

# IBM in Massachusetts

David Boloker  
CTO, Emerging Internet Technologies, IBM



- Year IBM founded: 1911 (first MA office in 1914)
- Largest IT consulting firm, 3rd largest tech company in New England.
- Massachusetts IBMers' job roles include software (65%), consulting (15%), and sales & distribution (10%).
- Local IBMers awarded 160 patents in 2010.
- Give back to the community
  - \$1.9 million donated, 2009
  - 18,000 volunteer hours, 2003
- Major locations:
  - IBM Mass Lab, Littleton/Westford, largest software development lab in North America
  - Cambridge
  - Waltham



## Organic and Acquisitive Growth in MA

### 18 acquisitions of MA companies since 2003



- Local IBM clients
  - Cape Cod Commission - 'Smart Cape Cod' project to improve water resources and the environment
  - Mass Water Resources Authority – IBM software manages \$7B of production, facility and fleet assets.
  - UMass Memorial Healthcare, BlueCross BlueShield, Athletes' Performance, State Street, National DCP (Dunkin Donuts), Staples, Caritas Christi, Acushnet Company, Constant Contact, Northeastern U, B.U., UMass, MIT, WPI...

## What does ET do?

### Customer-centric Innovation - Technology Side

- Key Focus areas in 2011
  - Watson
  - DIY Analytics
  - Web Browser as an Application Platform
  - Maqetta
  - Mobile
  - Accessibility
- How Do we do this?
  - Create Technology from Scratch
  - Open Source Collaborations
  - Customer Proof of Concepts
  - Joint Programs with Universities, Government and Corporations that are interested in a particular technology or business area
- How many people do this?
  - Over 50+ researchers work in the Emerging Internet space WorldWide with about 10% in Massachusetts
- Some Key Boston Area Partnerships
  - Universities: Northeastern, WPI, MIT, U of Massachusetts, Brown
  - Institutions: Brigham & Woman's, Children's Hospital

### **Brigham & Woman's - Steven Seltzer, MD, Chairman - Dept of Radiology**

As a leading academic medical center and a Radiology department that is committed to innovation & research, we:

- Actively seek intellectual partnerships with industry to: cross-fertilize ideas, do product development and clinical evaluations providing enormous benefit to the hospitals, industry partners and ultimately, our patients.
- Our partnership with David Boloker and IBM in the arena of using advanced web-based tools for information gathering, analysis and sharing, has catalyzed the development and use of novel software tools that help us in clinical practice and in mining data from large clinical trials.

### **IBM Corporation**

**IBM's core values are dedication to every client's success, innovation that matters ( for the company and the world ) and trust and personal responsibility**

- This translates to many initiatives ranging from partnering with customers and others in industry to working in Open Source. All of these help drive customer value through idea & technology creation, product development and research to benefit our customers.
- IBM has many partnerships with local school boards including Early Learning Programs, TryScience, Boston Latin, Universities ( U. Mass, Northeastern, WPI, Boston University, Harvard, MIT, Brown University )

## Key Focus of COPD Application

Replicate the power of face-to-face communications and gestures via web-touch without sacrificing the quality of human interactions.



- **Concept Definition:**
  - Leverage Ubiquity of Web to share all key data from COPDGene Project and enable sharing/co-participation from researchers in a specific workgroup
  - Leverage standard or high-definition video mixed with rich web content to yield increases in collaboration across researchers

Workshop + 2500 cases - initial data reported available for individual and group review  
Cloud contains save queries and researchers can select data based on multiple fields  
COPDGene™ Investigators can leave notes or define additional data collection

Video on COPD Desktop Application can be found here: <http://www.youtube.com/watch?v=8gZk97-AuhQ>

# Examples of Joint Work – COPDGene/BWH/IBM

