

What makes you special?

George Bailey:

Every client is special. Every client has a different business value, proposition he needs to make. And what the client needs to think about is, "How can it differentiate? How can it be special in the marketplace? And make sure it isn't just adopting some formula everyone else has adopted.

Paul Horn:

It could be a unique business model. It could be a unique product or service. It could be a unique approach to how you create value for your customers.

George Bailey:

It can be a new technology. It can be a new business model. It can just be new ways to delight your customers. And change is hard but it's the most rewarding thing you can do in an organization.

Jon Iwata:

We like to deal with innovators. And we like to deal with clients who see themselves as progressive, modern, different.

Nick Donofrio:

It's all about inventing, creating, and discovering.

Paul Horn:

What makes you special is unique to the individual or to the company.

What does it take to stand out?

Paul Horn:

What you need to be a leader is to be able to continue to reinvent yourself.

Shanker Ramamurthy:

The old pattern I'm of thinking that business models are something that will stay on forever and all you need to do is to do things faster, better, cheaper, those days are gone.

Jon Iwata:

Just when you think you've got it, the world changes. New technologies are born. New kinds of competitors. And you find yourself in a very constrained space.

Saul Berman:

Suddenly the executive who doesn't get with it, who doesn't experiment with new innovation, even though it may disrupt their existing business and their existing success, is taking an awful big risk about the future.

Shanker Ramamurthy:

So we think of innovation as a journey rather than a destination.

How do you make the journey?

Ajay Royyuru

The problems that confront us today are more challenging. And they actually require, not just one individual, but many individuals working together and not just one institution but a collaboration between institutions that distinguish themselves in various disciplines. And you are to bring these together to make progress.

Virginie (Ginie) Rometty

Many companies thought of themselves as vertically integrated businesses. They did everything for them, themselves. And what do we do for them? They are really looking for one partner who can actually help run their whole back office, so they can stay focused on what they do on the front end which is all about product development for a consumer.

George Bailey

You look around the world and you source from the best place to solve a particular issue you're working on. That means you may go to Eastern Europe someday for some particular talent that you're looking for. It might be Brazil. It might be India. And in fact, it's the best people, for the best job, at the right time.

Harriet P. Pearson

Collaboration is all about opening up. Opening up your ideas. Being willing to take a risk. Take a chance, and share it.

Saul Berman

To really innovate, you have to get ideas from outside your four walls as well as from everybody within your four walls. And we're great believers. We practice that every day of the week. And we think increasingly there is a way for our clients to learn from that experience and work as they develop their own innovation path for the future.

Why is IBM a good guide?

Paul Horn:

We would like to be the company that is known for being the innovator's innovator. You do that by providing unique sets of skills and values and solutions that no other company can provide.

Irving Wladawsky-Berger:

We are maniacal about understanding the technology changes, the market changes, the societal changes, the business opportunities, the competitive threats.

Jon Iwata:

What I think that really advantages us are the relationships we have with clients around the world and what that gives us is a deep understanding of what is happening in the world today.

Saul Berman

At your moment of truth, you really need to find a business partner that can help you be successful as you go forward.

George Bailey

When you work with IBM and you describe your business issues, you're not going to get a powerpoint deck back in return. You're going to get a solution that works. That's implemented and executed. We're going to stay with you. We'll hold ourselves accountable for the results. We'll make it happen. This is not just a "dog and pony show" and a great idea that later you have trouble executing. This is all about results delivered.