prio De toekomst van het ICT-beroep

Leofwin Visman

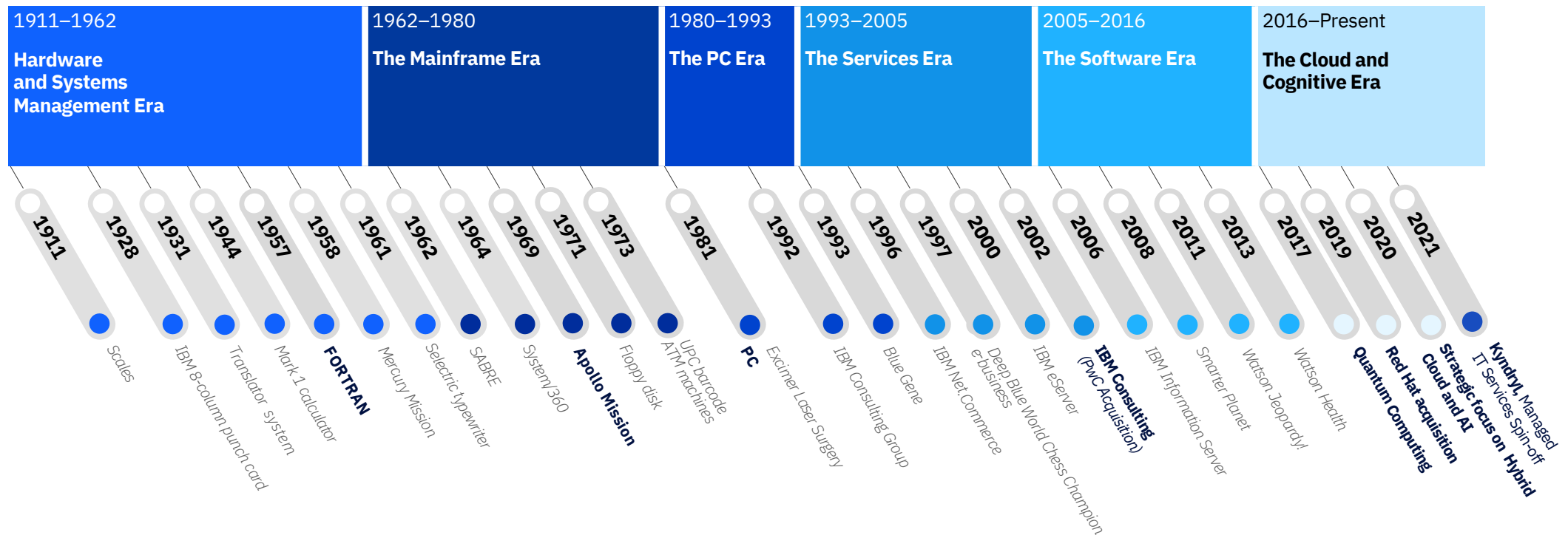Managing Director

- 25 Years of service

- Several roles in IBM

- Team of software devs

- Growing talent

IBM Client Innovation Center
Netherlands

Transformation of IBM

For the past 100+ years, IBM has continuously refocused—powering the evolution of business and society

1911–1962	1962–1980	1980–1993	1993–2005	2005–2016	2016–Present
Hardware and Systems Management Era	**The Mainframe Era**	**The PC Era**	**The Services Era**	**The Software Era**	**The Cloud and Cognitive Era**

1911 — Scales
1928 — IBM 8-column punch card
1931 — Translator system
1944 — Mark-1 calculator
1957 — **FORTRAN**
1958 — Mercury Mission
1961 — Selectric typewriter
1962 — SABRE
1964 — System/360
1969 — **Apollo Mission**
1971 — Floppy disk
1973 — ATM machines
1981 — UPC barcode / **PC**
1992 — Excimer Laser Surgery
1993 — IBM Consulting Group
1996 — Blue Gene
1997 — IBM Net.Commerce
2000 — e-business / Deep Blue World Chess Champion
2002 — IBM eServer
2006 — **IBM Consulting (PwC Acquisition)**
2008 — IBM Information Server
2011 — Smarter Planet
2013 — Watson Jeopardy!
2017 — Watson Health
2019 — **Quantum Computing**
2020 — **Red Hat acquisition**
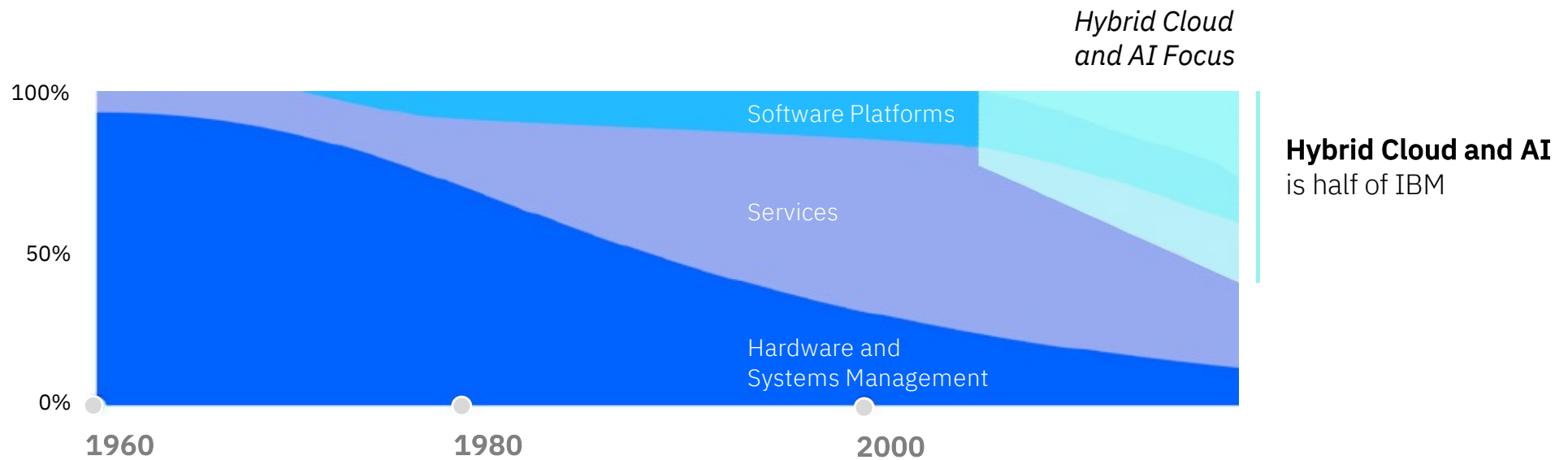**2021** — **Cloud and AI Strategic focus on Hybrid** / **Kyndryl,** Managed IT Services Spin-off

IBM

Transformation of IBM

Throughout our history, we have transformed from a hardware-centric to a technology and services-oriented company

In 1960, hardware and systems management made up 90% of IBM revenue. **Today it is less than 10%.**

Hybrid Cloud and AI Focus

Hybrid Cloud and AI
is half of IBM

Software Platforms

Services

Hardware and
Systems Management

100%

50%

0%

1960 1980 2000

IBM

Generative AI is driving impact across domains and industries

Enhanced AI capabilities...

Summarization eg. call center interactions, documents such as financial reports, analyst articles, emails, news, media trends etc.

Conversational Knowledge eg. reviews, knowledge base, product descriptions etc.

Content creation eg. personas, user stories, synthetic data, generating images, personalized UI, marketing copy, email/social responses etc.

Code creation eg. Code co-pilot, code conversion, create technical documentation, test cases etc.

OpenAI ChatGPT Microsoft salesforce aws
IBM Google Meta Open Source

... supporting enterprise use cases across domains and industries

Customer Care
- Agent assist
- Personalization
- Sentiment analysis
- Content generation
- Call center transcripts

Digital Labor
- Summarization
- Knowledge search
- Analysis and reporting
- Contract development
- Content creation

Retail
- Sales summarization
- Hyper Personalization
- Product classification
- Computer Vision
- Price Optimization

Healthcare
- Prior Auth, Benefits admin
- Regulatory reporting
- Real World analysis
- Explain claims, benefits
- Summarize history

Public/Fed
- Govt forms translation
- Policy research
- Explain citizen benefits
- Summarize cases
- Regulatory compliance

IT Operations
- Technical documentation
- Coding copilot
- Test case development
- Compliance monitoring
- Network optimization

Cybersecurity
- Error log/root cause analysis
- External threat analysis
- Incident response
- Report generation
- Documentation

Industrial
- Technical documentation
- Industrial design
- Production optimization
- Recall analysis
- B2B back-office AI

FSS
- Know Your Customer KYC
- Wealth Mgmt. AI
- Regulatory changes
- Summarize earnings etc.
- Automate personalized email

Telco
- Offer personalization
- Network optimization
- Explain bill
- B2B back-office AI

EXAMPLES

... delivering rapid business value

Large global payments firm achieved **91% accuracy** and near real-time insights into customer complaints to rapidly react to emerging issues

Large global Telco achieved **90% reduction** in time to insights unlocking **$20M+** in operational improvements identified from agent conversations

Large global Bank achieved **25% improvement** in conversational AI accuracy and **80% efficiency** gain in testing and classification

Large global Bank reduced **30,000 hrs** of internal audit across **5,000+** controls needed to maintain regulatory compliance by analyzing control documents at scale

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Enterprise workflows with Gen AI and Automation- where will initial impact be?

Interactive Automation - Redefine enterprise workflows, revolutionizing interactions

- Profound user engagement facilitated by chatbots that possess hyper-personalization, contextual awareness, and the ability to autonomously fulfill user requests through automation

Value
- Enhanced Efficiency and Productivity
- Personalized Client Interactions
- High levels of engagement and satisfaction

Improved & Increase Automation

- Greater levels of direct automated processing involving entities, metadata, and the extraction of specific details during document digitization.
- Impactful workflow automation achieved through the utilization of super-contextual generated content.

Value
- Personalized Customer Communication
- Reduced Errors and Improved Accuracy
- Enhanced Data Insights
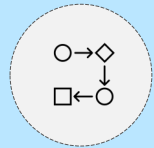
Accelerate Automation : The infusion of Gen AI and Automation into enterprise workflows accelerates the pace

- As a Code Generation Assistant, facilitate the creation of code, configuration, and boilerplate content, expediting the development of Automation and various applications.

Value Proposition
- Reduced Development Time
- Enhanced Productivity
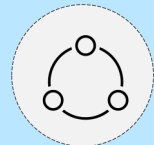- Reduced Errors and Bugs
- Rapid Prototyping and Iteration

Understand data for Automation: Comprehending data to actionable recommendations that fuels Automation
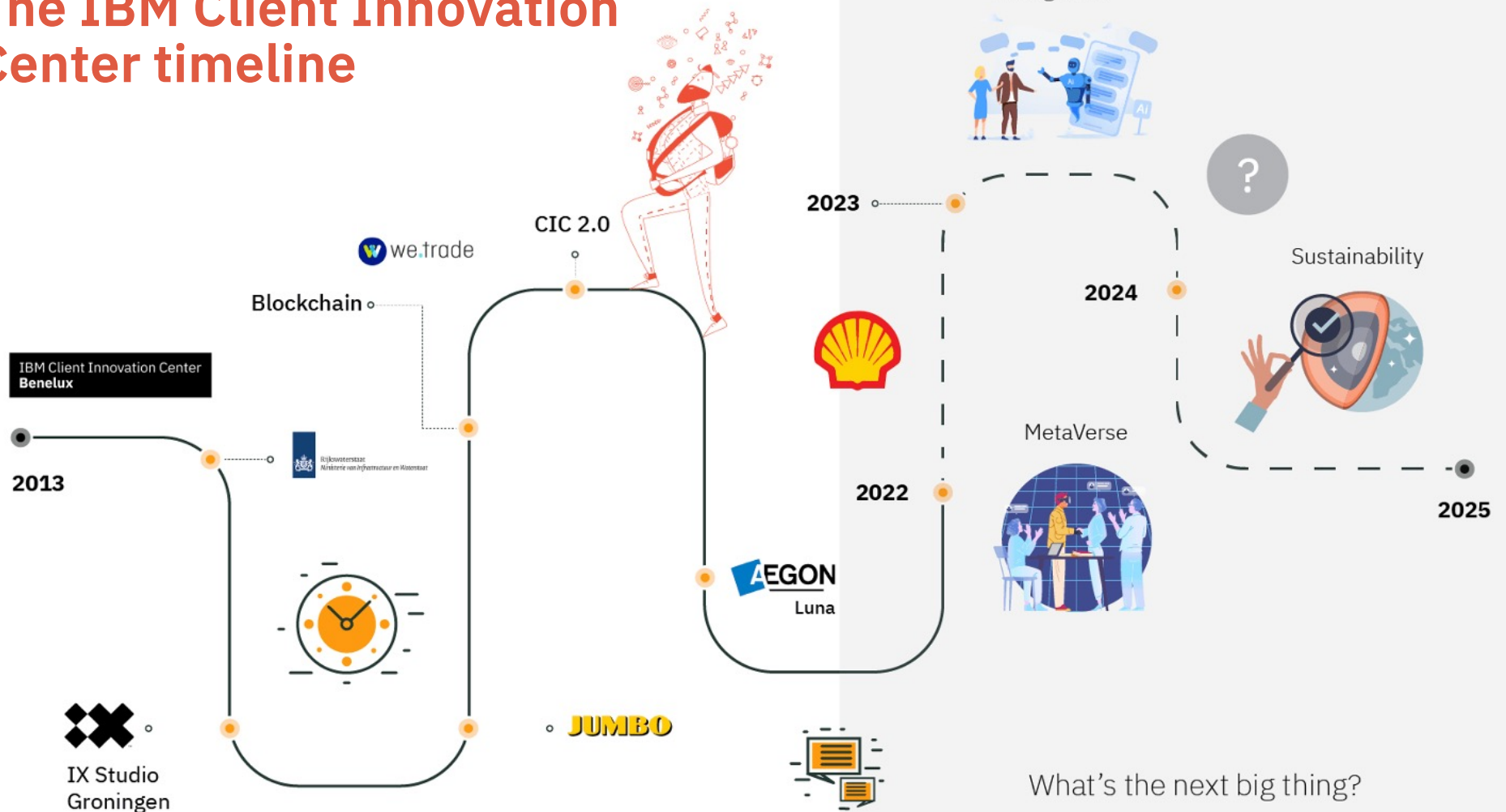
- Enhanced Automation Capability for Process Discovery and Analysis, serving as an Assistant to help users comprehend and succinctly summarize automation artifacts.

Value Proposition
- Process Optimization
- Process Bottlenecks Identification
- Process Standardization and Improvement

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The IBM Client Innovation Center timeline

2013

IBM Client Innovation Center **Benelux**

IX Studio Groningen

Blockchain

we.trade

CIC 2.0

JUMBO

AEGON
Luna

2022

2023

2024

2025

Nextgen AI

Sustainability

MetaVerse

What's the next big thing?

Our CORE values

Agility
Continuous improvement, feedback & flexibility

Design first
Focus on the user and all else will follow

Diversity
It takes all kinds

Empower our people
We know where our strength lays

Engagement
Involved early and actively

Fun
Work hard, play hard

Creativity
From ideation to product

Innovation
Education, research and eminence

Quality
Solutions we can be proud of

Teamwork
Collaboration, knowledge sharing, coaching

En wat is dan de toekomst van het ICT-beroep?

Technologisch / vakgebied

- Generative AI / Data / Analytics
- DevSecOps
- Java
- Full Stack
- Mobile
- SAP S4/Hana
- Salesforce / Workday
- Design
- Project management

Certificeringen cruciaal!

Kenmerken 'werken in ICT'

- Projectwerk in multidisciplinaire teams
- Geven en ontvangen feedback
- Agile/Scrum met dagelijkse routine
- Blijven leren

En een medewerker verwacht

- Werken met nieuwe technologie
- Meteen het ideale project

De werkelijkheid is

- Investeren in specifiek domein
- Geduld nodig

IBM

**IBM Client Innovation Center
Netherlands**

CIC Netherlands

Claudya Stevany · 1st
MA Graduate @ University of Groningen | Communicat...
1yr · 🌐

On Thursday (23/06), Thanos Xenos and I were invited to attend the final presentation by the masters student of International Communication of Hanze University of Applied Science, Groningen. They prepared the communication toolkit to help IBM Client Innovation Center (CIC) Netherlands in Groningen to better communicate the Corporate Social Responsibility (CSR) activities, both internally and externally. We were amazed by excellent ideas that were presented to us. Shout out to the students who already worked hard on this project, and thank you Jülide Kont for having us!

#IBMCICNetherlands #IBMCICGroningen #IBMCICEindhoven #IBMCICAmsterdam #IBMCICNL #Groningen #innovation #CSR #HanzeUAS

Marionne Bos is nu sinds een jaar UX Designer bij IBM CIC. Marionne deelt haar ervaringen bij IBM CIC: ze is geïnspireerd door de cultuur van IBM CIC die haar helpt in continue groei enverbetering in haar carriere.

Heb je interesse in een baan bij IBM CIC Nederland?
https://lnkd.in/eQ93SiTe

Wil je meer over ons weten? https://lnkd.in/e86VVQwQ

#IBM #IBMCICNetherlands #IBMCICGroningen #IBMCICAmsterdam #IBMCICEindhoven #IBMCICNL #Tech #Vacancy

Leofwin Visman · You
Managing Director and Board Member at IBM Client I
1yr · 🌐

We enjoyed having kids from the Joseph Haydnschool visiting Groningen thanks to AdoptIDee and many colleagues!
...

> Ik vind de cultuur bij IBM CIC Nederland heel inspirerend. Mensen staan erg open voor vragen en willen graag helpen. De inspirerende sfeer, de projecten en de diversiteit vind ik ook erg leuk.

Joseph Haydnschool Students from AdoptIdee visited IBM Client Innovation Center Netherlands in Groningen

Thanos Xenos · 1st
Talent Acquisition Partner at IBM
2mo · 🌐

Yesterday, me and Sofia Maia da Silva had the opportunity to represent IBM Client Innovation Center Netherlands on the "Meet Your Future in Sustainability" event at the Energy Academy Europe building of Hanzehogeschool G ...see more

Thanos Xenos · 1st
Talent Acquisition Partner at IBM
8mo · 🌐

We are very pleased to welcome Juanita Parra, Luuk Peper, Ayla van der Wal, Jeanine Smith, Vanessa Sekáčová, Milton Díaz López, Toby Westerweel, Wim Meulenkamp and Ludo Brouwer to IBM Client Innovation Center. We are excited to have you on our team and looking forward to seeing you grow with us. ✨🚀

#IBMCICNetherlands #IBMCICGroningen #IBMCICAmsterdam #IBMCICEindhoven #onboarding #newcareer

For sure a proud moment last week when we signed a partnership agreement with the Faculty of Economics and Business - University of Groningen. A great opportunity for both organisations focussing on growing talent in many different areas like digital transformation, blockchain, data and AI. Looking forward to our collaboration!

#IBMCICNetherlands #IBMCICGroningen University of Groningen IBM #digitaltalent #innovation

Peter Verhoef Phaedra Kortekaas Yves Van Seters Wijnand Aalderink Johan Heij

Please find here the official announcement (https://bit.ly/3At6gsf) and video (https://bit.ly/3Axh6gX)