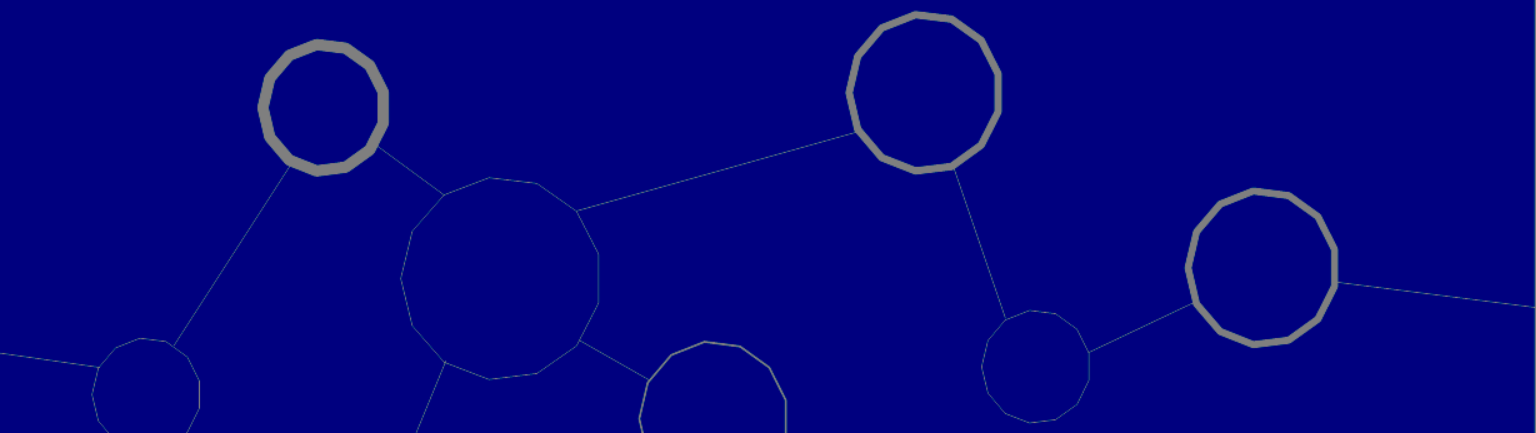


Smart Universities building Smarter Planet

Jyrki Koskinen
University Relations Nordics,
Community relations Finland
IBM Finland

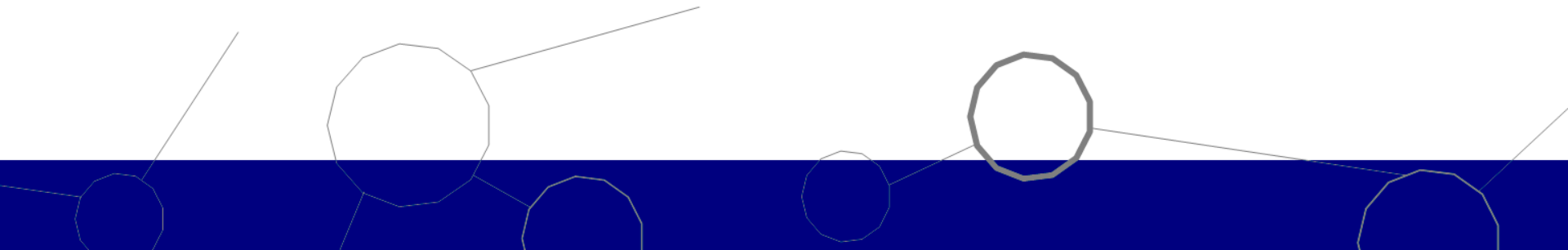


Jyrki Koskinen

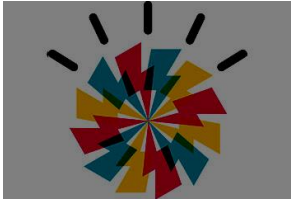
Jyrki Koskinen is in charge for IBM's University Relations in Nordic countries and Community relations in Finland.

Jyrki's ambition is to develop modern knowledge society, open information society and innovative services society for welfare in cooperation with academia, government, companies and non-governmental organizations.

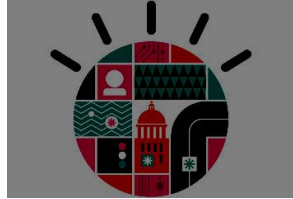
Jyrki has thirty years career in business and IT development. He has a Master's degree in University of Turku.



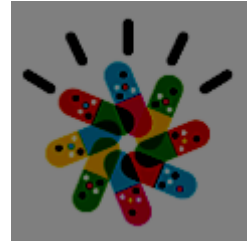
IBM for Smarter Planet



Smarter energy and utilities



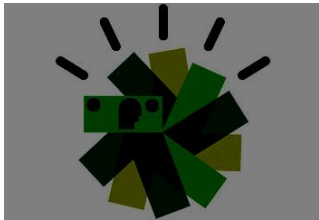
Smarter government



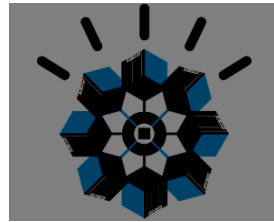
Smarter healthcare



**INSTRUMENTED
INTERCONNECTED
INTELLIGENT**

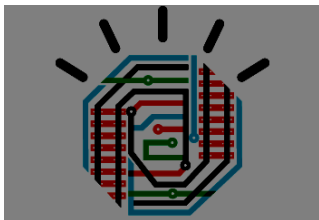


Smarter finance

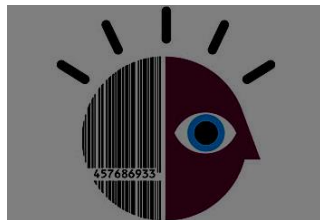


Smarter consumer products

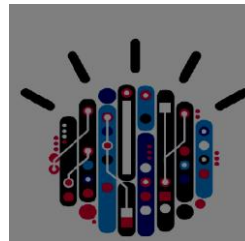
Smarter education



Smarter transportation



Smarter retail



Smarter electronics

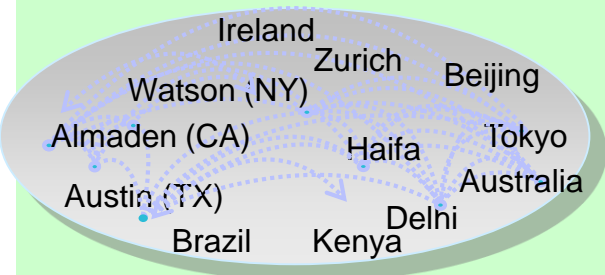


IBM R&D and University cooperation - Talents and Innovations

R&D for Smarter Planet

Largest IT research organization

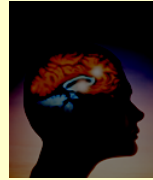
- >3,000 scientists, 12 labs
- Development centers in 18 countries



- Number 1 in patents for 21 consecutive years, 6.809 in 2013
- 5 Nobel Laureates



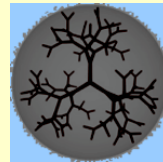
Behavioral Sciences



Chemistry

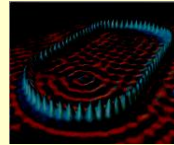


Computer Science



Mathematical Sciences

Electrical Engineering



Physics

Service Science



Education for future talents, innovations for welfare

IBM University Programs: What We Do: The “6 R’s”

1. Research

Research for understanding and innovations



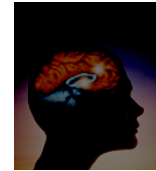
2. Readiness

Educate next generation talents



3. Recruiting

Jobs to build a smarter planet



4. Responsibility

Responsibility as part of company dna



5. Revenue

Value co-creation with universities



6. Regions

Regional innovation ecosystems for entrepreneurship, jobs, welfare



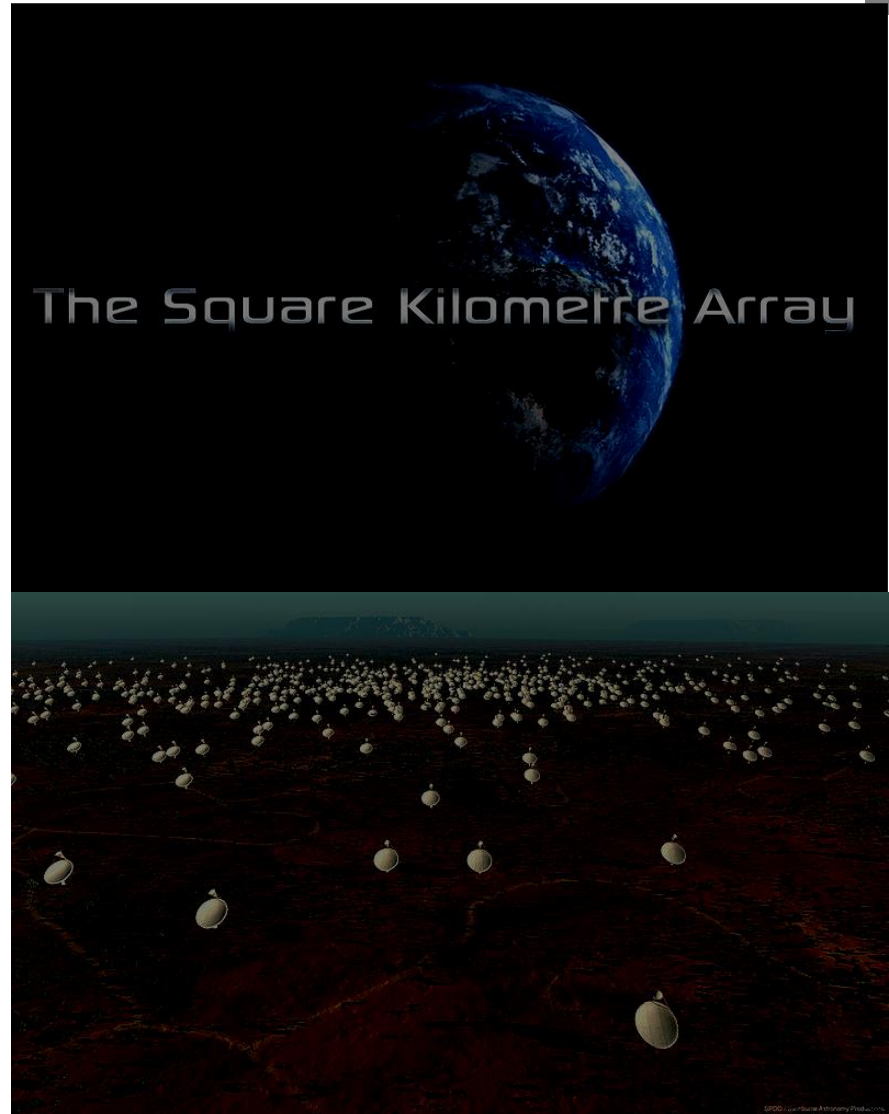
Research for understanding - From Big Bang to Big Data: ASTRON and IBM collaborate to explore origins of the universe



The Netherlands Institute for Radio Astronomy, and IBM started in 2012 a 32.9 million euro, five-year collaboration to research fast, but low-power exascale computer systems targeted for the international Square Kilometre Array (SKA).

The SKA is an international consortium to build the world's largest and most sensitive radio telescope.

Astron, IBM, University of Manchester





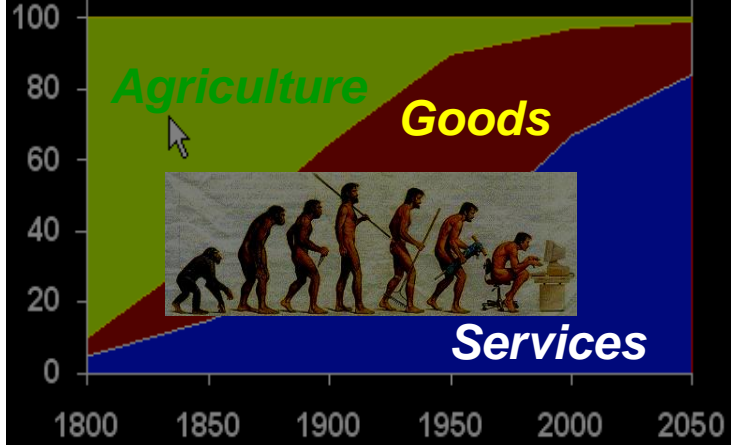
Readiness - next gen education for future talents - talent pipeline to fill in the need of the society

Aviva Hope Rutkin
September 12, 2013

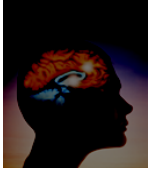
Report Suggests Nearly Half of U.S. Jobs Are Vulnerable to Computerization

Jobs vanish....
... but new is borne

Shift towards services and service dominant logic – in all sectors

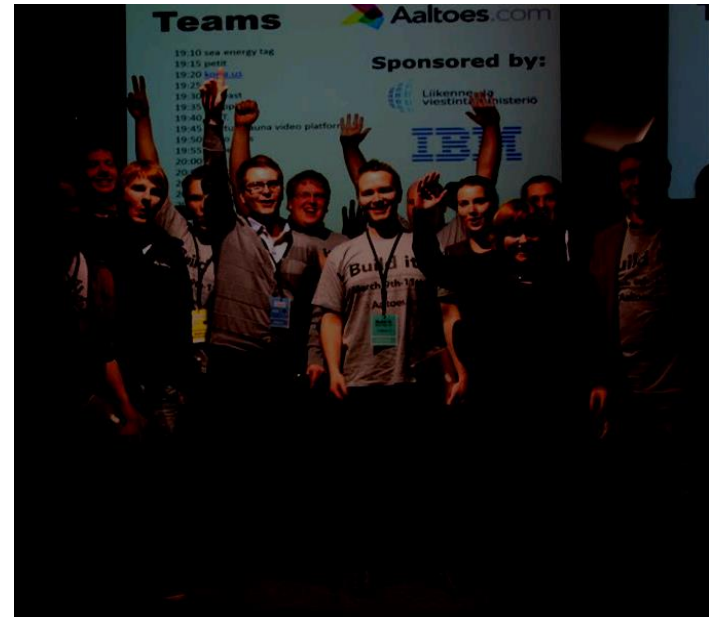


Recruitment - student coop to hire the best of the brightest



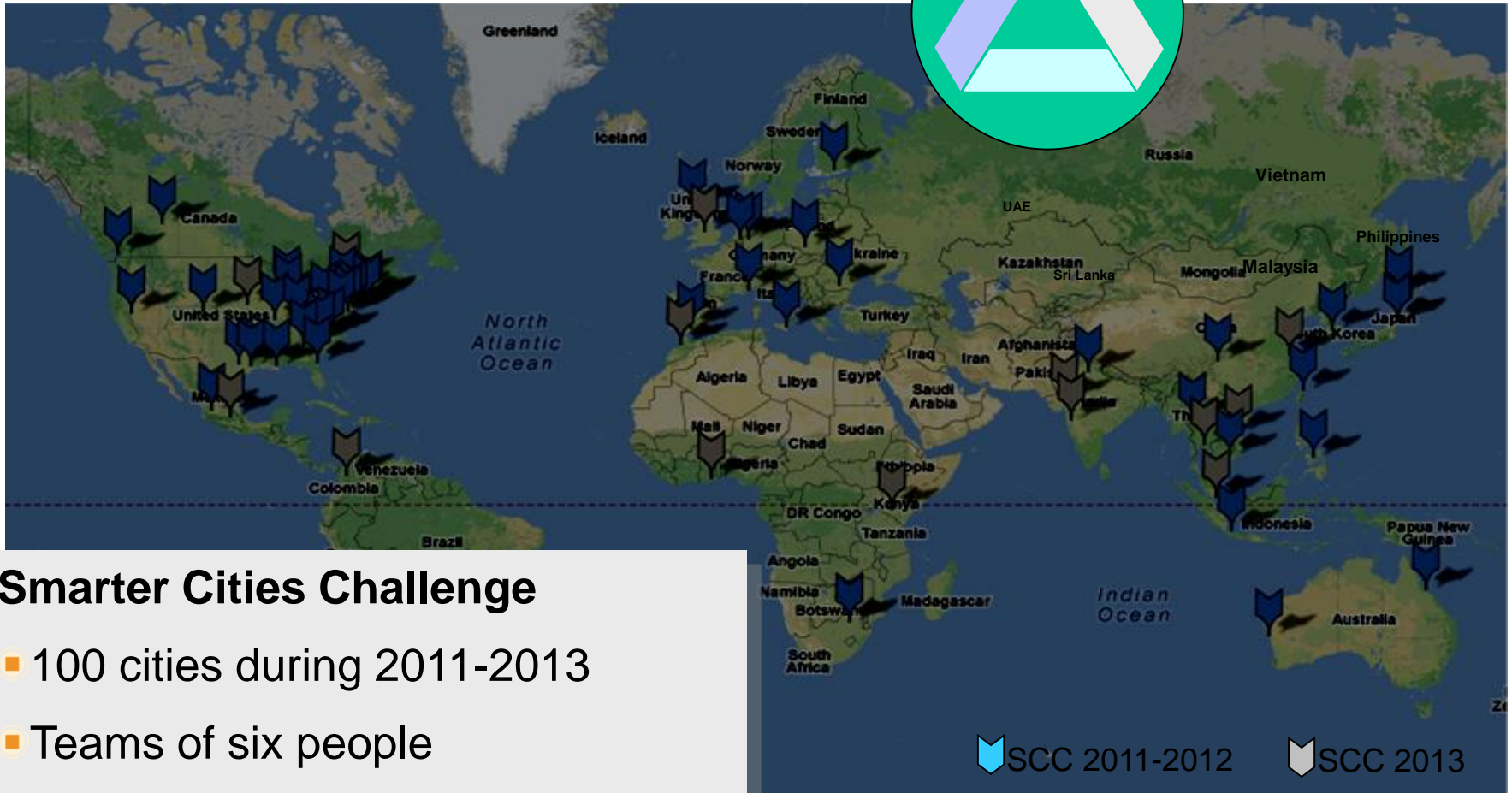
Excursions and events, contests and cases, thesis, interims, jobs,...

- **Elmo** eBusiness ecosystem /Jyväskylä, Fin
- **BuildIT** 48 hour hackathon as part of at WorldDesignCapital 2012 Helsinki
- Annual **IBM Best Student Recognition**



Brussels
2012

Responsibility - value co-creation together with the society with triple benefit



Revenue – creating value partnerships to implement the rest 5R's Exceptional Student Experience exploiting analytics



Admissions Departments

... attract and retain top-performing students by understanding drivers of performance and satisfaction



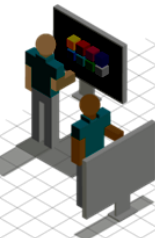
Rectors, Chancellors, Deans

...gain critical insights to manage and maximize resources—people, capital and processes—across their institution



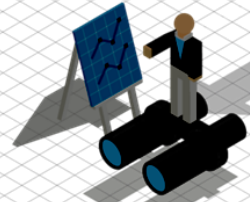
Instruction and Learning

... offer tailored course offerings by learning styles



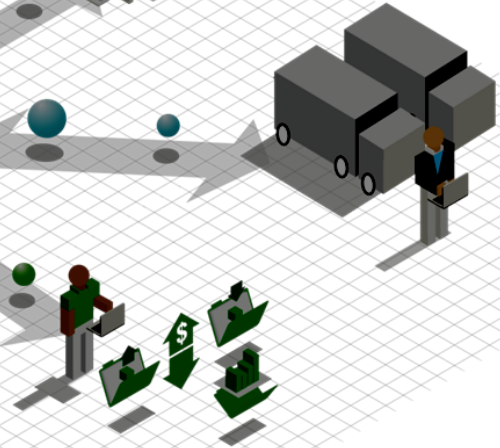
Students Success

... predict student success, identify at-risk students and reduce transfer and attrition rates



Budgeting and finance

... have real-time insights into budgets and could quickly determine trade-offs?



Curriculum Development

..build curriculums that addressed the needs of employers to ensure each student found a job?



Regions - ecosystems for innovation, jobs and welfare



The University of Bari

partnered with IBM to implement a cloud solution for the local fishing industry.

Real-time data and a virtual fish market allow fishermen to better manage and control inventory, while maximizing work efficiency and cost savings.

- 25% increase in income
- 70% faster time to market



The application lets now fishermen sell all the fish right from their boats – and they fish only according to the demand. No waste.

IBM University Relations

Tools for today. Knowledge for tomorrow.

IBM University Relations

Regional sites

IBM worldwide programs



IBM Academic Initiative

IBM Academic Initiative is a global program that offers no-charge access to resources to help faculty strengthen their educational programs so their students can compete in the job market of any industry. Become a member today.



University research, collaboration, and awards

IBM has a strong tradition of research collaboration with academia in universities around the world. IBM can help you advance your academic research, explore new opportunities, and connect with colleagues and programs worldwide.



IBM Watson

With its historic victory on Jeopardy!, IBM Watson ushered in breakthrough technology involving cognitive systems that can transform how organizations think, operate and decide. Prepare your students for this new era in computing.



Students for a Smarter Planet

Locally-based and student-led, these organizations are collaborating with other student groups, professionals, and policy makers to develop and implement innovative solutions that impact the world around us.



Business solutions for education

Meet education's toughest challenges: budget cuts, demand for specialized skills, and complexity created by alternative learning paths. Transform your institution with IBM hardware, software, and services.

Latest news, events, and opportunities



Smarter Planet Comes to You
Visiting 19 European universities
March-May 2013. Register now!



IBM Global Entrepreneur
IBM is looking for global entrepreneurs who want to build a smarter planet.



IBM education initiatives
Applying IBM technology and talent to solve social problems.

Latest tweets @IBMSkills

Join the conversation

<http://www.ibm.com/dev/elooperworks/university/>



Thank you!
Questions, comments?