

Enabling the minds of e-business

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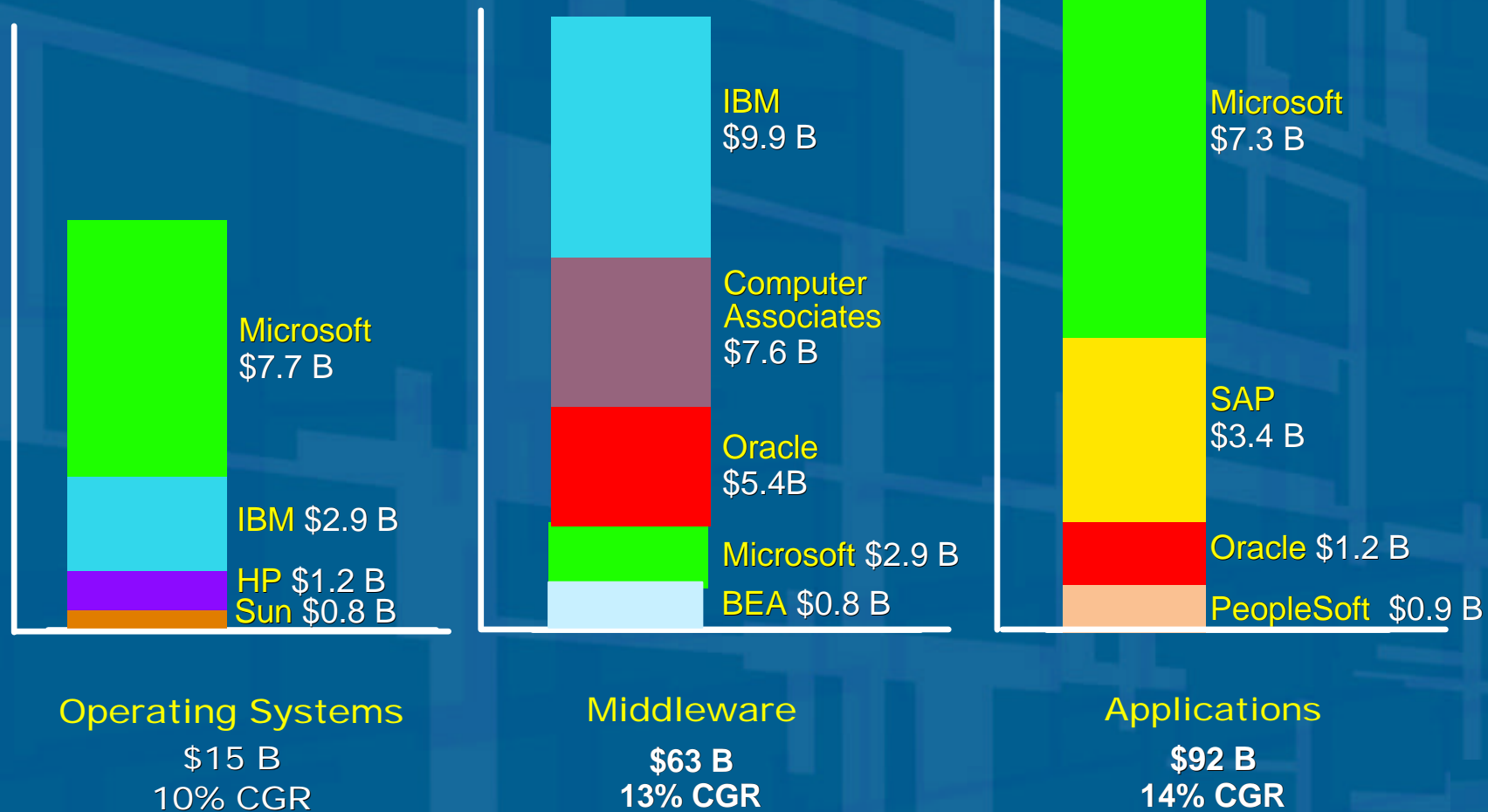


IBM

IBM's position within SW industry

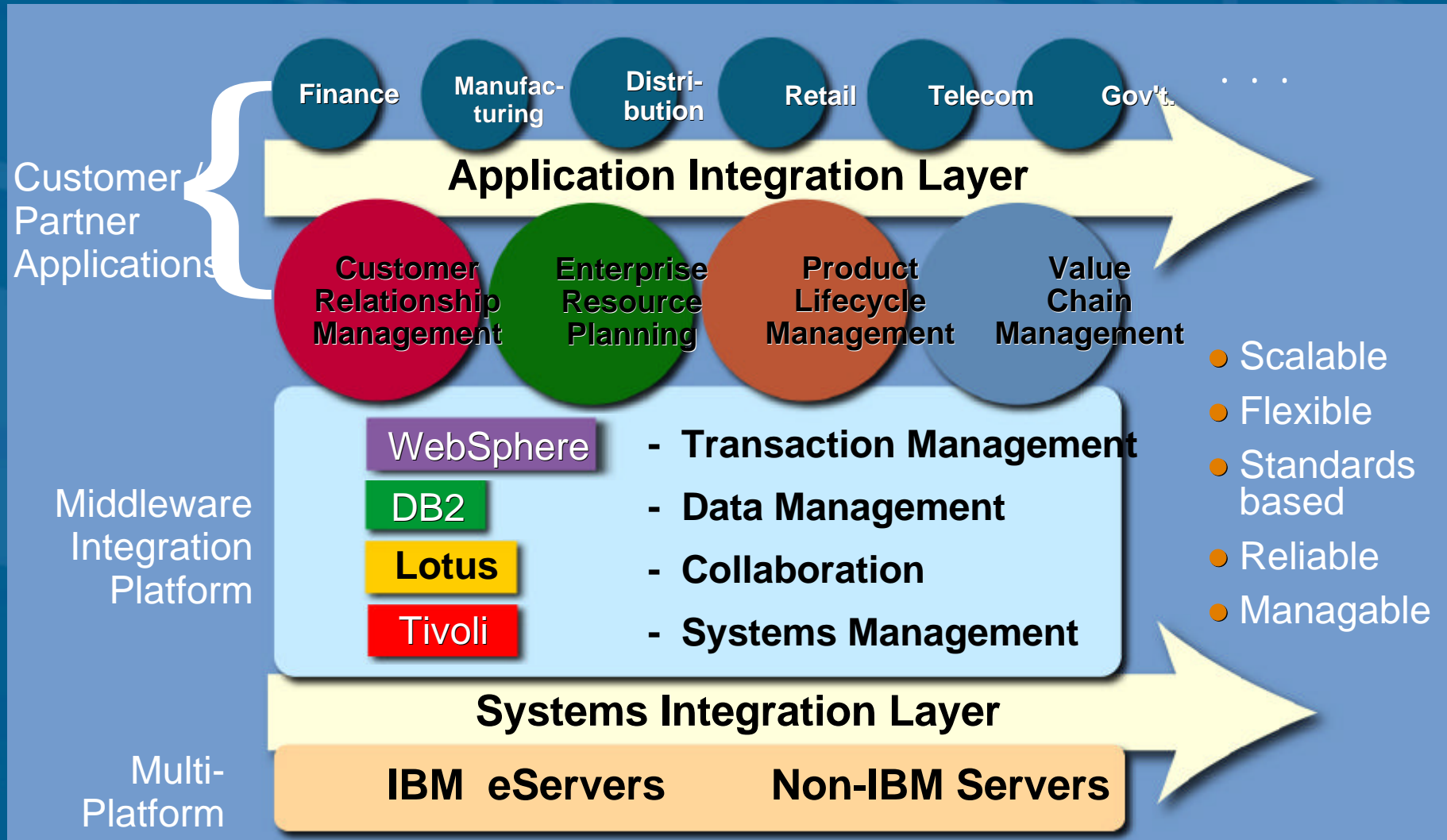
Our market focus

Total Software industry (2002) =
\$84.3B, 8% CAGR

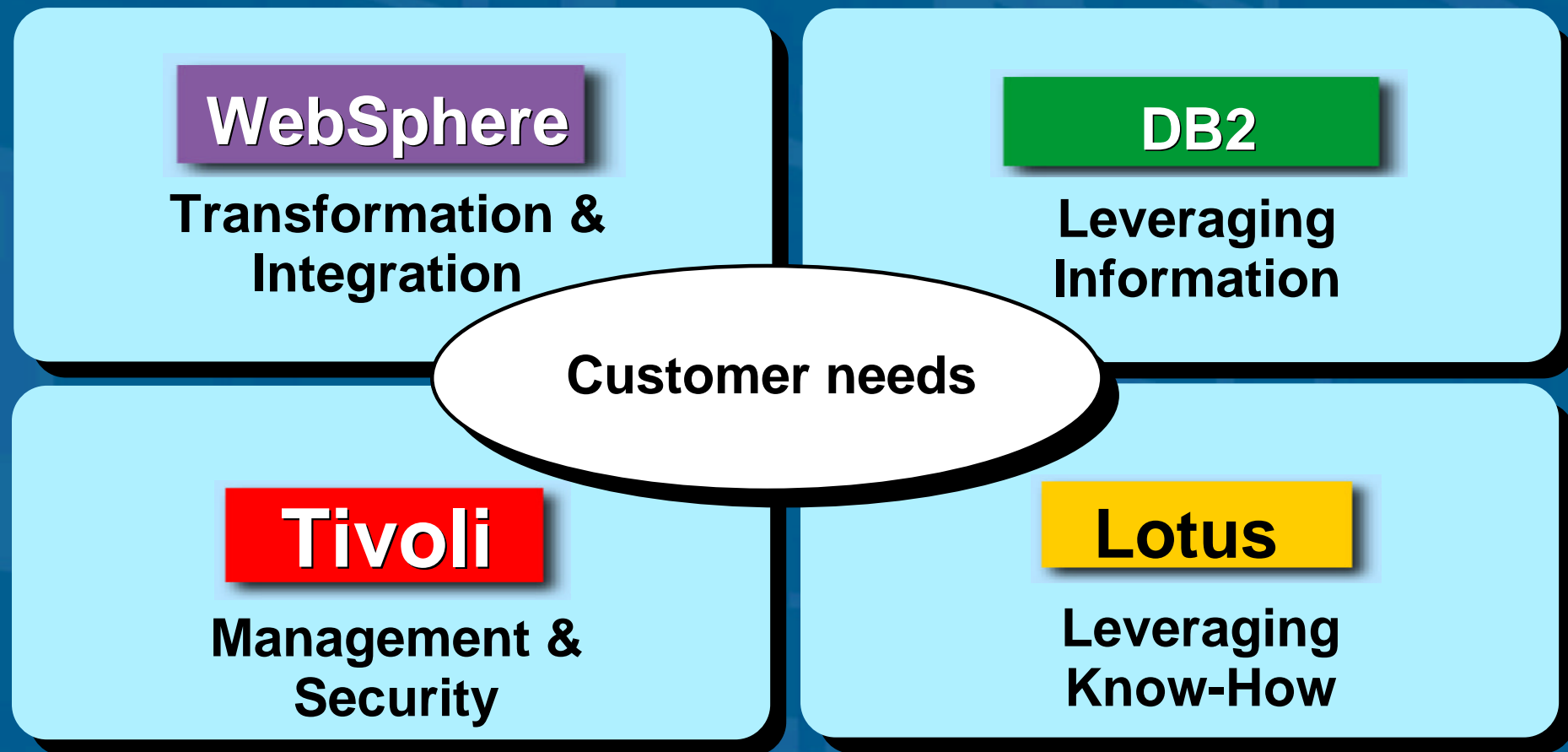


IBM Software Strategy

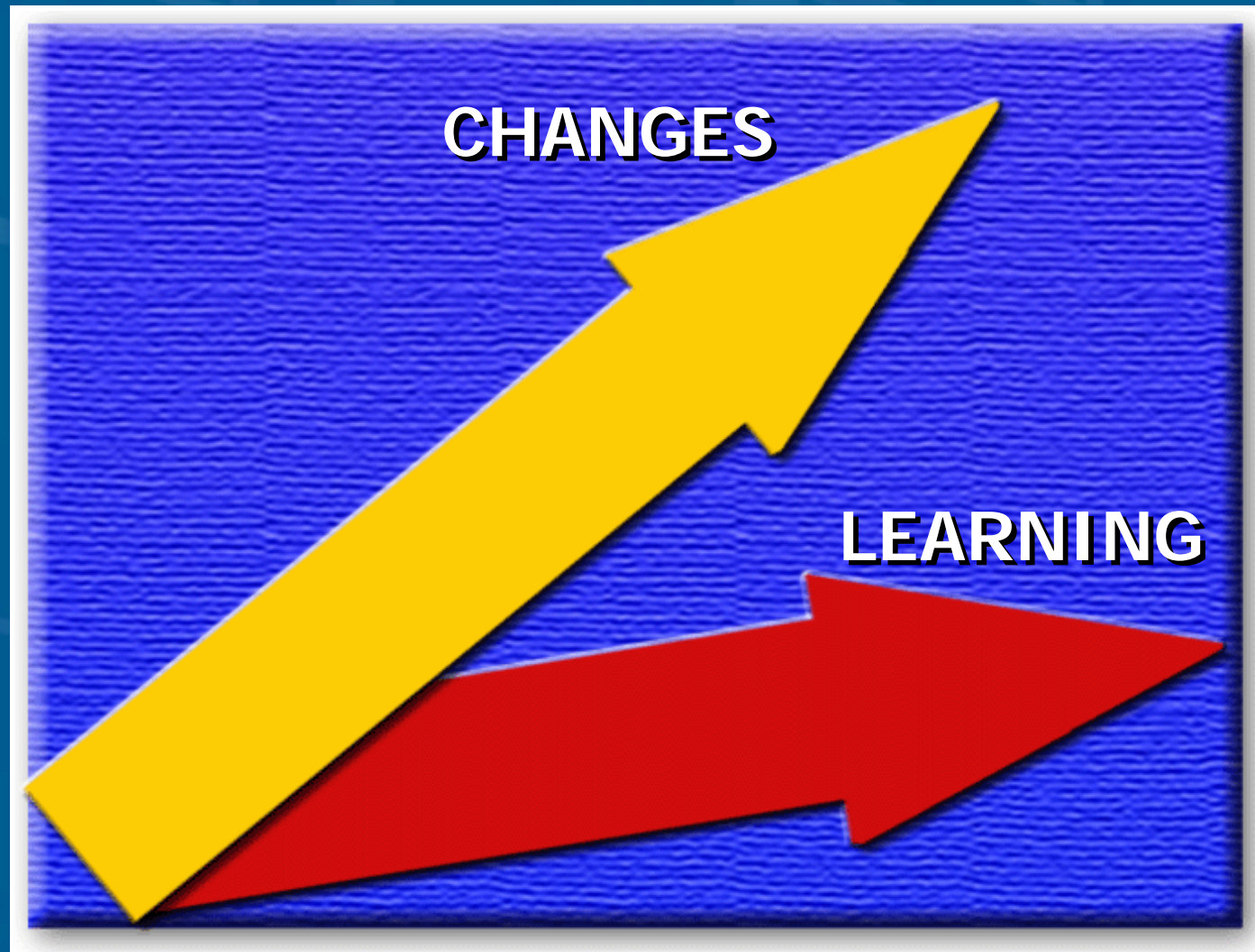
- Middleware integrates e-business solutions



IBM Software



"Knowledge gap"



"Knowledge Gap"

What we know

- **Inability to find information and experts**
- **Substantial intellectual rework**

What we need to know

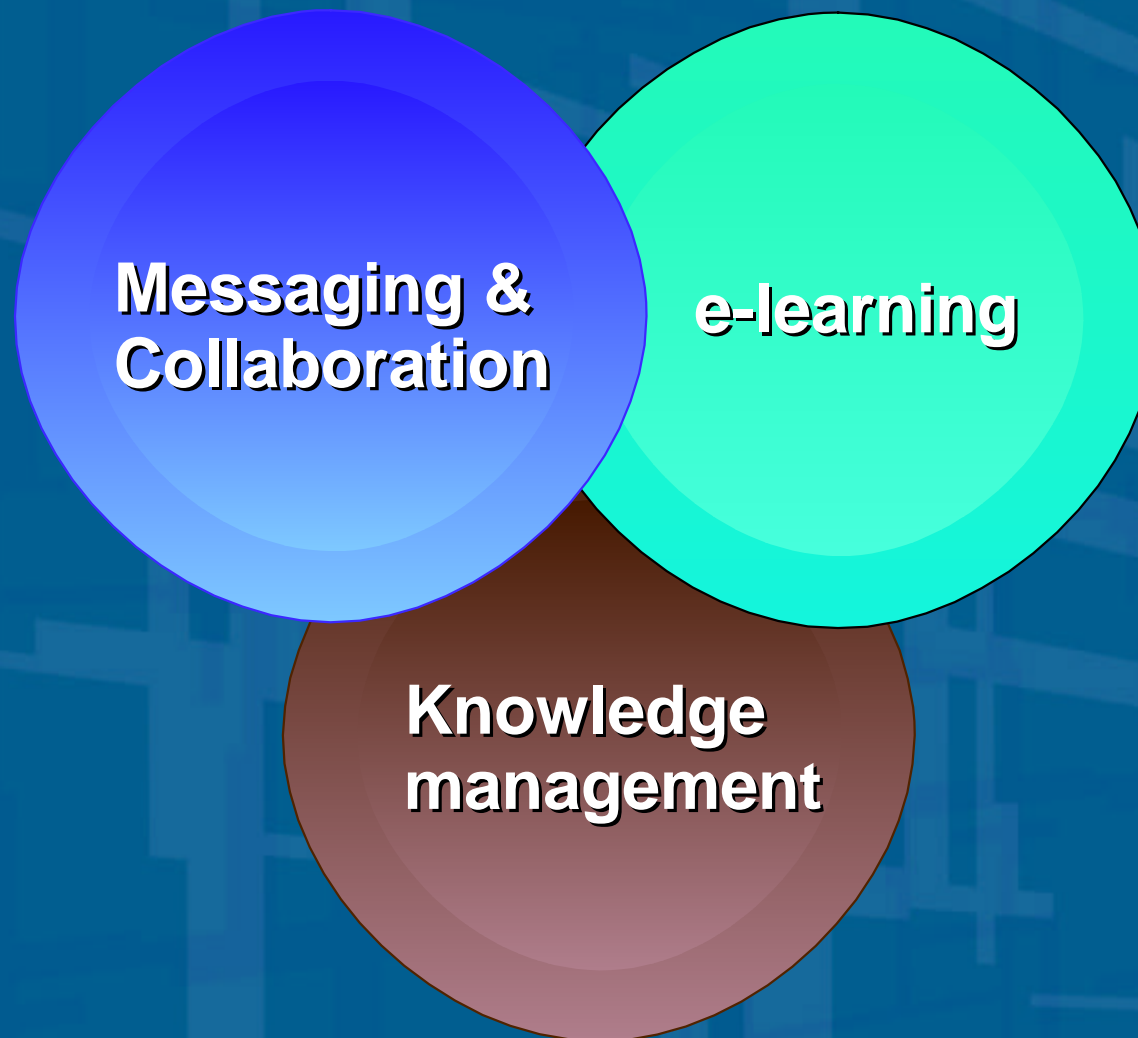
Bridging the Knowledge Gap

What we know



What we need to know

"Enabling the minds of e-business"



Lotus Learning Space

■ e-Learning delivery

- Self-paced: Web or file based content
- Real-time: Virtual classroom
- Collaborative: Discussions

■ Flexible learning management

- User administration
- Enrollment
- Tracking and Assessment
- Reporting

■ Learn wherever, whenever, in a most suitable way



IBM Mindspan solutions

Planning

Creating

Deploying

Mindspan
Planning

Mindspan
Design

Mindspan
Content

Mindspan
Technologies

Mindspan
Delivery

Delivery Selection
Workshop

Performance
Consulting

Educational
Strategy

Instructional Design

Performance
Measurement &
Certification

Infrastructure
Evaluation

Technical Design

Learning Management
& Integration Planning

Custom Content
Development

Web Lecture Services

IBM and Off-the-Shelf
3rd Party Content

Lotus LearningSpace 5.0
- Core Module
- Collaboration Module

Lotus LearningSpace
Forum 3.5

Integration/Infrastructure
Services

Lotus LearningSpace
Quickstart

Authoring Tool Suites

Migration Services

Learner Support
Services

Hosting Services

Outsourcing

IBM

e-learning Success in 2001.

■ Market Leadership

- 750 new customers -- 2X nearest competitor
- > 4 M seats of LearningSpace installed worldwide
 - ▶ 1.1M sold in 2001

■ Industry Penetration - Strong demand in key industries worldwide for e-learning solutions, including:

- 7 of the top 10 US airlines
- 7 of the top 10 US telecommunications companies
- 7 out of top 10 worldwide automotive manufacturers
- 6 of the top 10 worldwide commercial banks
- 4 of the top 5 US insurance companies
- 3 out of the top 5 worldwide diversified financial institutions
- 3 out of the top 10 US pharmaceuticals
- 3 out of the top 10 US securities firms

IBM 4-Tier Learning Model

Learn from Co-Location

Get together, Build Communities & Relationships, Live it, Do it

Face-to-Face Learning

Learning Labs, Classroom, Mentoring, Role Playing, Coaching, Case Studies

Learn from Collaboration

Discuss it, Practice it with Others

Collaborative Learning

Live Virtual Classroom, e-Labs, Collaborative Sessions, Realtime Awareness, Live Conferences, Teaming

Learn from Interaction

Examine it, Try it, Play it

Interactive Learning, Simulation, and Games

CBT/WBT Modules, Self-Directed Learning Objects, Interactive Games, Coaching & Simulations

Learn from Information

Read it, See it, Hear it

Performance Support & Reference Materials

Web Lectures, Web Books, Web Conferences, Web Pages, Videos...



Face-to-Face



Collaborative



Multimedia



Internet