



IBM Academic Initiative



Industry Reaching out to Academia

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IBM Academic Initiative | IBM Software Group



The Economy Has Reached a New Era – An Innovation Era

21st-Century Drivers of Change

Network Ubiquity

- More than a billion Internet users today

Open Standards

- Widely-adopted technical and transaction specifications

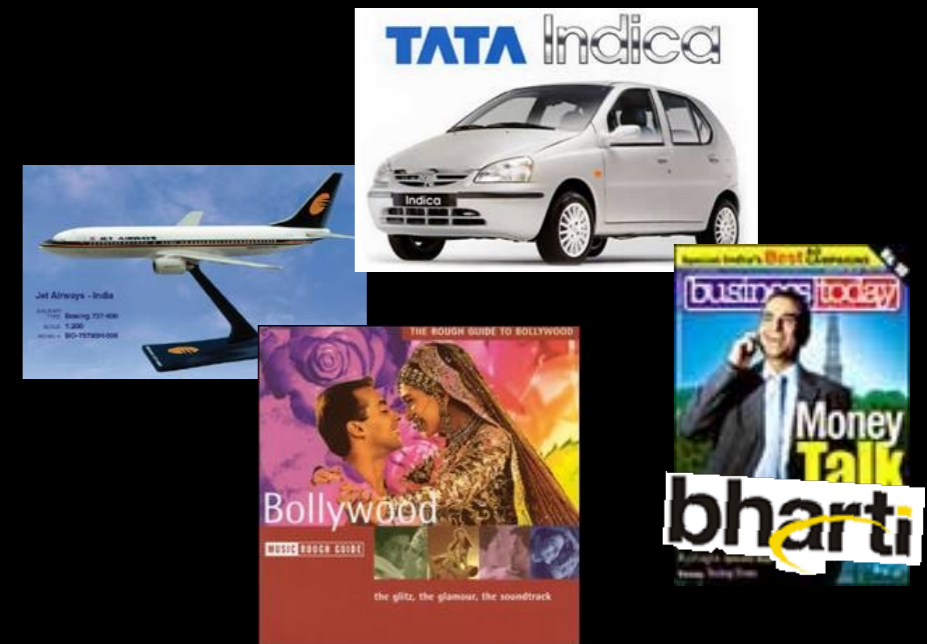
New Business Designs

- Horizontally-integrated operations

Industry transformation and innovation driving growth

Industries undergoing radical transformation

- Broad-based industry growth
- Industries undergoing restructuring
- Strong global aspirations
- Global acquisitions by Indian firms



India is driving global innovation

- India's people are the source of innovation
- MNCs: From labor-arbitrage to mission-critical innovation
- Indian companies migrating up the value-chain to offer high-end services
- Rural and indigenous innovations



Interdisciplinary skills are very highly valued



Science and Engineering

Industrial and Systems Engineering

Computer Science & Info. Systems

Math and Operations Research

Economics and Social Sciences

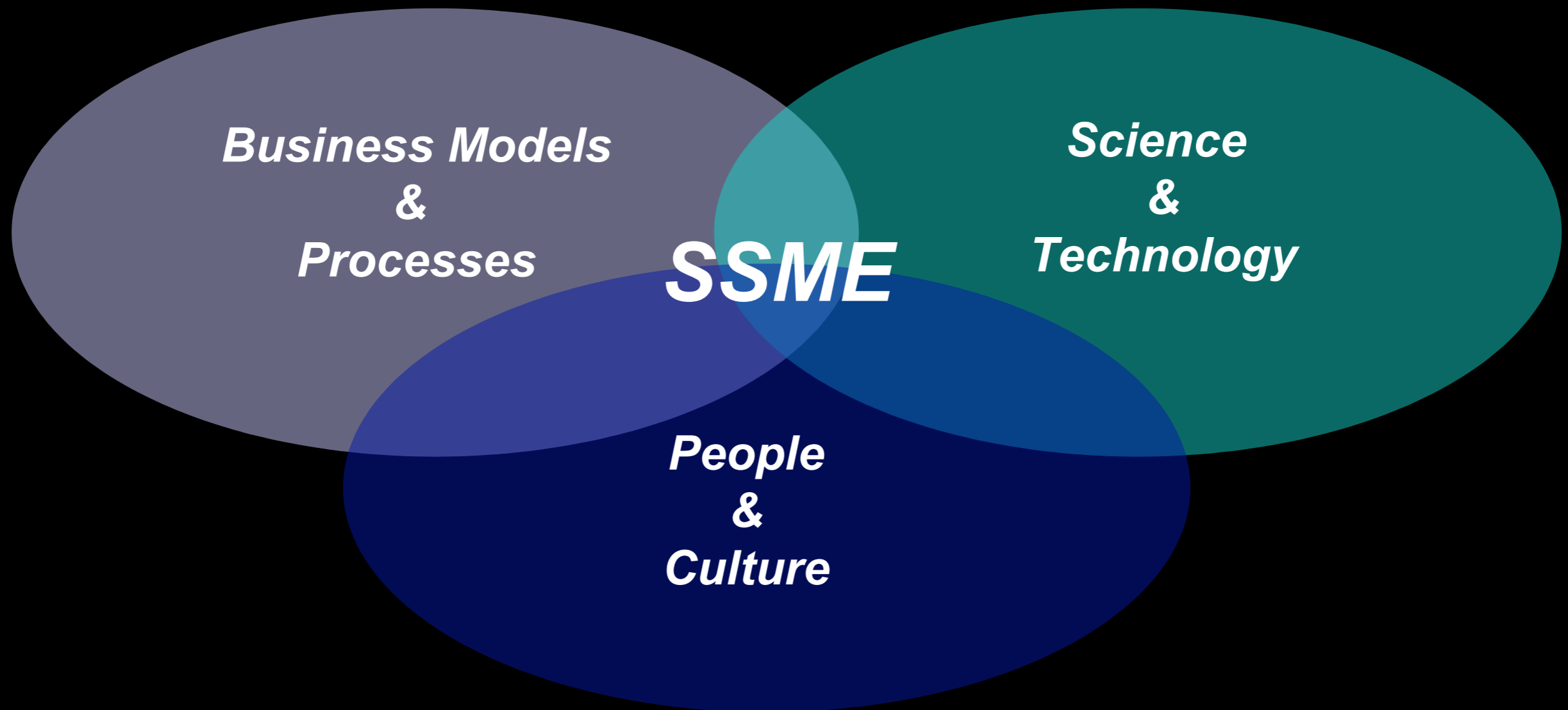
Business Anthropology

Organizational Change & Learning

Business and Management

Need more T-shaped people – both deep and broad

One Answer to the Need for Curricula Change: Services Science, Management & Engineering (SSME)



The marketplace requires innovation that combines people, technology, value and clients

A Shared Responsibility

- ***Academics need to make service innovation a priority***
 - Job placement for existing students
 - University competitiveness for prospective students
 - Continued attractiveness to business for shared research

- ***Governments need to make service innovation a priority***
 - GDP growth of nations increasingly depends on it

- ***Businesses need to make service innovation a priority***
 - Revenue and profit growth increasingly depend on it

SSME Roadmap for University Faculty

1. Learn about Services as a Science

- Go to the IBM SSME website:

www.ibm.com/university/ssme

2. Assess what your school is doing now in SSME-related studies and share with IBM and other universities. Identify gaps in curriculum and build SSME curriculum.

4. Collaborate with other Universities who are leaders in SSME research

- Berkeley, CMU, Stanford, MIT, Oxford, Tsing Hua, NCSU, GA Tech, SJSU

6. Participate in the SSME evolution:

- Champion efforts to promote SSME
- Conduct research in various challenge areas
- Build new course curriculum for degree programs
- Build case studies using IBM customer examples, industry studies and business issue studies
- Post SSME curricula and courseware on IBM Academic Initiative website for collaboration
- Engage in SSME conferences and events

8. Seek out funding from government and other foundations/agencies for SSME research and training development



IBM Academic Initiative

- Partner with colleges and universities to drive **open standards**
- Better educate millions of students for a more competitive IT workforce



www.ibm.com/university/academicinitiative

IBM Academic Initiative – India Programs

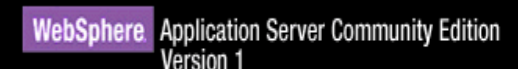
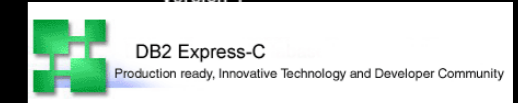
- Programs
 - Middleware Skill Development – Training & Certification
 - DB2 and WebSphere software
 - Rational Seed Program
 - Training, certification and courseware
 - Certification for students & faculties in SOA, XML, DB2, WebSphere, Tivoli
- Contests
 - Project INVITE
 - Tivoli Reach Program
 - The Great Mind Challenge
- Other Initiatives
 - WW IDR Speaker University sessions
 - Eclipse / WAS CE / DB2 Express – ‘C’ workshops
 - IBM – VTU EDUSAT Programs
 - Eclipse Innovation Grants
 - Apache Derby/Cloudscape
 - Linux Campus Club
 - Advanced Technology Updates...SOA, Web Services, Grid Computing... Open Standards!
- IBM Academic Initiative provides software and courseware for use in curriculum and research




The Great Mind Challenge -
2006







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"In times of change, learners inherit the earth..."
 — Eric Hoffer, author

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IBM Academic Initiative

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The IBM Scholars Program is being renamed to the IBM Academic Initiative to describe IBM's broad interest in graduating students who are aware of, excited about, and skilled in open standards and IBM products. Over the next few months, we'll be updating our web site and other materials. Your current access to IBM software, courseware and other resources will remain unchanged.

Power.org is Open
In December 2004, IBM joined 14 other global leading brands from across the Electronics industry to outline plans for launching [Power.org](#), a new open standards community for developing, enabling, and promoting solutions based on Power Architecture™ technology.

Webcast: The State-of-the-Practice in Designing and Building Service-Oriented Solutions with the IBM Software Development Platform
Join us for a [live webcast](#) on March 22 at 11:00am ET (replay will be available). We are seeing an interesting move by many companies toward solutions based on an architectural style called SOA (Service Oriented Architecture). What is this approach, and how is IBM Rational providing tools and practices that support it? This presentation will discuss why and how enterprise IT organizations are migration toward design and development of a SOA. The presentation will include a review of currently available IBM Rational products and how they advance the state-of-the-practice. The presentation will include examples of customer experiences.

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developerWorks - IBM's resources for developers

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Emerging technologies

Featured technologies

Updated 31 Oct 2006



IBM Simulation Producer

IBM Simulation Producer is a tool for quickly creating application simulations for training purposes by capturing user input through interactive images and events. [Learn more.](#)

RSS Feeds XML

Data Access Services for IBM WebSphere Product Center: A Web service that provides an "out-of-the-box" way to access and manipulate WebSphere Product Center data.

IBM Simulation Producer: A tool for quickly creating application simulations for training purposes by capturing user input through interactive images and events.

Component Templates for Assets and Artifacts: An Eclipse-based toolkit for simplifying asset reuse and complex configuration tasks.

IBM Web Service Streaming Engine: A standards-based multi-media server that serves both live and stored presentations and that is accessible as and controlled as a Web service for Windows and Linux.

IBM Client Application Tool for JMS: A J2EE application client with a SWING- and SWT-based user interface that interacts with JMS 1.1-compliant JMS providers, such as WebSphere MQ and the Service Integration Bus.

Systems Management Framework for Distributed Environments: A custom-coded Java framework for administering a distributed WebSphere environment.

View all technologies

- All downloads
- Emerging Technologies Toolkit
- RSS feeds
- alphaWorks community
- Academic resources
- Licensing program
- alphaWorks in the news

Spotlight

- New: alphaWorks Services
- alphaWorks celebrates ten years of innovation
- IBM executives on alphaWorks at 10 years
- Marc Goubert, Manager of alphaWorks, talks about IBM's award-

Celebrating 10 years of innovation and the launch of alphaWorks Services

We're celebrating ten years of ushering in emerging technologies that have helped shape the technology landscape.

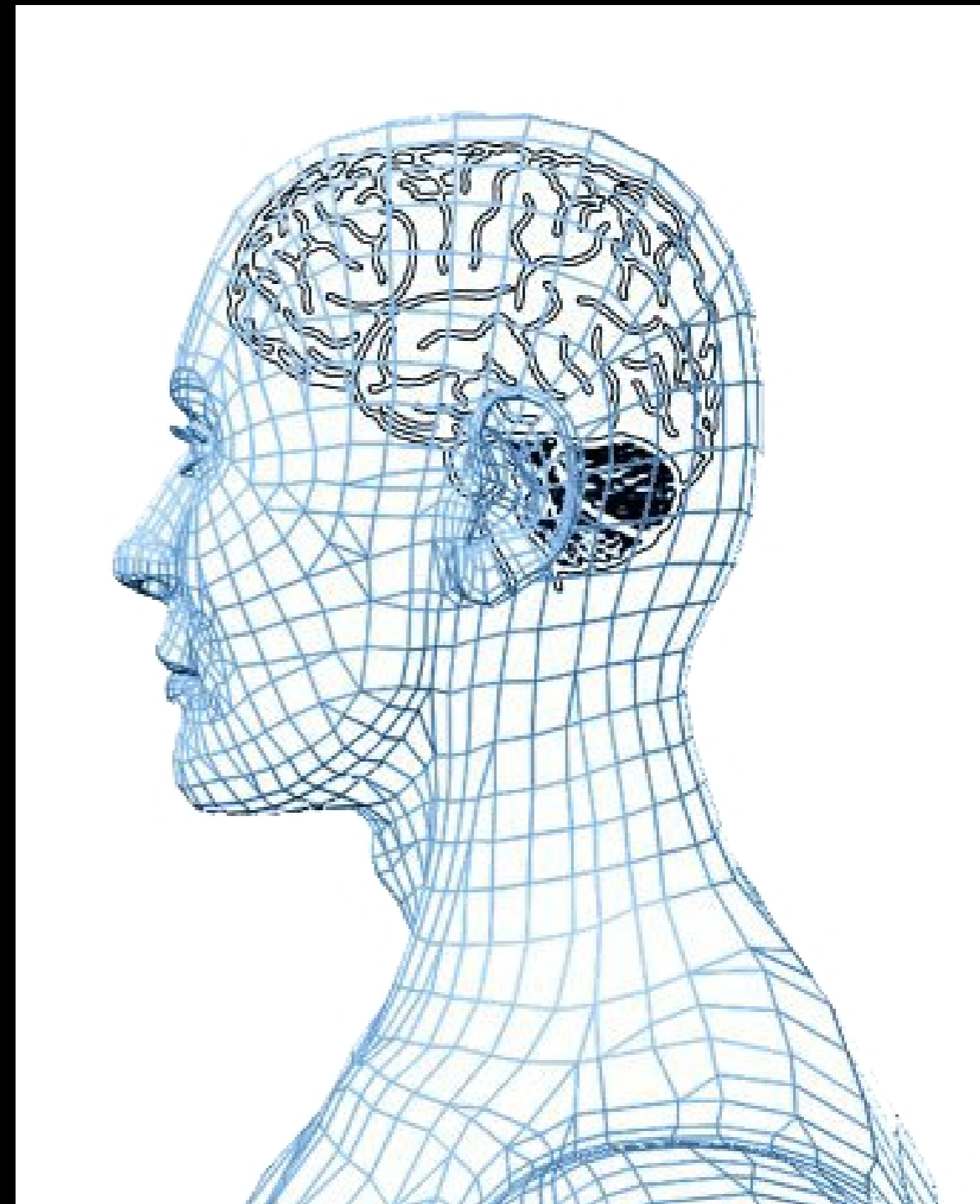
Internet

How IBM Can Help Support your Efforts: Course Consultation - Areas to consider

- Business Courses: **Websphere Business Modeler**
- Programming: Use **Eclipse or Rational Application Developer** as an IDE
- Introductory Programming: **Are your students learning Java?**
- Software Engineering, Methodology, or OO Design: Consider using **Rational modeling tools for labs; SOA** is key
- Database: Consider including **Derby/Cloudscape or DB2 Express**
- Operating Systems: Consider **Linux**
- Business Intelligence: Consider Data Warehouse and **WebSphere**
- Knowledge Management: Consider **Lotus** products and tools
- Security Monitoring and Network Management: Consider **Tivoli**
- Internet Access and Protocol: Consider **WebSphere**
- IBM **server technology** as a “platform of choice”

Academic Innovation ... that Matters

- Technical talent needed more than ever - but nature of that talent is changing
- Growing Demand for new generation of innovators with deep knowledge of service related disciplines
- In essence, there's a need for a **FUSION** of
 - **Business/Finance**
 - **Technology**
 - **Social/Cultural**
- IBM, with it's "full spectrum" of research, services, industry and technology expertise, is in the unique position to work closely with academic institutions to help shape the workforce and business and society of the future



IBM Resources

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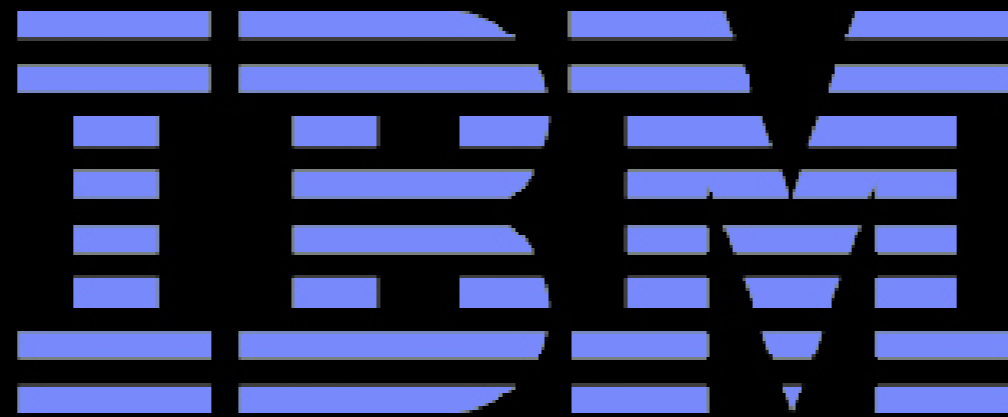
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