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how to transform your organization with analytics insider lessons from ibm s pioneering experience analytics is not just a technology it is a better way to do business using analytics you can systematically inform human judgment with data driven insight this doesn t just improve decision making it also enables greater innovation and creativity in support of strategy your transformation won t happen overnight however it is absolutely achievable and the rewards are immense this book demystifies your analytics journey by showing you how ibm has successfully leveraged analytics across the enterprise worldwide three of ibm s pioneering analytics practitioners share invaluable real world perspectives on what does and doesn t work and how you can start or accelerate your own transformation this book provides an essential framework for becoming a smarter enterprise and shows through 31 case studies how ibm has derived value from analytics throughout its business coverage includes creating a smarter workforce through big data and analytics more effectively optimizing supply chain processes systematically improving financial forecasting managing financial risk increasing operational efficiency and creating business value reaching more b2b or b2c customers and deepening their engagement optimizing manufacturing and product management processes deploying your sales organization to increase revenue and effectiveness achieving new levels of excellence in services delivery and reducing risk transforming it to enable wider use of analytics measuring the immeasurable and filling gaps in imperfect data whatever your industry or role whether a current or future leader analytics can make you smarter and more competitive analytics across the enterprise shows how ibm did it and how you can too learn more about ibm analytics this is a reproduction of a book published before 1923 this book may have occasional imperfections such as missing or blurred pages poor pictures errant marks etc that were either part of the original artifact or were introduced by the scanning process we believe this work is culturally important and despite the imperfections have elected to bring it back into print as part of our continuing commitment to the preservation of printed works worldwide we appreciate your understanding of the imperfections in the preservation process and hope you enjoy this valuable book this dissertation a case study of the decline of ibm in the context of corporate strategic management by kai wa wong 王凱華 was obtained from the university of hong kong pokfulam hong kong and is being sold pursuant to creative commons attribution 3 0 hong kong license the content of this dissertation has not been altered in any way we have altered the formatting in order to facilitate the ease of printing and reading of the dissertation all rights not granted by the above license are retained by the author doi 10 5353 th b3126626 subjects strategic planning case studies industrial management case studies ibm s battle plan for attracting new customers and keeping them for life ibm history s most remarkable organization stays on top by constantly honing and refining its marketing strategies one vital strategy however remains constant the customer must always come first the customer centered enterprise is the only in depth exploration of ibm s battle tested customer value management cvm the revolutionary program that makes the customer s viewpoint paramount in every corporate process and management decision in today s environment of similar or identical products cvm s battle tested techniques will

help any company differentiate itself retain its customers and grow actual examples and case studies show how ibm and other companies have used cvm to align their organization capabilities with customer expectations experiencing unqualified marketing success volume 14 numbers 3 4 contents k vredenborg introduction designing the total user experience at ibm an examination of case studies research finding and advanced methods articles r sobiesiak r j jones s m lewis db2 universal database a case study of a successful user centered design program d a swain k yamazaki a kumaki putting the d in ucd user centered design in the thinkpad experience development v healy r herder a walk up and use information system for the sydney olympics a case study in user centered design m ominsky k r stern j r rudd user centered design at ibm consulting c m karat j karat j vergo c pinhanez d reicken t cofino that s entertainment designing streaming multimedia experiences j lai s mitchell m viveros d wood k m lee ubiquitous access to unified messaging a study of usability and the use of pervasive computing m a rodriguez development of diagrammatic procedural instructions for performing complex one time tasks m d polkosky j r lewis effect of auditory waiting cues on time estimation in speech recognition telephony applications r j kamper extending the usability of heuristics for design and evaluation lead follow and get out of the way j r lewis psychometric evaluation of the pssua using data from five years of usability studies e mcfadden d r hager c j elie j m blackwell remote usability evaluation overview and case studies d gruen t rauch s redpath s ruettinger the use of stories in user experience design d bardon d berry c bjerke d roberts crafting the compelling user experience book reviews a case study of the development introduction and distribution of the ibm personal computer volume 14 numbers 3 4 contents k vredenborg introduction designing the total user experience at ibm an examination of case studies research finding and advanced methods articles r sobiesiak r j jones s m lewis db2 universal database a case study of a successful user centered design program d a swain k yamazaki a kumaki putting the d in ucd user centered design in the thinkpad experience development v healy r herder a walk up and use information system for the sydney olympics a case study in user centered design m ominsky k r stern j r rudd user centered design at ibm consulting c m karat j karat j vergo c pinhanez d reicken t cofino that s entertainment designing streaming multimedia experiences j lai s mitchell m viveros d wood k m lee ubiquitous access to unified messaging a study of usability and the use of pervasive computing m a rodriguez development of diagrammatic procedural instructions for performing complex one time tasks m d polkosky j r lewis effect of auditory waiting cues on time estimation in speech recognition telephony applications r j kamper extending the usability of heuristics for design and evaluation lead follow and get out of the way j r lewis psychometric evaluation of the pssua using data from five years of usability studies e mcfadden d r hager c j elie j m blackwell remote usability evaluation overview and case studies d gruen t rauch s redpath s ruettinger the use of stories in user experience design d bardon d berry c bjerke d roberts crafting the compelling user experience book reviews normal 0 false false false microsoftinternetexplorer4 winning social business techniques for product managers marketers and business leaders how product managers at ibm are using social business to transform markets and build vibrant global communities new best practices for promoting engagement transparency and agility a deeply personal case study handbook roadmap autobiography and inspiration does social business work ibm has proven unequivocally it does in opting in ibm executive ed brill candidly shares best practices challenges and results from his social business

journey and shows how his team used it to transform existing products into thriving business lines this deeply personal extended case study offers you a detailed roadmap for achieving and profiting from deep customer engagement brill shares his 15 years of product management experience at ibm and describes how these techniques and experiences have developed a vibrant marketplace of social business customers worldwide you ll learn how to use social business tools to strengthen customer intimacy extend global reach accelerate product lifecycles and improve organizational effectiveness you ll also discover how social business can help you enhance your personal brand so you can build your career as you improve your business performance with a foreword by marcia conner author and principal analyst at sensifywork using today s social business tools and approaches product and brand managers can bring new products and services to market faster identify new opportunities for innovation and anticipate changing market conditions before competitors do in opting in ibm s ed brill demonstrates how product managers can fully embrace social business and leverage the powerful opportunities it offers brill explains why social business is not a fad not just people wasting time on facebook twitter and youtube and not just for marketers he shows how to drive real value from crowdsourcing interactivity and immediacy and from relational links across your organization s full set of content and networks drawing on his extensive experience at ibm brill explores powerful new ways to apply social business throughout product service and brand management using actual ibm examples he offers candid advice for optimizing products by infusing them with the three core characteristics of social business engagement transparency and agility drive breakthrough product service and brand performance through engagement optimize productivity and efficiency by deeply connecting customers employees suppliers partners influencers maybe even competitors transparency demolish boundaries to information experts and assets thereby improving alignment knowledge and confidence agility use information and insight to anticipate address evolving opportunities make faster decisions and become more responsive the evolution of the multi billion dollar computer services industry from consulting and programming to data analytics and cloud computing with case studies of important companies the computer services industry has worldwide annual revenues of nearly a trillion dollars and employs millions of workers but is often overshadowed by the hardware and software products industries in this book jeffrey yost shows how computer services from consulting and programming to data analytics and cloud computing have played a crucial role in shaping information technology in making it work tracing the evolution of the computer services industry from the 1950s to the present yost provides case studies of important companies including ibm hewlett packard andersen accenture eds infosys and others and profiles of such influential leaders as john diebold ross perot and virginia rometty he offers a fundamental reinterpretation of ibm as a supplier of computer services rather than just a producer of hardware exploring how ibm bundled services with hardware for many years before becoming service centered in the 1990s yost describes the emergence of companies that offered consulting services data processing programming and systems integration he examines the development of industry defining trade associations facilities management and the firm that invented it ross perot s eds time sharing a precursor of the cloud ibm s early computer services and independent contractor brokerages finally he explores developments since the 1980s the transformations of ibm and hewlett packard the offshoring of enterprises and labor major indian it service

providers and the changing geographical deployment of u s based companies and the paradigm changing phenomenon of cloud service this ibm redpaper publication provides an update to the original description of ibm reference architecture for genomics this paper expands the reference architecture to cover all of the major vertical areas of healthcare and life sciences industries such as genomics imaging and clinical and translational research the architecture was renamed ibm reference architecture for high performance data and ai in healthcare and life sciences to reflect the fact that it incorporates key building blocks for high performance computing hpc and software defined storage and that it supports an expanding infrastructure of leading industry partners platforms and frameworks the reference architecture defines a highly flexible scalable and cost effective platform for accessing managing storing sharing integrating and analyzing big data which can be deployed on premises in the cloud or as a hybrid of the two it organizations can use the reference architecture as a high level guide for overcoming data management challenges and processing bottlenecks that are frequently encountered in personalized healthcare initiatives and in compute intensive and data intensive biomedical workloads this reference architecture also provides a framework and context for modern healthcare and life sciences institutions to adopt cutting edge technologies such as cognitive life sciences solutions machine learning and deep learning spark for analytics and cloud computing to illustrate these points this paper includes case studies describing how clients and ibm business partners alike used the reference architecture in the deployments of demanding infrastructures for precision medicine this publication targets technical professionals consultants technical support staff it architects and it specialists who are responsible for providing life sciences solutions and support nothing breeds success like success in this book you will find detailed case studies of organizations that have improved their business success by applying solutions based on the ibm system z family of mainframe computers by gaining insight into their problems solutions and results you will discover how to better meet your own business needs and fuel business success real world soa stories includes dozens of case studies from many different industries including banking computer services education energy utilities financial services government healthcare industrial products insurance professional services retail travel transportation and more the real world business solutions highlighted will allow you to survey the latest ibm offerings including ibm websphere db2 soa linux rational ims cics tivoli z os aix z vm red hat enterprise linux aci proactive risk manager cognos hats content manager lotus ifl sap infosphere and more when you buy this print edition you also gain access to the online version which includes many links to videos and more detail about each case study you can easily share the content in the online version with colleagues via email or social networks this combination printed book and online version is just the right mix to help you improve your own business results real world ibm system z stories helps you learn how to increase business success from the real world experiences of others gain insight by seeing what other businesses in your industry and geography are doing with technology survey the latest business solutions available for ibm mainframe environments see how your business can build on existing ibm mainframe infrastructure to add more business value gain access to the online version with additional links to more content and video case studies share this information with one click via email and social networks in 1990 ibm had its most profitable year ever by 1993 the computer industry had changed so rapidly the company was on its way to

losing 16 billion and ibm was on a watch list for extinction victimized by its own lumbering size an insular corporate culture and the pc era ibm had itself helped invent then lou gerstner was brought in to run ibm almost everyone watching the rapid demise of this american icon presumed gerstner had joined ibm to preside over its continued dissolution into a confederation of autonomous business units this strategy well underway when he arrived would have effectively eliminated the corporation that had invented many of the industry s most important technologies instead gerstner took hold of the company and demanded the managers work together to re establish ibm s mission as a customer focused provider of computing solutions moving ahead of his critics gerstner made the hold decision to keep the company together slash prices on his core product to keep the company competitive and almost defiantly announced the last thing ibm needs right now is a vision who says elephants can t dance tells the story of ibm s competitive and cultural transformation in his own words gerstner offers a blow by blow account of his arrival at the company and his campaign to rebuild the leadership team and give the workforce a renewed sense of purpose in the process gerstner defined a strategy for the computing giant and remade the ossified culture bred by the company s own success the first hand story of an extraordinary turnaround a unique case study in managing a crisis and a thoughtful reflection on the computer industry and the principles of leadership who says elephants can t dance sums up lou gerstner s historic business achievement taking readers deep into the world of ibm s ceo gerstner recounts the high level meetings and explains the pressure filled no turning back decisions that had to be made he also offers his hard won conclusions about the essence of what makes a great company run in the history of modern business many companies have gone from being industry leaders to the verge of extinction through the heroic efforts of a new management team some of those companies have even succeeded in resuscitating themselves and living on in the shadow of their former stature but only one company has been at the pinnacle of an industry fallen to near collapse and then beyond anyone s expectations returned to set the agenda that company is ibm this book is about hci research in an industrial research setting it is based on the experiences of two researchers at the ibm t j watson research center over the last two decades drs john and clare marie karat have conducted hci research to create innovative usable technology for users across a variety of domains we begin the book by introducing the reader to the context of industrial research as well as a set of common themes or guidelines to consider in conducting hci research in practice then case study examples of hci approaches to the design and evaluation of usable solutions for people are presented and discussed in three domain areas item conversational speech technologies item personalization in ecommerce and item security and privacy policy management technologies in each of the case studies the authors illustrate and discuss examples of hci approaches to design and evaluation that worked well and those that did not they discuss what was learned over time about different hci methods in practice and changes that were made to the hci tools used over time the karats discuss trade offs and issues related to time resources and money and the value derived from different hci methods in practice these decisions are ones that need to be made regularly in the industrial sector similarities and differences with the types of decisions made in this regard in academia will be discussed the authors then use the context of the three case studies in the three research domains to draw insights and conclusions about the themes that were introduced in the beginning of the book the karats conclude with their perspective about

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IBM Case Study 2019-03-19 how to transform your organization with analytics insider lessons from ibm s pioneering experience analytics is not just a technology it is a better way to do business using analytics you can systematically inform human judgment with data driven insight this doesn t just improve decision making it also enables greater innovation and creativity in support of strategy your transformation won t happen overnight however it is absolutely achievable and the rewards are immense this book demystifies your analytics journey by showing you how ibm has successfully leveraged analytics across the enterprise worldwide three of ibm s pioneering analytics practitioners share invaluable real world perspectives on what does and doesn t work and how you can start or accelerate your own transformation this book provides an essential framework for becoming a smarter enterprise and shows through 31 case studies how ibm has derived value from analytics throughout its business coverage includes creating a smarter workforce through big data and analytics more effectively optimizing supply chain processes systematically improving financial forecasting managing financial risk increasing operational efficiency and creating business value reaching more b2b or b2c customers and deepening their engagement optimizing manufacturing and product management processes deploying your sales organization to increase revenue and effectiveness achieving new levels of excellence in services delivery and reducing risk transforming it to enable wider use of analytics measuring the immeasurable and filling gaps in imperfect data whatever your industry or role whether a current or future leader analytics can make you smarter and more competitive analytics across the enterprise shows how ibm did it and how you can too learn more about ibm analytics

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other companies have used cvm to align their organization capabilities with customer expectations experiencing unqualified marketing success

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product managers at ibm are using social business to transform markets and build vibrant global communities new best practices for promoting engagement transparency and agility a deeply personal case study handbook roadmap autobiography and inspiration does social business work ibm has proven unequivocally it does in *Opting In* ibm executive ed brill candidly shares best practices challenges and results from his social business journey and shows how his team used it to transform existing products into thriving business lines this deeply personal extended case study offers you a detailed roadmap for achieving and profiting from deep customer engagement brill shares his 15 years of product management experience at ibm and describes how these techniques and experiences have developed a vibrant marketplace of social business customers worldwide you ll learn how to use social business tools to strengthen customer intimacy extend global reach accelerate product lifecycles and improve organizational effectiveness you ll also discover how social business can help you enhance your personal brand so you can build your career as you improve your business performance with a foreword by marcia conner author and principal analyst at sensifywork using today s social business tools and approaches product and brand managers can bring new products and services to market faster identify new opportunities for innovation and anticipate changing market conditions before competitors do in *Opting In* s ed brill demonstrates how product managers can fully embrace social business and leverage the powerful opportunities it offers brill explains why social business is not a fad not just people wasting time on facebook twitter and youtube and not just for marketers he shows how to drive real value from crowdsourcing interactivity and immediacy and from relational links across your organization s full set of content and networks drawing on his extensive experience at ibm brill explores powerful new ways to apply social business throughout product service and brand management using actual ibm examples he offers candid advice for optimizing products by infusing them with the three core characteristics of social business engagement transparency and agility drive breakthrough product service and brand performance through engagement optimize productivity and efficiency by deeply connecting customers employees suppliers partners influencers maybe even competitors transparency demolish boundaries to information experts and assets thereby improving alignment knowledge and confidence agility use information and insight to anticipate address evolving opportunities make faster decisions and become more responsive

**IBM in France: case study of U.S. business performance abroad** 1961 the evolution of the multi billion dollar computer services industry from consulting and programming to data analytics and cloud computing with case studies of important companies the computer services industry has worldwide annual revenues of nearly a trillion dollars and employs millions of workers but is often overshadowed by the hardware and software products industries in this book jeffrey yost shows how computer services from consulting and programming to data analytics and cloud computing have played a crucial role in shaping information technology in making it work tracing the evolution of the computer services industry from the 1950s to the present yost provides case studies of important companies including ibm hewlett packard andersen accenture eds infosys and others and profiles of such influential leaders as john diebold ross perot and virginia rometty he offers a fundamental reinterpretation of ibm as a supplier of computer services rather than just a producer of hardware exploring how ibm bundled services with hardware for many years before becoming service centered

in the 1990s yost describes the emergence of companies that offered consulting services data processing programming and systems integration he examines the development of industry defining trade associations facilities management and the firm that invented it ross perot s eds time sharing a precursor of the cloud ibm s early computer services and independent contractor brokerages finally he explores developments since the 1980s the transformations of ibm and hewlett packard the offshoring of enterprises and labor major indian it service providers and the changing geographical deployment of u s based companies and the paradigm changing phenomenon of cloud service

**Case Studies of Just-in-time Implementation at Westinghouse and IBM 1986**

this ibm redpaper publication provides an update to the original description of ibm reference architecture for genomics this paper expands the reference architecture to cover all of the major vertical areas of healthcare and life sciences industries such as genomics imaging and clinical and translational research the architecture was renamed ibm reference architecture for high performance data and ai in healthcare and life sciences to reflect the fact that it incorporates key building blocks for high performance computing hpc and software defined storage and that it supports an expanding infrastructure of leading industry partners platforms and frameworks the reference architecture defines a highly flexible scalable and cost effective platform for accessing managing storing sharing integrating and analyzing big data which can be deployed on premises in the cloud or as a hybrid of the two it organizations can use the reference architecture as a high level guide for overcoming data management challenges and processing bottlenecks that are frequently encountered in personalized healthcare initiatives and in compute intensive and data intensive biomedical workloads this reference architecture also provides a framework and context for modern healthcare and life sciences institutions to adopt cutting edge technologies such as cognitive life sciences solutions machine learning and deep learning spark for analytics and cloud computing to illustrate these points this paper includes case studies describing how clients and ibm business partners alike used the reference architecture in the deployments of demanding infrastructures for precision medicine this publication targets technical professionals consultants technical support staff it architects and it specialists who are responsible for providing life sciences solutions and support

*IBM : the Development and Introduction of the Personal Computer 1990*

nothing breeds success like success in this book you will find detailed case studies of organizations that have improved their business success by applying solutions based on the ibm system z family of mainframe computers by gaining insight into their problems solutions and results you will discover how to better meet your own business needs and fuel business success real world soa stories includes dozens of case studies from many different industries including banking computer services education energy utilities financial services government healthcare industrial products insurance professional services retail travel transportation and more the real world business solutions highlighted will allow you to survey the latest ibm offerings including ibm websphere db2 soa linux rational ims cics tivoli z os aix z vm red hat enterprise linux aci proactive risk manager cognos hats content manager lotus ifl sap infosphere and more when you buy this print edition you also gain access to the online version which includes many links to videos and more detail about each case study you can easily share the content in the online version with colleagues via email or social

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*Planning, Implementing, & Evaluating E-Learning Initiatives: IBM Case Study* 2005 this book is about hci research in an industrial research setting it is based on the experiences of two researchers at the ibm t j watson research center over the last two decades drs john and clare marie karat have conducted hci research to create innovative usable technology for users across a variety of domains we begin the book by introducing the reader to the context of industrial research as well as a set of common themes or guidelines to consider in conducting hci research in practice then case study examples of hci approaches to the design and evaluation of usable solutions for people are presented and

discussed in three domain areas item conversational speech technologies item personalization in ecommerce and item security and privacy policy management technologies in each of the case studies the authors illustrate and discuss examples of hci approaches to design and evaluation that worked well and those that did not they discuss what was learned over time about different hci methods in practice and changes that were made to the hci tools used over time the karats discuss trade offs and issues related to time resources and money and the value derived from different hci methods in practice these decisions are ones that need to be made regularly in the industrial sector similarities and differences with the types of decisions made in this regard in academia will be discussed the authors then use the context of the three case studies in the three research domains to draw insights and conclusions about the themes that were introduced in the beginning of the book the karats conclude with their perspective about the future of hci industrial research table of contents introduction themes and structure of the book case study 1 conversational speech technologies automatic speech recognition asr case study 2 personalization in ecommerce case study 3 security and privacy policy management technologies insights and conclusions the future of industrial hci research

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