



# On Demand Innovation Services

*Business transformation through innovation*



<b>5</b>	<b>Nobel Laureates</b>
<b>8</b>	<b>Research labs worldwide</b>
<b>10</b>	<b>Years of patent leadership</b>
<b>2,700</b>	<b>Scientists, engineers and IT professionals in IBM Research</b>
<b>33,000</b>	<b>Patents worldwide</b>
<b>55,000</b>	<b>Business consultants</b>

IBM's On Demand Innovation Services (ODIS) combines the capabilities of IBM Research, one of the largest industrial research institutions, with the industry expertise of IBM's business consultants to transform business through strategic and technological innovation. By integrating researchers' knowledge with consulting services, the combined scientific and business expertise bridges the gap between a business challenge and finding a breakthrough that can streamline a company's processes and operations.

This ability to rapidly apply advanced technologies for its clients distinguishes IBM in the market. During the past decade, breakthroughs in technologies such as copper chips, silicon germanium, Web caching and data mining have driven faster computing speeds as well as helped clients gain competitive advantage.

Today, IBM's skills in advanced supply-chain management, risk analysis, optimization strategies, text analytics, Grid computing and autonomic computing are helping to transform the companies that partner with ODIS. Imagine providing new powers of customer service because of a 94% reduction in processing time for a portfolio analysis application or saving millions of dollars as a result of optimized budget processes. Results like these are not the outcome of pure science. They are the fruit of applying scientific expertise and business savvy to deliver an innovative difference.

## Micropractices – a fusion of business and technological insight

Micropractices organize the expertise and knowledge of IBM Research's experts into cross-industry business areas. Micropractices enable ODIS to address the most pressing business issues and provide valuable solutions to meet specific business needs.

### Advanced Call Center Automation

Design and help deploy natural language voice recognition and voice mining solutions

### Advanced Networking Services

Cutting-edge models, algorithms, software and expertise to help quickly and accurately design, monitor and optimize enterprise networks and networked applications

### Business Optimization and Analytics

Optimize, plan, model, analyze and transform businesses to be on demand

### Collaboration

Assess, design and implement innovative tools to support communication among employees, suppliers, partners and clients

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**For more information contact:**

On Demand Innovation Services at [innovate@us.ibm.com](mailto:innovate@us.ibm.com)



### **e-business Systems and Architecture**

Design and help deploy cutting-edge applications, middleware and Web content

### **Grid and Autonomic Solutions**

Cutting-edge models, software, designs and expertise help quickly and efficiently evaluate, design, pilot and optimize grid and autonomic capability in distributed computing systems

### **Information Mining and Management**

Gain business insight from structured and unstructured data, text, voice, video, etc.

### **Innovation Management**

Introducing new ways of thinking, working, managing and structuring their businesses – and new tools and capabilities for doing so

### **Mobile Enablement**

Apply new wireless and pervasive technology to improve security, reliability and integration

### **Product Lifecycle Management**

Improve product development processes through better tools, methodologies and collaboration

### **Security and Privacy**

Assess, design and implement enhanced security processes and tools

### **Supply Chain Solutions**

Optimize, plan, model and analyze complex supply chain and transportation process

### **Technology-based learning**

Set of tools to improve teachers' productivity; a prototype that assembles just-in-time learning for users; and a methodology that measures the value or effectiveness of a learning program

## **Working with On Demand Innovation Services**

ODIS can provide insight to transform organizations. Its researchers and consultants partner with clients to find solutions for the toughest business problems, including optimizing value chains, increasing collaboration with suppliers and improving inventory management and demand forecasting. ODIS solutions can also analyze customer information databases to help identify the most valuable customers and enhance customer service.

Get in touch with ODIS and consultants will start by helping you to define the problem(s) to be solved and identifying the right researcher/consultant team to explore the possible solutions.

Should a jumpstart be needed, ODIS offers Business Impact of Technology (BIT) workshops at two IBM Research labs. During a workshop, participants brainstorm solutions to specific challenges, inspired by a state-of-the-art exhibit floor housing demonstrations of select research prototypes, strategic product offerings and integrated solutions – all examples of IBM's end-to-end solutions story.

With its combination of business insight and technological savvy, ODIS can make a difference.

To begin the transformation, contact ODIS at [innovate@us.ibm.com](mailto:innovate@us.ibm.com).

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