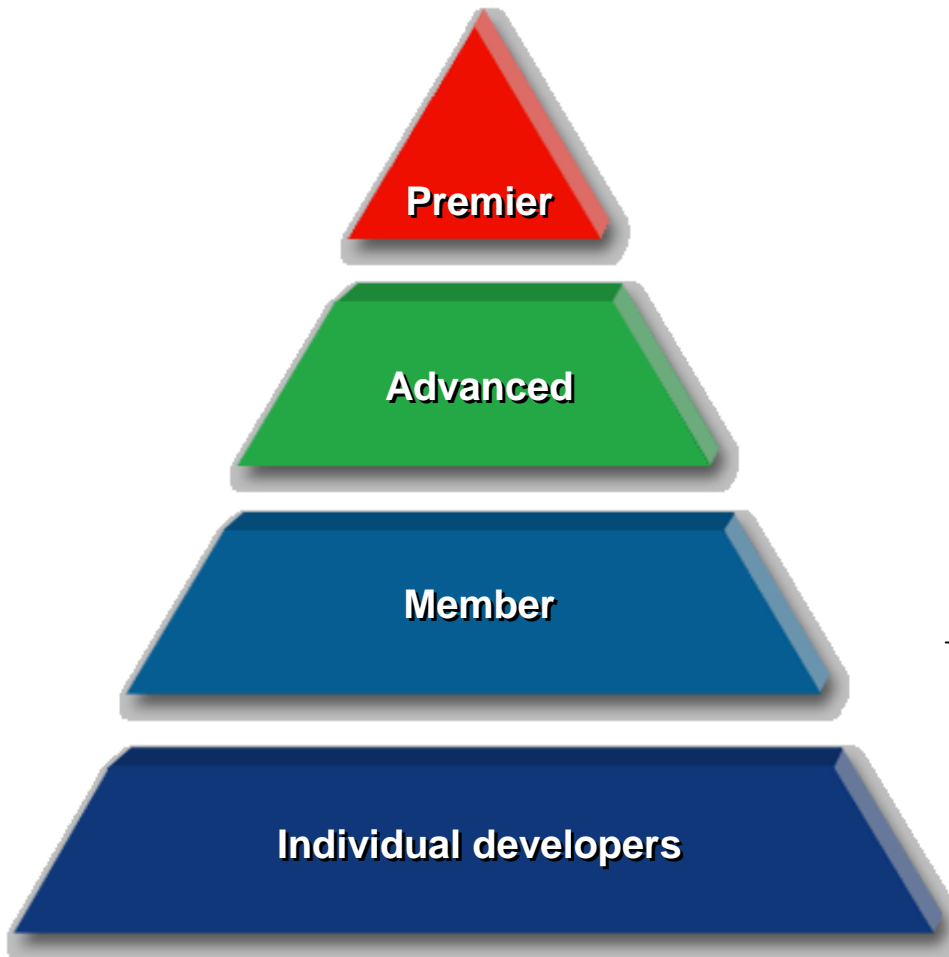


Hvordan vil innovasjon ha betydning for deg?
Hvordan kan vi hjelpe?

what makes you 
special?

- Dine produkter?
- Dine tjenester?
- Din finansielle styrke?
- Din kundebase?
- Din leveransekjede?
- Dine styringssystemer?
- Din forretningsmodell?
- Din historie?
- Ditt varemerke?
- Din kompetanse?

PartnerWorld for Developers



- Technical support
- Porting and enablement
- Education and certification
- Incentives, financing and discounts
- Co-marketing and sales

DeveloperWorks

Strategic Alliances

"IBM will go to market with selected application software firms to jointly deliver solutions for customers."

- ISV selection criteria:
 - Industry leadership in function, quality and customer satisfaction
 - Strategic fit with IBM industry, solution, or brand priority investment areas
 - Commitment to open standards and IBM platforms & technologies
 - Commitment to purchase adequate IBM demo equipment and join PartnerWorld for Developers

Advantages to ISVs

- IBM Offers:
 - Industry leadership in life sciences IT-solutions through technology, a global network of partners & alliances
 - Global commitment to the life sciences industry
 - Global life sciences sales channels
 - Co-marketing
 - Expert technological support
 - Exposure at IBM Proof of Concept Lab in La Gaude, F.
 - PartnerWorld for Developers

Types of ISVs

- Tier-1:** Global with significant existing collaborative tools and mechanisms on the market.
- Tier-2:** No single, global player owns the entire field - several IBM partners are in internal competition. The ISVs often display significant regional language/geographical reach or industry and technical niche specialization.
- Tier-3:** Typically upstarts with sound business ideas, a new and promising technology, or a well connected and established industry network.

Hva er tilgjengelig?

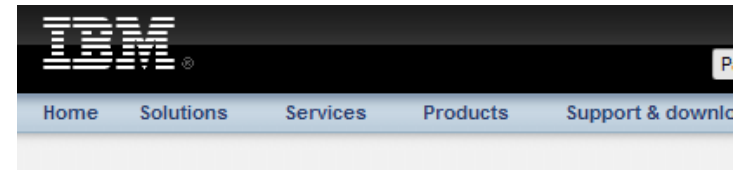
IBM PartnerWorld

– www.ibm.com/partnerworld

– Generell info til partnere

- Software
- Utviklere

– Spesiell info for helsesektoren



IBM PartnerWorld®

- Marketing
- Selling
- Technical
- Training and certification
- Collaboration
- Products
- Solutions
- Services
- Industries
- Small and medium business
- Orders and fulfillment
- Forms and agreement
- Events
- News and announcements
- PartnerWorld program
- Contact PartnerWorld

PartnerWorld®

STG **Systems & Technology Group**
May 5-8. Learn more and register

Business Partner Leadership
executive conference to foster a
leaders of IBM Business Partner f

Grow with PartnerWorld Indu:
markets, identify leads and close

→ **Industries**

- Banking
- Education and learning
- Energy and utilities
- Financial markets
- Government
- Healthcare and life sciences
- Insurance
- Manufacturing
- Media and entertainment
- Retail
- Telecommunications
- Travel and transportation
- Wholesale

→ Personalize my shortcuts

PartnerWorld

United States [change]
PartnerWorld

Home
Solutions
Services
Products
Support & downloads
My IBM

Welcome Mr. Jan Sagdahl [Not you?] [IBM Sign out]

IBM PartnerWorld > Industries

Healthcare and life sciences

PartnerWorld Industry Networks

IBM PartnerWorld

- Marketing
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- Technical
- Training and certification
- Collaboration
- Products
- Solutions
- Services
- Industries**
 - Banking
 - Education and learning
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Help grow your healthcare & life sciences business with IBM

Enhance your membership

Get more healthcare and life sciences benefits by moving to PartnerWorld Advanced level and optimizing your solution.

- Qualify for Advanced level membership
- Qualify for industry-optimized benefits

Healthcare and life sciences shortcuts

- Success stories
- News and announcements
- Events, webcasts, and podcasts
- Healthcare resources for small and medium businesses
- Life sciences resources for small and medium businesses
- IBM healthcare literature
- IBM life sciences literature
- IBM healthcare and life sciences resources

Application showcase

Find IBM Business Partner solutions for the healthcare and life sciences industry.

→ Learn more

Public Sector Edge

Get resources which make it easier and more profitable to sell in the public sector.

→ Learn more

Healthcare and life sciences benefits and resources

- ➔ **New IBM Health Integration Framework**
IBM Industry Frameworks can provide SOA-based integrated solutions that support industry standards while bridging the gap between general purpose middleware and industry-specific applications.
- ➔ **Healthcare and life sciences newsletters**
Gain industry insights by subscribing to receive updates about featured products, solutions, services and educational opportunities in the areas of healthcare and pharmaceuticals.

Membership

- ➔ Join PartnerWorld
- ➔ Go to member resources
- Need assistance?

We're here to help

Easy ways to get the answers you need.

PartnerWorld Contact Services

- FAQs
- Get the most from your industry networks benefits

Tell us what you think!

➔ Provide feedback about the PartnerWorld Web site.

All industry networks benefits

- Matrix of all industry networks benefits by level
- Marketing
- Selling
- Technical

Hvordan vil innovasjon ha betydning for deg?
Hvordan kan vi hjelpe?

what makes you 
special?

- Dine produkter?
- Dine tjenester?
- Din finansielle styrke?
- Din kundebase?
- Din leveransekjede?
- Dine styringssystemer?
- Din forretningsmodell?
- Din historie?
- Ditt varemerke?
- Din kompetanse?

Hvordan komme ut i verden?

- **Bygge på IBM komponenter**
- **God løsning i Norge**
- **Aktiv bearbeiding av lokale selgere**



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