



SOA Leadership Center @ IBM La Gaude

The launch of an Services Oriented Architecture (SOA) Leadership Center – the first in Europe - was announced in early 2007. The center will support clients and partners adopting SOA solutions - addressing the growing demand for skills needed to solve business problems using SOA.

IBM Forum La Gaude

The IBM Forum at La Gaude - hosting the Industry Solution Center - is part of an European network of interconnected IBM Forum Centers that are designed to make sure everything is in place for a successful client experience when they visit IBM.

The center provides a vital point of integration where people come together face to face. Clients can expect to meet IBM's industry expert teams and business partners in one place where you can lead discussions on their business issues, saving valuable time.



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EMEA Best Student Recognition Event

**IBM La Gaude Laboratory
FRANCE**

July 11th – 13th, 2007

Informative – Educational - Fun

The Event includes:

- Travel to/from France-Nice Airport and all transports
- Full accommodation in a comfortable hotel
- Visit of IBM La Gaude Laboratory
- Technical updates from IBM's leading experts
- Social Program
including sightseeing / free time / evening diner / French Riviera



The IBM EMEA Best Student Recognition Event 2007 will bring together at IBM La Gaude, France, the top students from across Europe, Middle East and Africa, for a three days event. The event will start with a keynote and welcome from the Site Director, followed by an overview on technology evolution by an IBM Research Laboratory representative.

A team of IBM representatives and external speakers, will give presentations to the students on following topics ranging from our Global Technology Outlook – Service Oriented Architecture – Digital Convergence – RFID -, the Intellectual Property and the Secured Communications Solutions Cluster community.



Another promise of the event is entertainment: The French Riviera is mostly known as a famous tourism area, but is also the home of large companies, government institutions and large academies. You will spend one evening touring nearby Saint-Paul-De-Vence, in a tour revelling in its pleasures and experience, its art and rich lifestyle. You will explore this historical village, his cultural and artistic patrimony.

On the last day, a contest with series of questions grouped by themes will be organized. The winning team will receive fabulous rewards.

IBM La Gaude

IBM La Gaude site, created in 1959, has a population of around 800 employees - mainly highly specialized engineers, technical architects and senior project managers supporting IBM's solutions, services and technology business across Europe.

La Gaude professionals are working as one team on the latest technologies, services and solutions and are supporting both complex integration opportunities as well as technology pilots in emerging technologies, focusing on superior client value. The La Gaude teams work directly with IBM clients, client teams, consultants and business partners.

The Technical Support community in La Gaude has a population of highly qualified engineers and architects supporting solutions in Europe. Some of the areas of unique expertise include: Sensors & Actuators, RFID, Digital Convergence, SMB Competitive & Hyper Growth Markets, SWG ISV & Developer Relations Partner enablement, Geographical Information Systems, IT Security, Applications Management Services and strategic ISV alliances support (SAP, Oracle, Web, Cisco). The Technical Support community supports the evolution and technical governance of the Industry Solution Center for clients visiting La Gaude.



IBM at La Gaude is a key member of the European Sophia Antipolis techno pole community, as well as the Secured Communications Solutions Cluster community in South of France participating in healthcare, tourism and RFID/traceability international industry workgroups.



Industry Solution Center @ IBM Forum La Gaude

Designed around the Six industries (Consumer Products, Retail, Electronics, Pharmaceuticals & Life Sciences, Insurance and Telecommunications), the Industry Solution Centre at La Gaude creates a bespoke environment in which the Client commences a journey of endless possibilities. Upon entering the centre, they are made to feel comfortable in surroundings which are familiar to their industry; during the course of their visit they continue on a discovery of thought provocation and challenges; and when they are ready to leave, they feel energized and excited by the possibilities that lie ahead Concept.