Welcome to the IBM Innovation Center in Dallas, Texas

IBM Innovation Center - Dallas
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# The IBM Innovation Center - Dallas, Texas

For a Web-based version of this catalog, complete with links to multiple references, please visit the Dallas center website: [ibm.com/partnerworld/iic/dallas](ibm.com/partnerworld/iic/dallas)

|------|-----------------------------------|-----------------------------|-----------------------------------|-------------------------------|---------------------------|-----------------------|---------------------|------------------|-------------------------------|
Welcome to the IBM Innovation Center - Dallas

Located in the heart of Texas, the IBM Innovation Center - Dallas is at the center of a thriving local market and a wellspring of business opportunity. Dallas is home to a pervasive culture of innovation and growth that consistently fosters new technologies.

We understand the community’s opportunities and the best paths to success. Experts at the center work with Business Partners, entrepreneurs, academia, and IT professionals to build the solutions and skills needed for success.

Learn, Build, and Sell with IBM

The center combines in-person, customized support with best practice-based roadmaps to help you achieve results. Each roadmap is tailored to an industry, solution area, or audience type and provides specific steps to help you learn, build, and sell.

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IBM Roadmaps chart a clear path to results.

Whom do we help?
The center works with a community of Business Partners, entrepreneurs, academia, and IT professionals, all of whom have varying needs. IBM offers a broad spectrum of support to meet these needs.

How do we deliver results with you?
The center uses a roadmap-based approach to help you learn, build, and sell with IBM. Each roadmap charts a clear path to results for a specific area. Best practices are shared in a step-by-step approach and are supported with access to IBM expertise and resources.

What needs do we address?
Some Business Partners are focused on a particular industry and simply want to expand their network. Others are new to IBM and want to first understand how IBM goes to market in a particular area and what benefits are available to help them. They all want to succeed with IBM regardless of the specifics.

Each roadmap is designed to guide you to success, using the best of what the IBM Innovation Center and the broader IBM community have to offer.

What specialties does the Dallas center offer?
The Dallas center offers a broad spectrum of general support, while also specializing in certain areas, based upon local opportunities and needs. In this catalog, you will find information on support in the center’s following specialty areas.

To get started, click on a roadmap below.

The IBM Roadmap for Telecommunications
The IBM Roadmap for Smarter Analytics
The IBM Roadmap for Cloud Computing
The IBM Roadmap for Educators
The IBM Roadmap for Students
The IBM Roadmap for IT professionals
The IBM Roadmap for Entrepreneurs

The center also supports the community in the use of additional IBM roadmaps.
Industry solution support
The Dallas center provides industry-specific support for Business Partners. As part of a robust network of worldwide IBM Innovation Centers, the center can help you tap into support around the world for a number of industries. Given the abundant local opportunity in Telecommunications, in-depth expertise is offered locally in this industry.

Learn, Build, and Sell with IBM
Roadmaps help you learn, build, and sell to achieve successful outcomes.

The IBM Roadmap for Telecommunications: content examples

Introduction
Attend an introductory briefing at the center.

Preparation
Request for an in-person meeting to customize your roadmap to best fit your needs.

Technical resources
Use on-site resources to port and enable your application. Take education to enhance and validate your technical expertise.

Marketing
Cohost an event with IBM. Center facilities, speakers, and other support are provided. Use more demand generation offerings.

Selling
Close deals with proof of concept and closing event support. Access sales education and profit-enhancing programs.

Get started today
• If you are new to working with IBM or new to Telecommunications, first review the Introduction and Preparation materials in the online Telecommunications roadmap.
• Already familiar with the industry and how IBM goes to market with Business Partners? Contact the center for help or submit an engagement request form.
• Take advantage of ongoing education and networking opportunities: See schedule of events and contacts for a list of upcoming industry events at the center.

See the complete IBM Roadmap for Telecommunications.
Cross-industry solution support

Analytics and cloud computing are some of the general, or cross-industry, solution opportunities. The Dallas center provides support across several general solution areas. Due to the market opportunity in business analytics and cloud computing, in-depth expertise is offered locally in these solution areas.

The following are high-level overviews of the IBM roadmaps for analytics and cloud computing.

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### Get started today

- If you are new to working with IBM or to analytics, review the Introduction and Preparation materials in the online IBM Roadmap for Smarter Analytics.
- Already familiar with the basics of analytics and how IBM goes to market with Business Partners? Contact the center for help or submit an engagement request form.
- Take advantage of ongoing education and networking opportunities: See schedule of events and contacts for a list of upcoming events at the center.

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### The IBM Roadmap for Smarter Analytics: content examples

#### Introduction

Attend an analytics-specific or Maximize Your Relationship event.

#### Prepare

Request a meeting at the Dallas center to customize your analytics roadmap.

#### Technical resources

Use on-site resources for joint engagements. Enhance and certify your technical expertise with on-site education.

#### Marketing

Cohost an event with IBM. Center facilities, speakers, and other support are provided. Use more demand generation offerings.

#### Selling

Participate in profit-enhancing programs and use the center for proof of concept and closing event support.

See the complete IBM Roadmap for Smarter Analytics.

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Cloud computing roadmap>>>

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Cross-industry solution support continued.

The IBM Roadmap for Cloud Computing: content examples

Introduction
Attend an introductory cloud or working with IBM seminar.

Prepare
Take the cloud business model readiness assessment to receive recommendations in planning and designing cloud-based business innovations.

Technical Enablement
Use IBM Cloud Adoption Patterns and Projects resources for support specific to your needs. The center also provides on-site support to validate your solution with IBM PureSystems.

Marketing
Apply for the IBM Cloud Computing Specialty for enhanced marketing benefits.

Selling
Explore specialized offerings to boost your profits, including Ready for IBM SmartCloud Services, IBM PureSystems Center, IBM Cloud Computing Specialty, and application-specific licensing. Use proof of concept and closing event support provided at the center.

See the complete IBM Roadmap for Cloud Computing.

Get started today
• If you are new to working with IBM or new to cloud computing, first review the Introduction and Preparation materials in the online IBM Roadmap for Cloud Computing.
• Already familiar with the basics of cloud computing and how IBM goes to market with Business Partners? Contact the center for help or submit an engagement request form.
• Take advantage of ongoing education and networking opportunities: See schedule of events and contacts for a list of upcoming events at the center.


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<<Back to Smarter Analytics roadmap
Academic community support
Through the IBM Academic Initiative, IBM and educators work together to teach students the information technology skills they need to be competitive.

The IBM Innovation Center - Dallas carries out the Academic Initiative mission locally with help in connecting with IBM experts, building student skills, providing access to IBM hardware and software, and working with educators to enhance university curricula.

To assist you in working with IBM, two roadmaps have been defined: The IBM Roadmap for Educators and The IBM Roadmap for Students. Take advantage of this step-by-step guidance to begin working with IBM today.

The IBM Roadmap for Educators:

**content examples**

**Introduction**
Watch the Academic Initiative video and check out the website.

**Preparation**
Apply to join the initiative.

**Build skills and curricula**
Based on specific areas of focus, use the IBM Academic Skills Cloud, and IBM technology curricula for enhanced course and certification offerings.

**Get involved**
Get connected with your colleagues; use no-charge resources, including books and tutorials; and access support.

**Join the spotlight**
Explore opportunities to gain exposure for you and your students, including the IBM Faculty Innovation Awards and The Great Mind Challenge.

See the complete IBM Roadmap for Educators.

The IBM Roadmap for Students:

**content examples**

**Introduction**
Visit the IBM Student Portal for resources on careers, competitions, certifications, and more.

**Build skills**
Access education in-demand technologies, use Knowledge Paths to further skills and to prepare for IBM certifications - a great way to validate skills to prospective employers.

**Join competitions**
Participate in competitions to challenge yourself, win prizes, and have fun.

**Make connections**
Get involved with communities of educators and other students and join Students for a Smarter Planet.

**Start career**
Get tips on resume writing and explore jobs and internship opportunities with IBM.

See the complete IBM Roadmap for Students.

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IT professionals support
A technical community that is armed with the latest and most in-demand skills is essential to the success of Dallas. The IBM Innovation Center in Dallas has evolved into a venue for collaboration and networking with the local community. The center is host to local associations such as the DFW Unix Users Group, Metro Midrange Systems Association, DB2 Users Group, System z Users Group, Cognos Users Group, and the DFW chapters of TechExecs, Health Technology Forum, and The Indus Entrepreneurs (TiE).

IBM developerWorks is the IBM award-winning online resource that connects the technical community to content and code for skill and solution development. The center offers local classes and other opportunities that complement the developerWorks resources.

Establish expertise
Join the developerWorks community to benefit directly from it - from authoring a blog to learning from or becoming an IBM Champion.

Evaluate Software
Take advantage of free evaluation software and learn the various methods for accessing code - from downloads to cloud environments.

Build Skills
From Knowledge Paths and technical libraries to demos and forums, developerWorks helps you build skills. Subjects offered cover today’s most relevant technologies, solutions, and IBM products.

The following is an overview of the IBM Roadmap for IT professionals. Find out how you can use IBM resources to solve problems quickly and to ensure your technical skills are current and competitive.

The IBM Roadmap for IT professionals: content examples
Introduction
Find out how the IBM developerWorks technical resources and network can help you solve problems quickly and build your expertise.

Get started today
• Take advantage of ongoing education and networking opportunities: attend an upcoming event at the center.
• See schedule of events and contacts for a list of upcoming events at the center.

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Support for entrepreneurs and start-ups

The Dallas center provides support for entrepreneurs and start-ups. Due to the strong local investment in entrepreneurial efforts, in-depth expertise and support is offered locally. We work to assist in technology awareness, assessment, adoption, integration and proofs of concept.

Following is a high-level overview of the IBM Roadmap for Entrepreneurs. This roadmap is designed to assist you at every stage in working with IBM - from refining your business plan to ultimately selling your solution. Take advantage of online and locally available resources detailed in this roadmap.

The IBM Roadmap for Entrepreneurs and Start-ups: content examples

Introduction
Review the IBM Global Entrepreneur initiative and apply to participate. Attend a Maximizing Your Relationship with IBM seminar for entrepreneurs.

Preparation
Upon acceptance into the IBM Global Entrepreneur initiative, connect with your Project Resource Manager for personalized support.

Technical resources
Use IBM software on premise or IBM SmartCloud Enterprise for your development needs.

Marketing
Showcase your solution in the IBM Global Solutions Directory, and apply to participate in exclusive IBM SmartCamps to receive mentoring from world-class advisors.

Selling
Attend an upcoming Connect to Win networking event at the center and use Client Events Package for help in closing deals.

Get started today
- If you are new to working with IBM or to the Global Entrepreneur initiative, first review the Introduction and Preparation materials in The IBM Roadmap for Entrepreneurs.
- Already familiar with the basics of IBM Global Entrepreneur? Attend a Maximizing Your Relationship with IBM seminar at the center.
- Take advantage of ongoing education and networking opportunities: See schedule of events and contacts for a list of upcoming events at the center.

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“Thank you all for the support and planning you provided us during the pre-planning and on-site execution of this event. Our team all agreed that this was a perfect location for this meeting...”

Local resources
At the Dallas center, you have access to a wide range of support – from meeting rooms, speakers and logistical support to host customer events to technical experts and equipment to assist you in building and testing applications. Some specific resources are listed as follows.

Facilities, seminars, workshops, and customized meetings
Use of facilities for marketing, sales, and technical needs
Meeting rooms, porting rooms and classrooms are available. Use the center to progress your Smarter Planet business by demonstrating your solutions to your prospects, or schedule time to host a closing event, using not only facilities, but our logistical and speaker support.

Seminars and workshops on partnering with IBM, sales and marketing, and technical subjects
Take a seminar in the latest IBM technologies and strategies, including Smarter Planet and Industry Framework solutions. The center offers workshops and customized, one-to-one sessions.

Networking opportunities
Through events such as Connect to Win, you can collaborate with IBM executives, sales leaders, and other Business Partners to learn more about IBM strategy, products and solutions and to form valuable relationships for help in expanding your business.
Technical expertise and equipment

Technical expertise
In-house technical leaders are available to assist you in a variety of situations, such as proofs of concepts, enablement and performance and scalability testing.

IBM POWER® Systems
We specialize in the IBM POWER® Systems platforms, using our considerable, high-end resources, such as POWER7, to help you achieve the level of performance and scalability required to win business.

IBM eX5 Enterprise Systems
Access our IBM System x and BladeCenter systems featuring new enterprise x-architecture equipped with Intel Xeon processors. Maximize memory. Minimize cost. Simplify deployment. IBM eX5 enterprise systems (i.e. x3850-X5, x3690-X5, HX5 blades) deliver extraordinary value and investment protection for enterprise-level virtualization, database and transaction processing.

IBM System z®
We have a team of experts in System z® who can help you enable your applications on the world’s most reliable, accessible, serviceable, secure and scalable platform to date.

IBM PureSystems™
Access our local resources to enable your applications on the world’s first family of systems with integrated expertise.

Storage
The center provides use of the latest IBM storage products, including the Storwize V7000, DS8X000, XIV, SONAS, SVC, Tape and Storage Area Network Products.

Technical enablements
Get your solution working with IBM technologies through customized technical assistance.

- Porting and technical performance tuning: The center provides support to enable Business Partners in porting, testing and tuning their solutions.
- Technical workshops: Take advantage of one or two day hands-on workshops in various technology disciplines and gain technical expertise in the area most advantageous for you.
- Technical support and assistance for proof of technology: Understand the feasibility of a solution and architecture by reviewing with experts.

Technologies supported: IBM middleware, including Information Management, Lotus®, Rational®, Tivoli® & WebSphere®; IBM POWER® Systems running AIX®, IBM System i® or Linux®; IBM PureSystems™; IBM System Storage®; and IBM BladeCenter® running AIX, IBM i, Linux, or Windows; IBM System z® running z/OS® or Linux®; IBM System x® running Linux® or Windows™.
### Global resources

The IBM Innovation Center - Dallas is one in a growing network of 40+ worldwide centers. This local center is your gateway to worldwide, on-the-ground support. Whether you are trying to close a deal in Bangalore, or need to access technical expertise in Paris, we can connect you to the help you need.

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### Navigation

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# Schedule of events and contacts

## Featured events

For a complete list of events, please refer to the center website.

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<td>Maximizing your Relationship with IBM</td>
<td>Quarterly</td>
</tr>
<tr>
<td>One-to-one meetings to customize your roadmap.</td>
<td>The second Wednesday of every month</td>
</tr>
<tr>
<td>Prerequisites apply.</td>
<td></td>
</tr>
<tr>
<td>DFW Unix User's Group</td>
<td>The first Thursday of every month</td>
</tr>
<tr>
<td>Metro MidRange Systems Association User's Group</td>
<td>The third Tuesday of every month</td>
</tr>
<tr>
<td>TechExecs CIO and IT Leadership Forum</td>
<td>Twice a year</td>
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<tr>
<td>System z User's Group</td>
<td>Quarterly</td>
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<td>Cognos User's Group</td>
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<td>Connect to Win</td>
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## Inquiries

To inquire about an events, please send an e-mail to licdal@us.ibm.com

**Check out** more events scheduled at this center and at other IBM Innovation Centers.