



What we think

- **Collaboration:**
For innovation
- **Openness:**
Share to win
- **Virtualization:**
The business of the buzzword



Case studies

- **Collaboration:**
RenderRocket goes deep
- **Openness:**
Innovation after 9/11
- **Virtualization:**
Colgate sinks their teeth in



Services and offerings

- **Collaboration:**
Play the number game
- **Openness:**
Stay open for business
- **Virtualization:**
The real virtual reality



Continue the conversation

- ☞ **Power.org:**
Plug in for power architecture
- ☞ **Blade.org:**
Next gen thinking now



Multimedia tours

- **Collaboration:**
Watch innovation in action
- **Openness:**
Experience the x-factor
- **Virtualization:**
Watch. Learn. Virtualize.

Collaboration

Companies of every size and industry are asking themselves the question: How can we innovate to stand out from the crowd? IBM has a point of view that this can be accomplished through systems, people and solutions that help ignite innovation by integrating business and technology.



You need a seamless flow of information to empower your business, respond to change and predict new opportunities. So at the very least, you need collaboration of people and systems across your own enterprise. And once you've achieved that, you realize just how much there is to gain by collaborating with customers, suppliers, and partners, too.

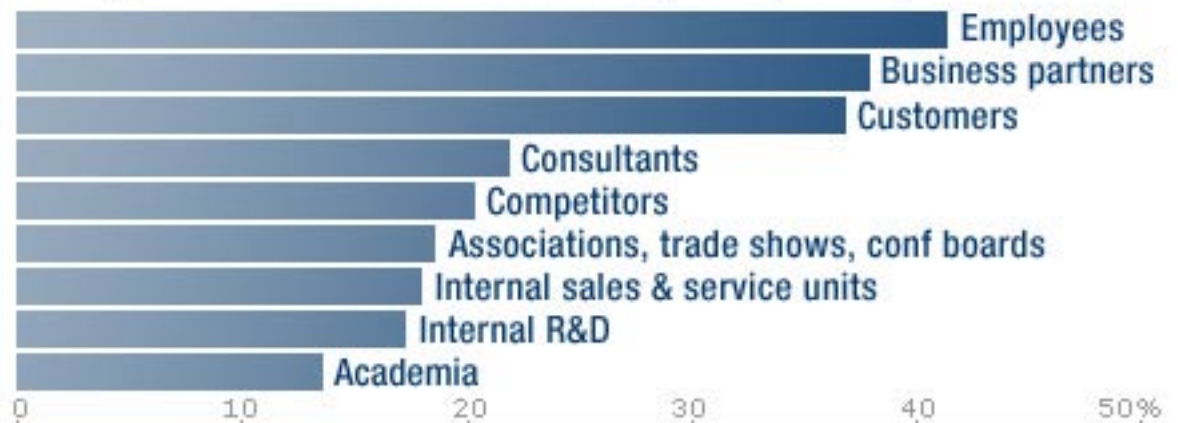
Enabling this kind of collaboration in real-time throughout (and beyond) an enterprise requires a simplified, highly secure IT infrastructure that allows access to the right information at the right time so people can be their most productive, creative and innovative.

At its heart, collaboration involves people and institutions using their different skills and capabilities to create something new and better. It may even involve new rules of participations, ownership, and reward.

IBM and its Business Partners often collaborate directly with clients to solve their business problems, using their client's skills, our skills and the right technology. We do this by providing our clients with a breadth of resources from which to choose, as they see fit: resources across the areas of servers, storage, operating systems, applications, software, services, technical support, financing, and industry-specific uses of IT.

IBM's recent survey of 765 CEOs around the world showed that the best ideas don't always come from inside the company.

Most significant sources of innovative ideas (% respondents)



Note: Respondents could select up to three choices.

Source: IBM Global CEO Study 2006

Collaboration

In order to collaborate effectively, you need openness in your organization and your systems. [Here's why.](#)

The healthcare industry provides several good examples of how collaboration can have a real impact for business and the wider world:

- The **Magnetic Resonance Imaging (MRI) coil** was created by IBM and the Mayo Clinic, which wanted to design and build an MRI scanner just for wrists, forearms, elbows, hands and fingers.
- Using the **National Digital Medical Archive (NDMA)**, built on grid technology, healthcare providers can store, manage, access and distribute digital medical imaging files in real-time. A separate business, MyNDMA.com, enables patients to proactively manage their digital health information in collaboration with the NDMA services.
- The **St. Jude Medical Merlin Patient Care System**, designed in collaboration with IBM, includes a portable device that programs St. Jude Medical's implantable cardioverter defibrillators (ICDs) and pacemakers.

Openness



Openness

[Learn more](#) about IBM's commitment to openness.

Open computing standards and platforms mean much more than just helping to reduce licensing costs by eliminating the need to buy and manage proprietary solutions. Openness addresses the need for interoperability and provides for the broadest choice of IT solutions to meet your business needs. It can also help incorporate technology innovation more seamlessly to meet the needs of any IT environment.

An open operating environment allows companies to knock down silos (without disrupting business) and connect disparate systems into a seamless, flexible infrastructure that can optimize computing resources across an enterprise. For example, IBM BladeCenter systems integrate servers, storage and networking to help businesses reduce complexity, simplify IT management and reduce costs through a flexible and highly scalable design.

In May 2006, industry analyst firm IDC reported that, for the first quarter of 2006, Linux servers from all vendors posted their fifteenth consecutive quarter of double-digit growth, with year-over-year unit shipments up 14.4 percent. But an open environment depends on more than the operating system. That's why business is increasingly building its critical systems on the same protocols and standards that enable the Internet—as well as employing other, industry- or process-specific standards to become more effective and customer-driven, across all areas of their operation.

For IBM, open standards enhance flexibility and increase possibilities while helping to protect our clients' current technology investments. By building on this philosophy, IBM's goal is to offer a choice of systems employing technology innovation that can fit within any IT environment—from integrated systems to components that integrate more easily into an existing structure.

Openness is also a philosophical commitment to pursuing innovation through our involvement with the larger technology community. For example, IBM is an active supporter, partner, or founder of many communities that share experiences, insights, or standards requirements and development for the greater value of each participant.

This list shows just a few of the many organizations IBM supports or in which it participates:

- **Power.org**: Develops, enable and promotes Power Architecture technology as the preferred open standard hardware development platform for the electronics industry
- **Blade.org**: Fosters and accelerates the expansion of solutions based on blade platforms
- **Grid.org**: Harnesses the unused computing power of more than 3.5 million devices for research and analysis projects of groundbreaking scope.
- **Free Software Foundation**: Preserves, protects and promotes the freedom to use, study, copy, modify, and redistribute computer software.
- **USERblue.org**: Dedicated to helping UNIX systems professionals exploit IBM technologies
- **Aperi**: Collaboration on open standards for storage



Virtualization



Virtualization

Learn more about the benefits of virtualization on IBM systems.

Get a diverse set of servers and storage devices to act like a single, easily managed unit. Scale your IT usage up and down with your business cycles. Make your hardware earn its keep. If you can claim these accomplishments, then you're probably already using virtualization to accomplish your business's goals.

It comes down to using your IT resources the way you want and need to use them, and not because of the way they were implemented, where they're located, or the way they're encased. Think of virtualization as providing a logical view of your computing capabilities, as compared to the physical limitation by which most server and storage systems have traditionally been viewed.

In the end, the case for virtualization is the same case made for most business decisions: Is it worth it? For many businesses on a growth path, the answer is yes. By aligning the management (and costs) of data throughout its lifecycle with the strategy (and costs) of running the business, many enterprises have found virtualization can unlock new value for their organizations: increased flexibility that can enable a more dynamic infrastructure, adjusting quickly to changing business needs. This is how innovation-minded CEOs regard virtualization—if they even find it necessary to think about once it's established in their business.

From the CIO's perspective, in addition to enabling the company's strategy, virtualization can help departmental budgets, as well. Not only because more of the organization's computing resources are more effectively deployed and managed, but because in a virtualized environment, built on open standards, data need no longer be locked inside specific functions and applications. This kind of access can let everyone from the warehouse to the HR department make decisions based on what customers are buying and where money is being made.

Even closer to the CIO's heart, a virtualized system means that a business need no longer be locked into a single vendor or proprietary platform. "Your mileage may vary," as the saying goes, but industry analyst Dan Olds, founder of Gabriel Consulting, says that his research and experience show that overall cost benefits from virtualization can range from 20 percent to 40 percent of overall spending—not including the benefits to the business as a whole arising from the greater IT efficiency and responsiveness of virtualized systems. ■

IBM Corporation

1133 Westchester Avenue, White Plains, New York 10604, United States