EXECUTIVE EVENT @ IBM RESEARCH LAB

common Romandie

L'association romande des utilisateurs de matériels, logiciels et services IBM

Date
Jeudi 4 juin 2015

Lieu
IBM Research Client Center
Säumerstrasse 4
8803 Rüschlikon

Welcome desk:
044 724 8700
044 724 8711
http://www-05.ibm.com/ch/clientcenter/research/visit_us.html

Parking
A disposition sur place

Frais d'inscription

Gratuit sur invitation
1 personne par société-membre
(voyage jusqu'à Zurich à la charge du membre)

Avant le 2 juin 2015 en nous informant de votre inscription par e-mail à l'adresse ci-dessous :
info@common-romandie.ch

COMMON Romandie
c/o Jean-Charles Finidori
Chemin de la Chevillarde 30
CH-1208 Genève

IBM

nous invite au

Executive Event @ IBM Research Lab

Jeudi 4 juin 2015

IBM Research Client Center

Zurich

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Agenda

Chers membres de Common Romandie, chers amis,

L'année dernière, COMMON Romandie a fêté ses quinze ans d'existence et vous a invité durant 3 jours à un voyage d'étude au centre de recherche d'IBM à Montpellier.

Cette année, c'est IBM qui nous invite dans son centre de recherche de Rüschlikon près de Zurich.

Ce centre qui existe depuis 1956 travaille sur des éléments d'intelligence artificielle, sur l'informatique en nuage (Cloud Computing) ou encore sur les technologies de stockage des données. Et ce, par le biais de plusieurs partenariats avec l'EPFZ.
Son personnel est issu de plusieurs pays d'Europe. Il fait partie de la communauté scientifique mondiale, assiste aux conférences internationales et collabore aux projets menés en commun avec les universités et des partenaires industriels.

Nous en avons très souvent parlé dans nos précédentes journées mais maintenant nous avons la chance de visiter cet important laboratoire de recherche tout près de chez nous. Je remercie notre ami Massimo Lucrezia qui nous a préparé un superbe agenda.

Cette journée s'adresse aux CIO, aux directeurs ou responsables informatiques.

Il y a très peu de places ! Alors inscrivez-vous sans tarder et ne manquez pas cette visite!

Chers membres de Common Romandie, chers amis, nous nous réjouissons de vous revoir.

Avec nos amicales salutations.

Jean-Charles Finidori
Président de Common Romandie

10:00	**Arrival, Get together, Welcome Coffee**
10:15-10:30	**Welcome & Introduction** **Olivier Vareilhes** *Directeur des ventes, IBM Suisse romande*
10:30-11:00	**Introduction to IBM Research** **Haig A. Peter** *Executive Consultant, IBM Research Zurich*
11:00-11 :45	**Global Technology Outlook (GTO) - Cognitive Computing** **Haig A. Peter** *Executive Consultant, IBM Research Zurich*
11:45-12:00	**Coffee Break**
12:00-12:30	**Technology Demonstration** **Maria Soimu** *Solutions Engineer*
12:30-13:15	**Why choose a hybrid cloud approach?** **Pierre Perdaems** *Architect, STSM Hybrid Cloud Europe, IBM Switzerland*
13:15-14:15	**Lunch**
14:15-15:00	**IBM Systems - Server strategy** **Dr. Wolfgang Maier** *Director HW Development - IBM Germany*
15:00-15:30	**Tour of the Nano Technology Center** **Haig A. Peter** *Executive Consultant, IBM Research Zurich*
15:30	**Close and End of the Event**

Introduction to IBM Research

Haig A. Peter *Executive Consultant, IBM Research Zurich*

IBM has maintained a research laboratory in Switzerland since 1956, located on its own campus in Rüschlikon near Zurich since 1962. As the European branch of IBM Research, the mission of the IBM Research – Zurich lab — in addition to pursuing cutting-edge research for tomorrow's information technology — is to cultivate close relationships with academic and industrial partners, be one of the premier places to work for world-class researchers, to promote women in IT and science, and to help drive Europe's innovation agenda.

***Presentation in French**

Global Technology Outlook (GTO) - Cognitive Computing

Haig A. Peter *Executive Consultant, IBM Research Zurich*

- The GTO identifies significant technology trends and identifies high-impact disruptive technologies leading to game-changing products and services over a 3-5 year horizon. Technology thresholds identified in a GTO influence clients, enterprises, and industries, and have high potential to create new businesses.

- Humans and machines working together:

In traditional AI, humans are not part of the equation, yet in cognitive computing, humans and machines work together. To enable a natural interaction between them, cognitive computing systems use image and speech recognition as their eyes and ears to understand the world and interact more seamlessly with humans. It provides a feedback loop for machines and humans to learn from and teach one another. By using visual analytics and data visualization techniques, cognitive computers can display data in a visually compelling way that enlightens humans and helps them make decisions based on data.

***Presentation in French**

Technology Demonstration

Maria Soimu *Solutions Engineer*

- ***High Concentration PhotoVoltaic Thermal System (HCPVT)***
  HCPVT uses the sun's radiation to generate heat, electricity and desalinated water in remote locations at an affordable price.

- ***Smart Grid***
  EDISON - The purpose of this Smarter Planet project is to supply electrical balancing power for wind-generated electricity for the use of electrical vehicles (EV) and their accumulators. The FlexLast project explores how large commercial and industrial consumers can play a major role in maintaining a power grid equilibrium.

- ***Augmented Reality***
  A first-of-a-kind augmented reality mobile shopping app that will make it possible for consumers to pan store shelves and receive personalized product information, recommendations and coupons while they browse shopping aisles.

- ***Two factor authentication***
  A new mobile authentication security technology based on the radio standard known as near-field communication (NFC) which provides an extra layer of security when using an NFC-enabled device and a contactless smartcard to conduct mobile transactions.

- ***ZTIC***
  Internet banking systems are an attractive target for hackers. The ZTIC adds a trusted and tamper-resistant secure communication endpoint with integrated display to an otherwise untrustworthy client PC. Implemented as a USB device running the TLS/SSL protocol, the ZTIC is about the size of a memory stick and thus can be attached conveniently to a key chain. Through this endpoint, a user can then communicate securely with sensitive online services such as a banking server.

***Presentation in English**

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Why choose a hybrid cloud approach?

Pierre Perdaems *Architect, STSM Hybrid Cloud Europe, IBM Switzerland*

- In order to remain competitive, businesses rely massively on IT infrastructure to react almost instantaneously to ever-changing demands. The deployment of cloud services, be it SaaS, PaaS or IaaS is now unavoidable but, at the same time, sensitive and strategic data needs flawless protection and to show transparent levels of risk. Hybrid cloud offers a solid solution to this dilemma. The objective of this white-board session is to present IBM's vision of how to build a hybrid cloud that is suited to your enterprise.

Presentation in French

IBM Systems - Server strategy

Dr. Wolfgang Maier *Director HW Development - IBM Germany*

- As modern IT Infrastructure has changed significantly in recent years IBM has done comprehensive adaptations in their Server portfolio to be better positioned for future challenges. These alignments comprise a new technology partnership in semiconductor manufacturing with Global Foundries, the divestiture of the x86 based System x brand as well as the foundation of OpenPower, which is an open technical community based on the POWER architecture, enabling collaborative development and opportunity for product differentiation and industry growth. The presentation will share internal insights into the decision-making and highlights how the new defined portfolio enables technically and economically new approaches to future solution

Presentation in English

Tour of the Nano Technology Center

Haig A. Peter *Executive Consultant, IBM Research Zurich*

- The Binnig and Rohrer Nanotechnology Center is a unique facility for exploratory research. Why Zurich? IBM Research – Zurich is considered by many as the birthplace of nanotechnology. This is the Lab where resident scientists Gerd Binnig and Heinrich Rohrer received the Nobel Prize in physics in 1986 for inventing the scanning tunneling microscope. The other side of nanotechnology, namely materials structured on the nanometer scale to exhibit unique properties, is exemplified by the discovery of high-temperature superconductors, for which the Nobel Prize in physics was awarded in 1987. Today, IBM Research – Zurich continues to be a place where researchers with unique skills and expertise in the field of nanotechnology are given an environment in which they can pursue groundbreaking science.

Presentation in French

Contact pour cette visite

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