IBM has 426,000 employees worldwide

IBM operates in 170 countries around the globe

100 Years of Business & Innovation in 2011

IBM’s Leadership Changes

2011 Financials
- Revenue - $106.9B
- Net Income - $15.9B
- EPS - $13.44
- Net Cash - $16.6B

More than 40% of IBM’s workforce conducts business away from an office

Number 1 in patent generation for 19 consecutive years

The Smartest Machine On Earth

9 time winner of the President’s National Medal of Technology & Innovation - latest award for Blue Gene Supercomputer

5 Nobel Laureates

“Let’s Build a Smarter Planet”
IBM Needs Multidisciplinary Professionals

The marketplace requires innovation that combines business, technology, and culture.
IBM Smarter Planet Strategy

Making the worlds systems smarter depends on data and analytics

Smart traffic systems  Intelligent oil field technologies  Smart food systems  Smart healthcare  Smart energy grids  Smart retail

Smart water management  Smart supply chains  Smart countries  Smart weather  Smart regions  Smart cities
Data and Analytics Skills

Data experts to manipulate and integrate big data

Mathematical and operations research to develop analytics algorithms

Tool developers to mask the complexity of data and analytics to lower skill boundaries

Domain strategy skills to develop the right questions, determine which data is important

Executive and management skills to know when and how to use data for making decisions

Visualization skills to interpret data and present in meaningful ways
Shape Broad Interdisciplinary Curricula

- Integrate analytics and industry knowledge
- Build T-shaped individuals that are deep in industry and broad across analytics or deep in analytics and broad across industries
- Include People Skills, Communications, Critical Thinking, Systems Thinking
IBM Academic Initiative Supports Faculty Teaching:

- Cognos
- ILOG
- SPSS
- InfoSphere Streams
- WebSphere Business Modeler
- Core Metrics and Unica
- More…
Tell Your Students to Major In Analytics!!!