

# IBM Research...from Innovation to Impact

Open e-IRG Workshop Dublin on 22 May 2013





In February of 2012, The New York Times published an article that gave us a glimpse of the future practice of marketing.

NATE SILVER ON WHAT OBAMA SHOULD DO NEXT, P. 44      DON'T MOCK THE ARTISANAL PICKLE MAKERS, P. 14      A NANNY'S VIEW OF THE WORLD, P. 47      MANAGEMENT TIPS FROM 'DOWNTON ABBEY,' P. 52      GREECE CONFRONTS ITS SPARTAN FUTURE, P. 38      *It's the real thing! What's going on? News & analysis. P. 32*

## The New York Times Magazine

February 19, 2012

How your shopping habits reveal even the most personal information. By Charles Duhigg







## Infrastructure Blueprints for Application Architects

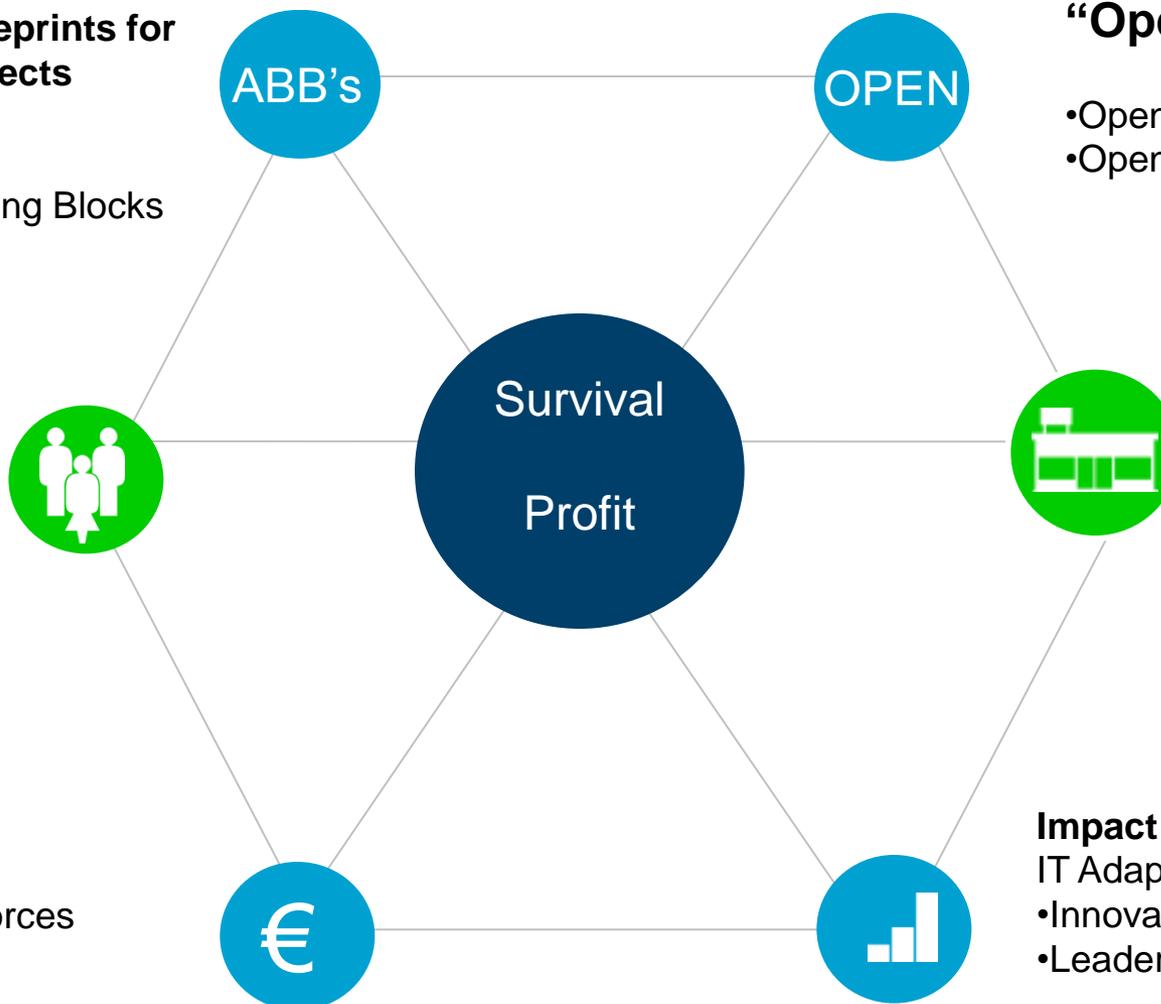
- Principles
- Core Capabilities
- Architectural Building Blocks
- Governance

## Skills

- Mathematics
- Engineering
- Research

## Insight

- Value Chain
- Porters 5 Forces
- SWOT



## “Open-ness”

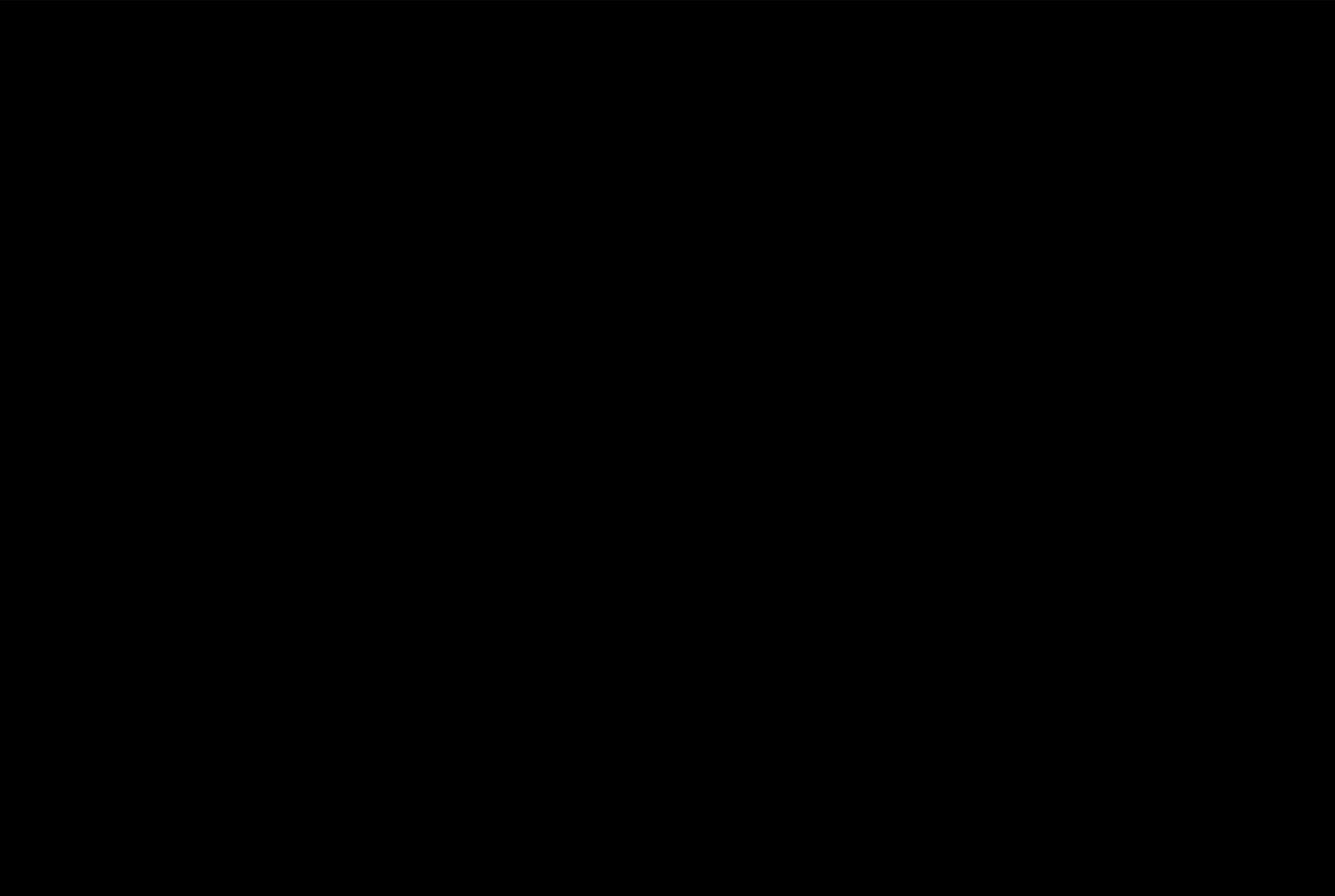
- Open Source
- Open Standards

## Experience

- Internships
- Graduates
- Msc. Phd. Research

## Impact

- IT Adaptation:
- Innovation
  - Leadership



## References:

### The Future of the IT Department: The Impact of Cloud Computing on IT roles:

<http://public.dhe.ibm.com/common/ssi/ecm/en/itw03003gben/ITW03003GBEN.PDF>



Thank You!

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