

Description

Global e-business Solution Center (GeSC) is a Technical Core Competency Center focused on working with IBM customers worldwide to architect, integrate, and test scalable, leading edge solutions. The GeSC combines the expertise of highly skilled architects and specialists and an extensive lab environment to architect and validate end-to-end solutions by building and integrating a vertical slice of the solution, and testing the functionality of the architecture. The GeSC was initially established in 1992 to provide architecture technical support for Client/Server solutions in a multi-vendor environment using open systems standards. This evolved to support IBM's Network Computing initiative in the mid-90s. In 1995, this team started a performance analysis competency, and has been a member of IBM's Olympics team to provide performance testing/analysis support for the 1998 and 2000 Games. Since 1998 the GeSC team has been providing technical architectural leadership worldwide to IBM's e-business solution customers. Based on this extensive end-to-end solution experience, IBM selected the GeSC to build and deliver industry specific integrated solutions.

Integrated Industry Solutions

These Integrated Industry Solutions are based on key business areas such as Customer Relationship Management (CRM), Public e-Markets and Private Exchanges. The GeSC works closely with IBM's Industry Sector leaders and their customers to understand the unique requirements of a specific industry. These requirements are defined and demonstrated using business scenarios. The GeSC then architects and integrates end-to-end solution prototypes using these business scenarios. The solution architectures and prototypes include the integration of best of breed ISV and IBM applications and products for the specific industry environment and requirements. The Prototypes demonstrate the integration required to solve business problems and validates IBM's capability as a Solution Provider. From the solution prototypes, the GeSC provides IBM Global Teams a set of solution deliverables that includes Reference Architectures. Sales support is provided geographically by e-business Solution Centers in EMEA and AP with the GeSC providing overall global support. Using these proven deliverables allows customers to reduce risk, shorten the solution implementation cycle, and accelerate their time-to-market.

Integrated Industry Solutions that have been developed are:

- On Demand Workplace which provides integrated tools to improve workforce effectiveness and productivity

- Distribution Private Exchange which provides an environment for Trading Partner Collaboration of CPG Companies and Retailers
- Bank Branch Transformation is about the updating, replacement, and re-engineering of processes and systems, which support staff and customers.
- Personal Financial Services are Customer Insight initiatives that demonstrate Customer Centricity and Wealth Management capability so Financial Institutions can better meet their customer expectations. Resources.
- The IBM Extended Enterprise Collaboration is about improving the human collaboration of all participants (including suppliers) in an Automotive Engineering Change Request (ECR) process.
- Global e-Government Cross Agency Collaboration Architecture and Solution to facilitate communication and collaboration between multiple governmental and nongovernmental entities.
- Government e-Services seamlessly integrates systems and applications to provide services to constituents from the constituent's perspective.

GeSC Resources and Contacts

The Global e-business Solution Center web site contains more information on the GeSC and the Integrated Industry Solutions:

<http://w3.ibm.com/support/stss/gesc.html>

The Global e-business Solution Center is available to support you in your industry on-demand solutions. Our mission is to provide architectural and end-to-end technical sales support to the sectors to help IBM win and customers succeed with integrated e-business solutions. Specific areas we can support you with your customer opportunities include:

- Provide sales support assistance in a variety of forms including phone support, customer-facing presentations and providing demonstrations.
- Workshops for customers leveraging our Industry Solution Prototypes.

Contacts:

- **Public and Communications Sectors – Julia Fox**
- **Industrial and Distribution – Keeley Weisband**
- **Financial and GSMB – Catherine McCauley**