

# LEUVEN



The LIRIS Blue Academy 2007-2008

## LIRIS Blue Academy 2007-2008



## Welcome !

*An initiative from L.I.R.I.S. and IBM Belgium*

*Martine Broekaert, University Relations Executive*

*Eric Michiels, Senior IT Architect, Academic Ambassador KULeuven*

## Objective and Organization

- Objective: offer students of the **Faculty of Economics and Business Sciences** and students of **other faculties as well**, a set of lectures about topics that are relevant **today and in the future**, in the world of **information technology** and their related **business challenges**
- Initiative by the **LIRIS** (Leuven Institute for Research on Information Systems), **IBM Belgium**, and **SAP BeLux**
- Most of the sessions are **embedded** in an education curriculum, and as such **mandatory** for its student community
- But also students taking **other education curricula are welcome**, and they must enroll by sending an enrollment form to **Jan.Vanthienen@econ.kuleuven.be**
- We start today with the **third** edition!
  
- More information:
  - <http://www.econ.kuleuven.be/eng/tew/academic/liris/education/BlueAcademy/academy0708.htm>

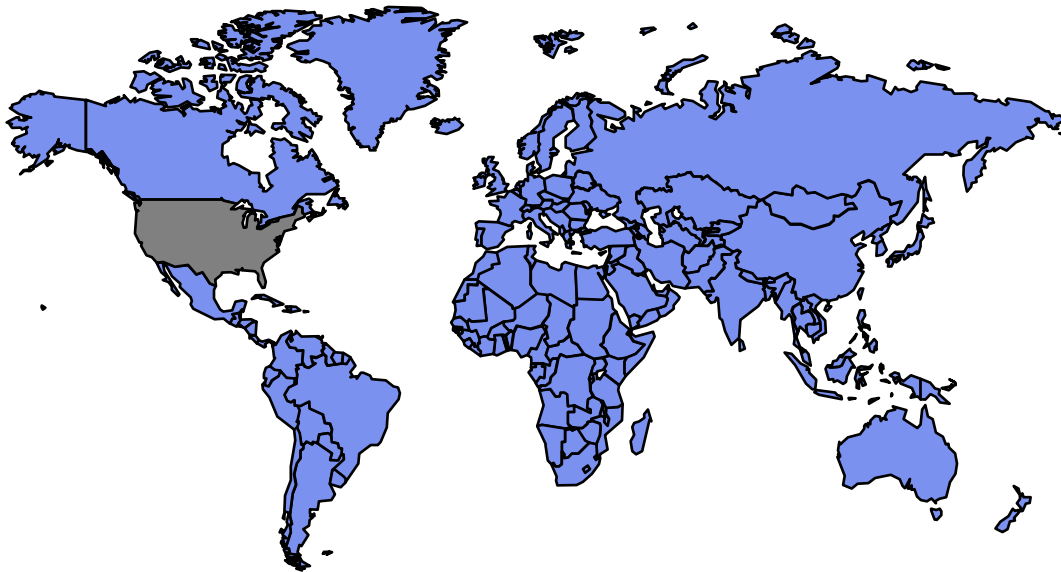
# LIRIS Blue Academy Program 2007-2008

- Business Development in Virtual Worlds – November 13, 2007 [19:00-20:30] (HOG 00.50)
  - Philippe Borremans, Business Development Executive
- LINUX – November 26, 2007 [16:00-18:00] (HOGM 00.74)
  - Ludwig Van den bergh, Technical Director Systems and Technology Group
  - Björn Mantels, Linux Product Services Professional
- Innovation with IT – November 29, 2007 [9:00-11:00] (VHI 02.29)
  - Jacques De Kegel, Sensor & Actuator Solutions Leader BeNeLux
- Service Oriented Modeling and Architecture – December 12, 2007 [11:00-13:00] (VHI 00.41)
  - Bert Peeters, Senior IT Architect
  - Eric Michiels, Senior IT Architect
- Secure Logistics – December 17, 2007 [16:00-18:00] (HOGM 00.74)
  - Jacques De Kegel, Sensor & Actuator Solutions Leader BeNeLux
- Proof Of Technology: Software Design and Construction – Feb.18 2008 [9:00-17:00] (IBM Forum)
  - Wim Drossaert, Consulting IT Specialist
- Setting Up and Optimizing Business Processes in HR – March 20, 2008 [9:00-11:00] (VHI 01.29)
  - SAP BeLux
- Unified Communications – April 21, 2008 [11:00-13:00] (HOGM 01.74)
  - Alain Verheyden, ISV Alliance Manager
  - Maarten Raeymaekers, IT Specialist

**Part of course**  
*Open Session*

# IBM is a Globally Integrated Company

- Corporate Headquarters: Armonk, NY
- Serving customers in 174 countries worldwide
- Nearly 60 percent of revenue generated outside the United States



Leading “Information Technology and Services Company”



Samuel J. Palmisano  
Chairman, President and CEO

	2006
Revenue	\$ 91 billions
Net Income	\$ 9 billions
Employees	340.000

## IMT BeNeLux Team



General Manager IBM BeNeLux  
**Harry van Dorenmalen**



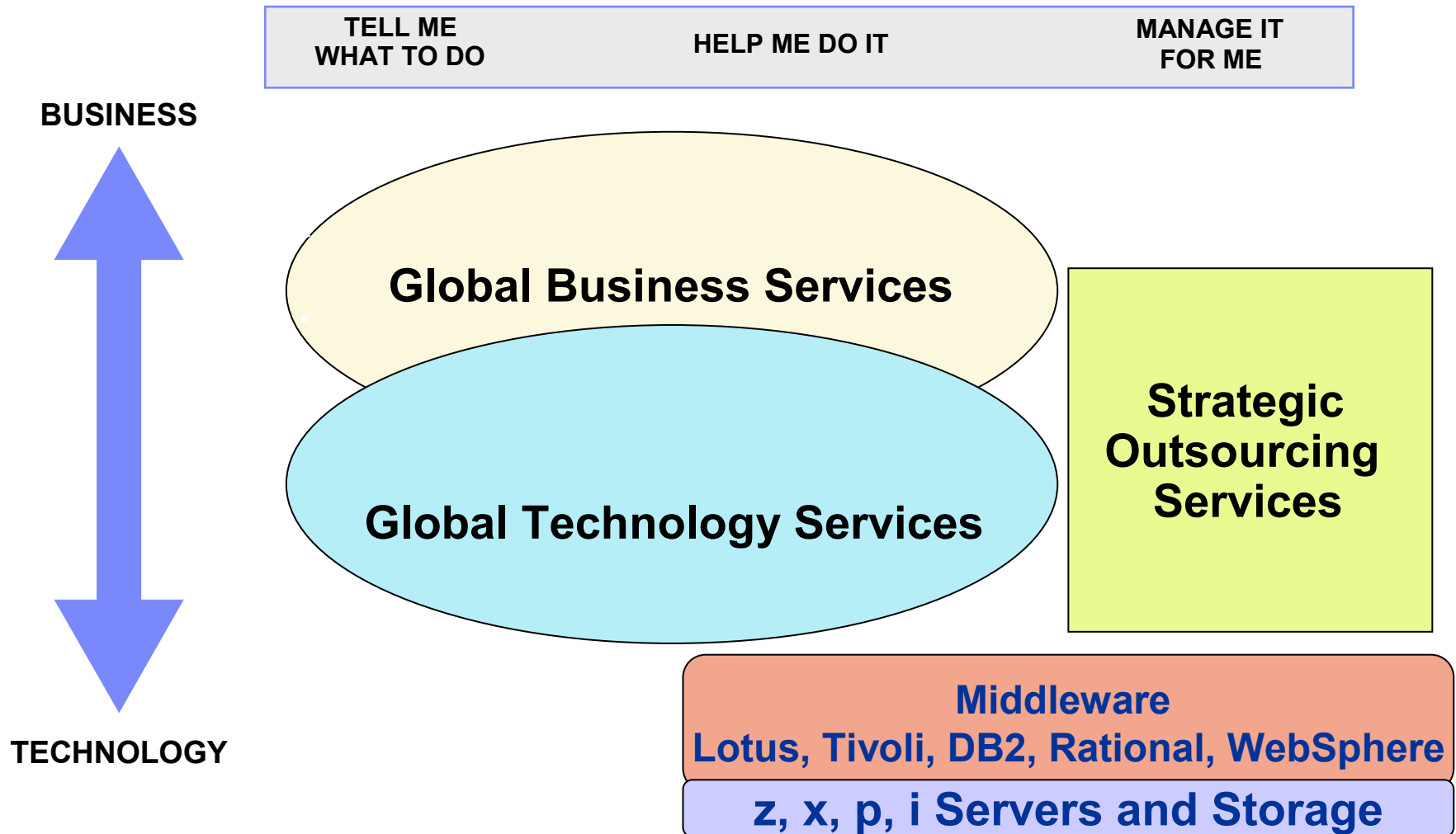
Country General Manager BeLux  
**Bart Van Den Meersche**

### IBM Belgium-Luxembourg

- 2650 employees
- +/- 1900 in Services,
  - 1961 men (74%) ,
  - 689 women (26%)





# IBM's End-To-End solutions from products to services



## Offerings at a Glance

- Services
  - Business, Technology oriented
  - Outsourcing of infrastructure, applications, development
- Hardware
  - System z, System p, System i, System x, Storage

- Software

 Information Management Software  software  software  software  software

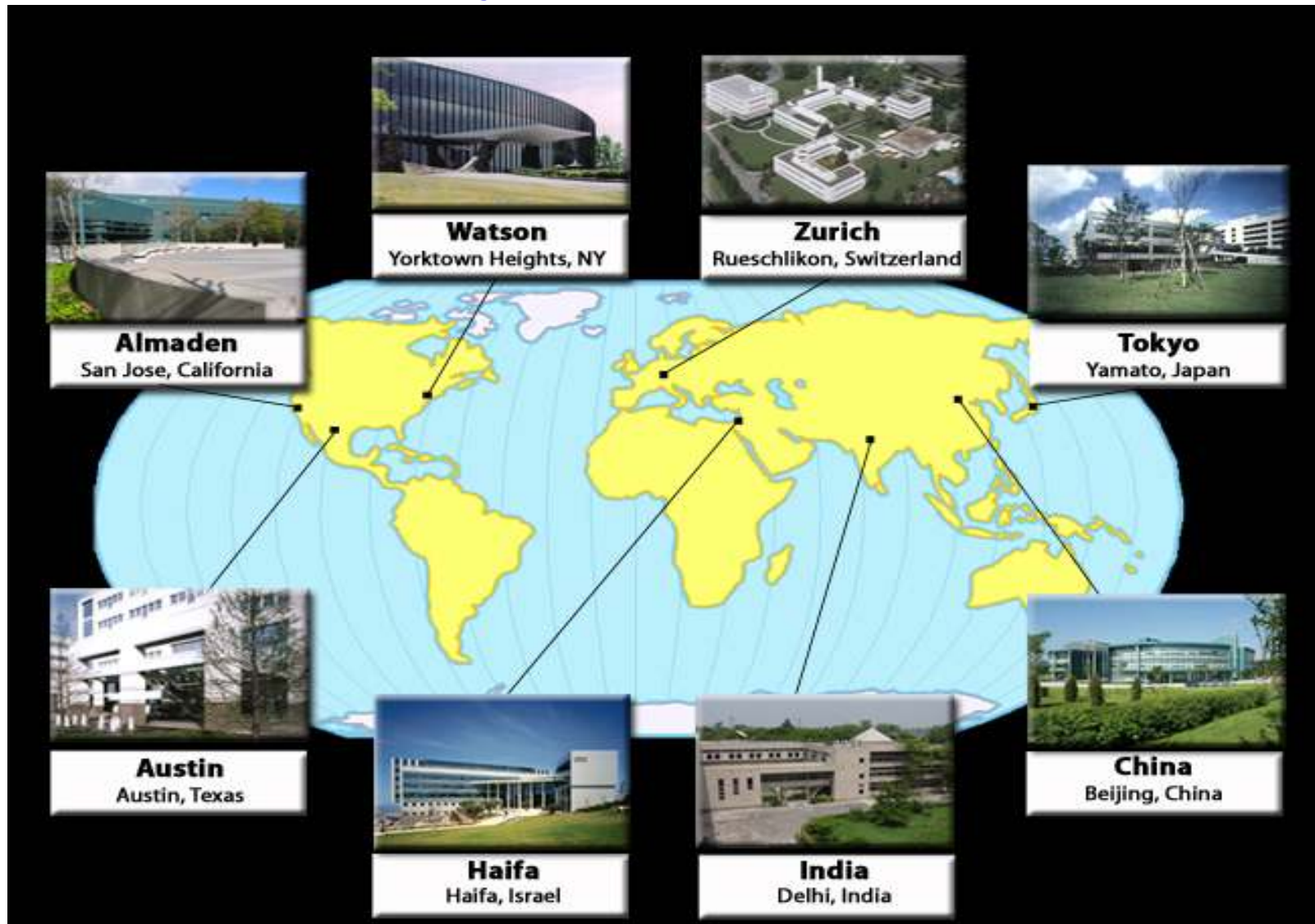
- Global Financing

- *Partnerships*

- *Industries: FSS, PUB, IND, COM, DIS, SMB*

# IBM Research Worldwide

*3000 Researchers in eight labs around the world – 5 Nobel Laureates !*



## The Values of IBMers



**Dedication to  
every client's  
success**



**Innovation that  
matters – for our  
company and for  
the world**



**Trust and personal  
responsibility in all  
relationships**

## What can IBM mean for you ?

- LIRIS Blue Academy Program
- Academic Initiative : courseware, software and more
  - <http://www-304.ibm.com/jct09002c/university/scholars/academicinitiative/>
- Extreme Blue
  - Worldwide program of the Center for Advanced Studies (CAS) to stimulate talent, technology and business innovation, by connecting **IBM, clients and students**
  - In the period between beginning of July and Mid September, IBM runs Extreme Blue projects worldwide
  - 2007: 4 University students at Belgacom, 2 from KULeuven:
    - [Jan Van de Poel, Engineer Computer Sciences at KULeuven](#)
    - [Ruben Vermeersch, Bachelor Informatics at KULeuven](#)
- IBM Master-class
  - Business Challenge is proposed to students who have to come up with a solution in team
  - 2007: [Christophe Gommers, 2nd Year HIRBI at KULeuven](#)

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LIRIS Blue Academy  
2007-2008



*ENJOY THE PROGRAM !  
ASK QUESTIONS !  
TELL IT TO YOUR FRIENDS !*

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