



Innovation That Matters

IBM

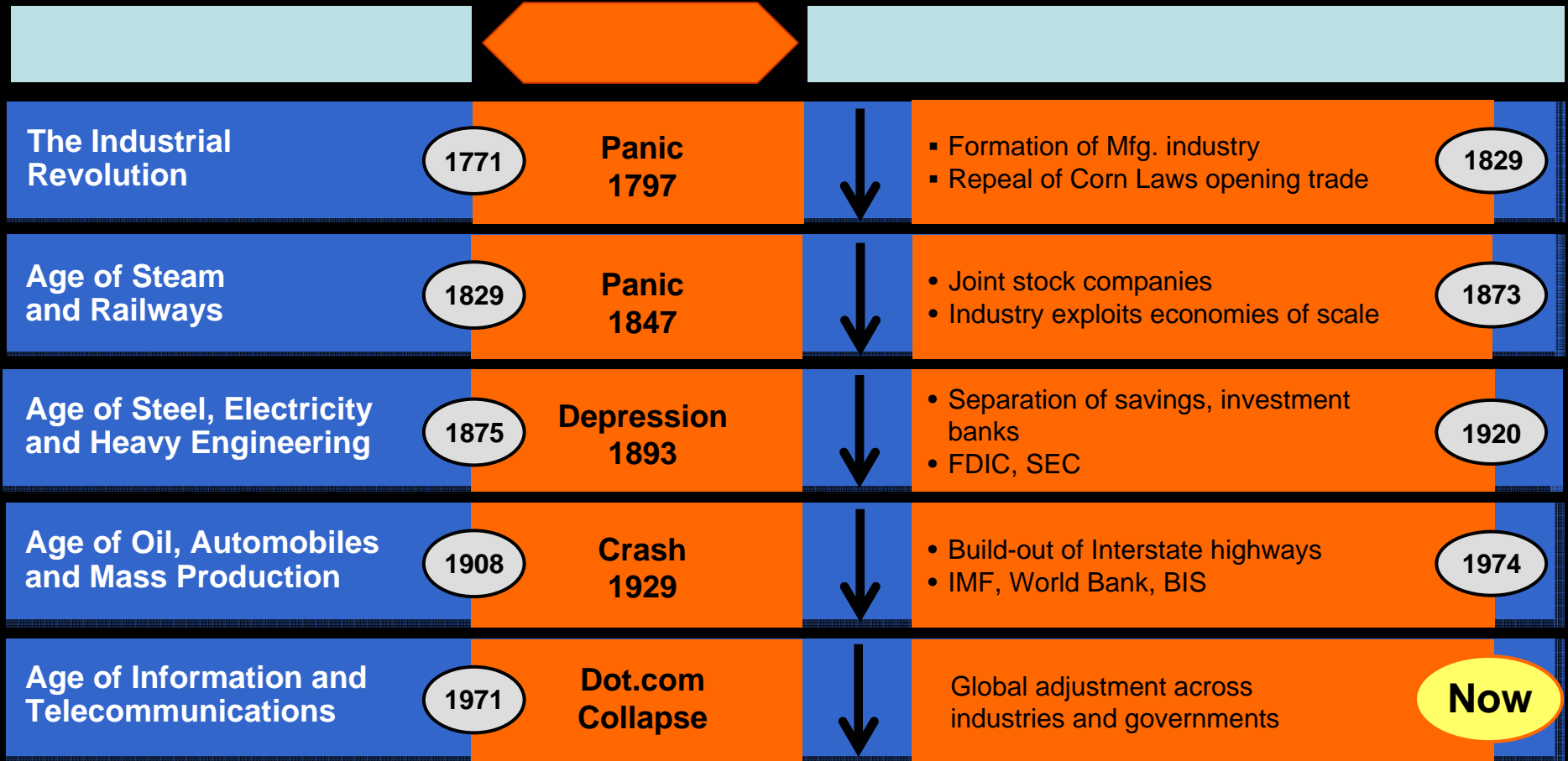
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Innovation resides at the intersection of invention and insight, leading to the creation of social and economic value

National Innovation Initiative



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 Sam Palmisano



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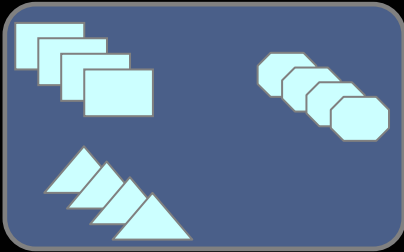


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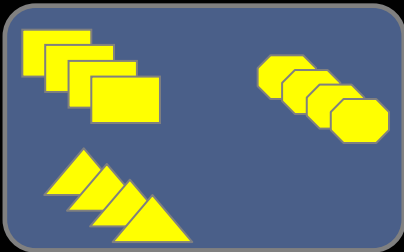
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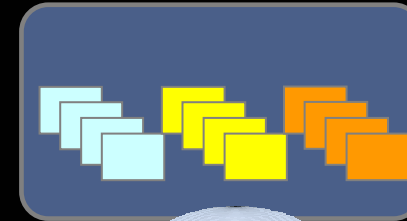
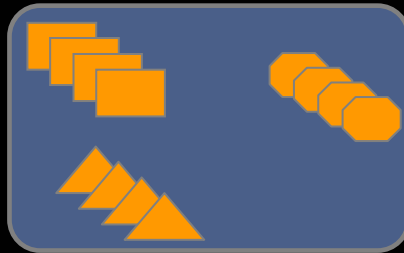
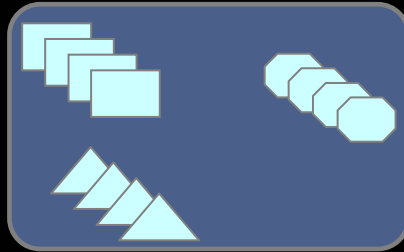
National (Local)

Physical, technology, legal, cultural barriers foretell geographical proximity to clients, resources and partners

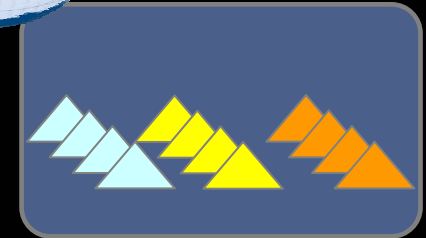
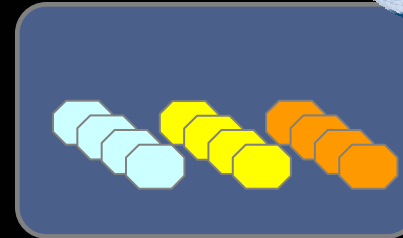


Multi-National

Companies with global reach typically operate as independent "local" entities



Globally Integrated Enterprise

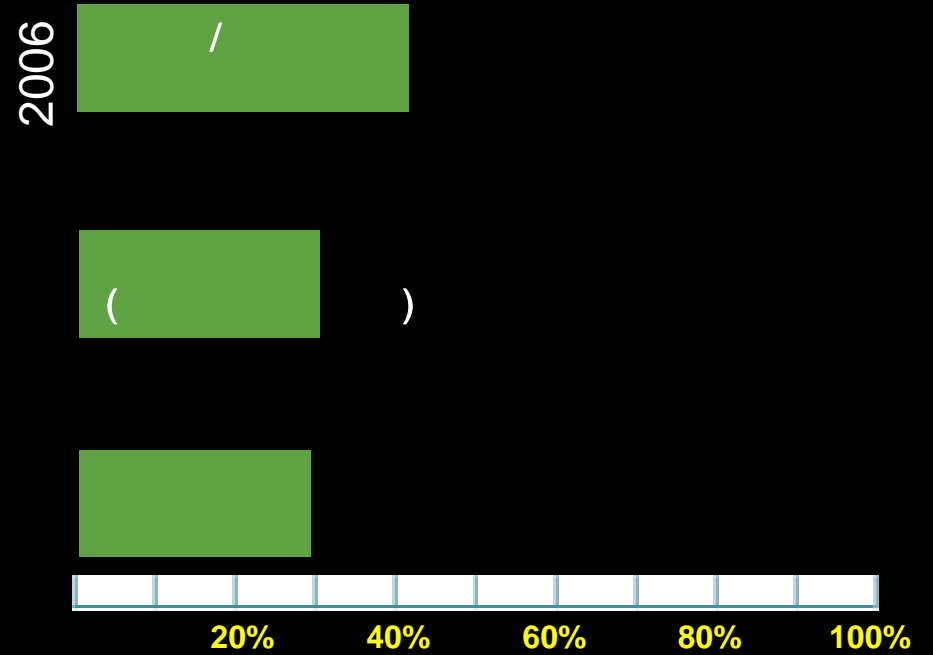
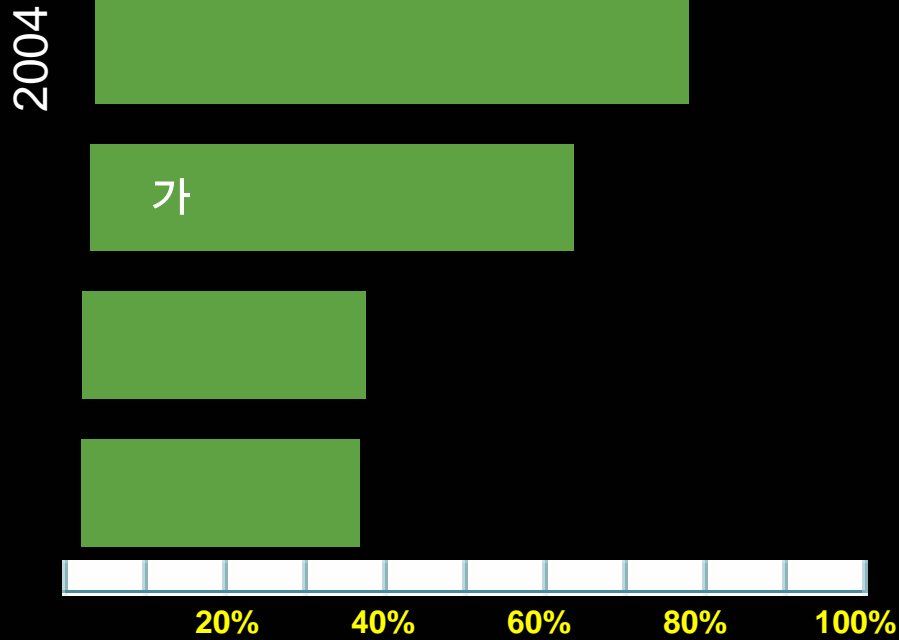


All firms, large or small, mature or emerging, have easier access to global sets of clients, resources and partners enabled by the global digital infrastructure.

IBM < CEO 2006 >

“ CEO
2 ”

!”



IBM Global CEO Study 2004, multiple answers permitted
IBM Global CEO Study 2006, point allocations

CEO

— “ ”



“We have ... today a lot more capability and innovation in the [competitive] marketplace ... than we [could] try to create on our own.”

Source: The IBM Global CEO Study 2006

6가



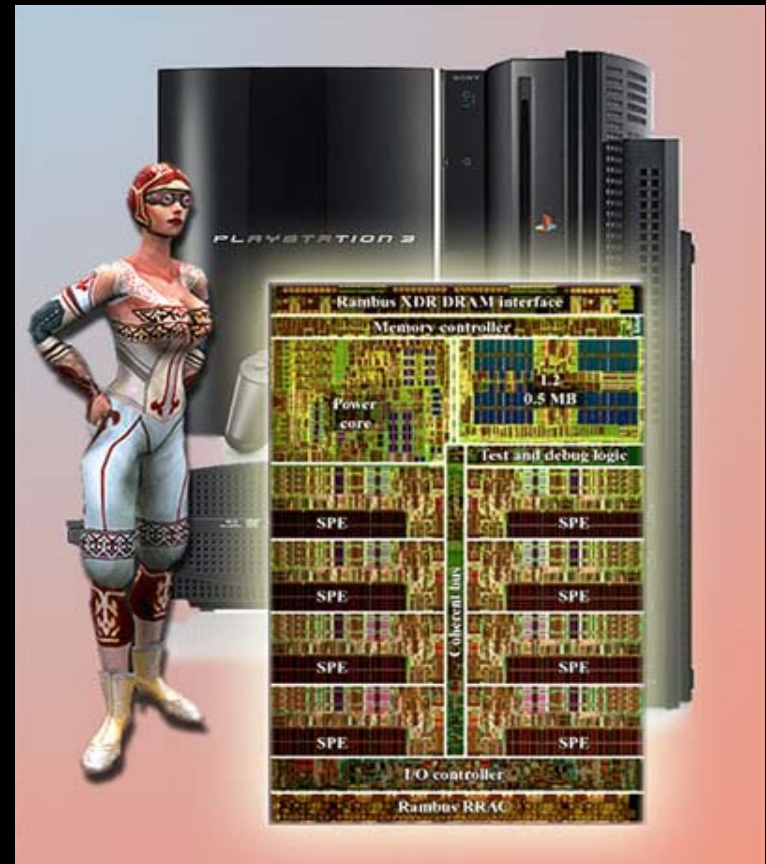
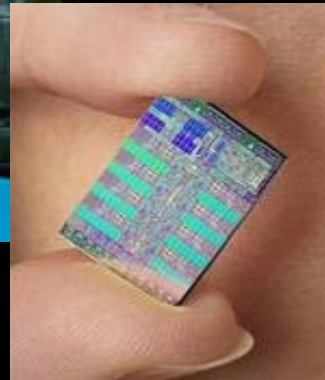
STI Design Center

Sony + Toshiba + IBM
Cell Broadband Engine

R&D



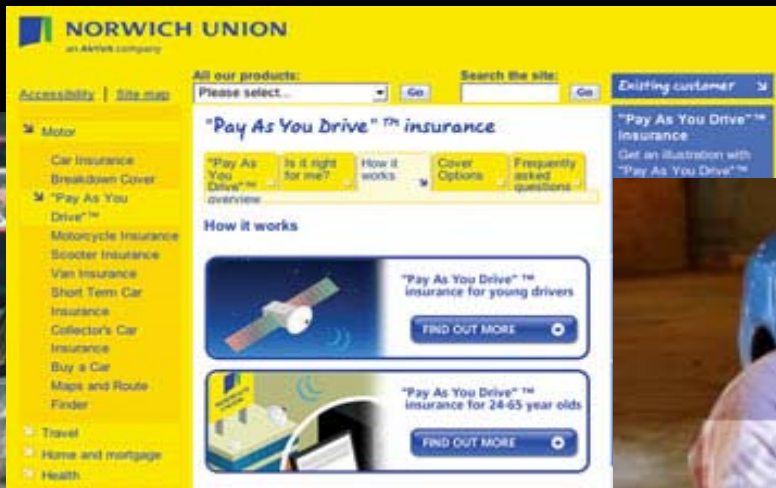
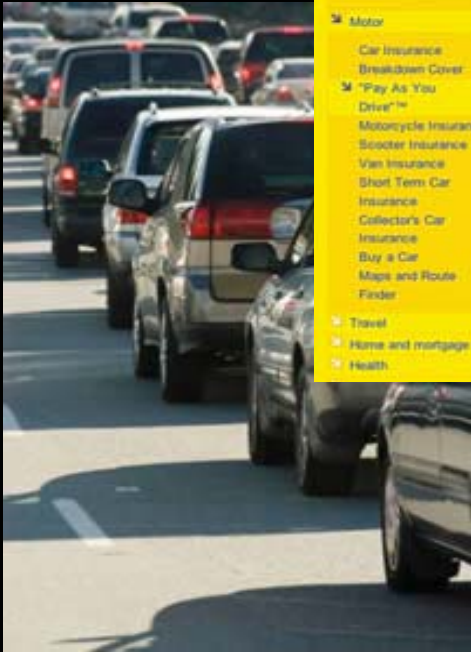
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Norwich Union

'Pay-as-you-drive'

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P&G - HR

bp - Accounting Financial support



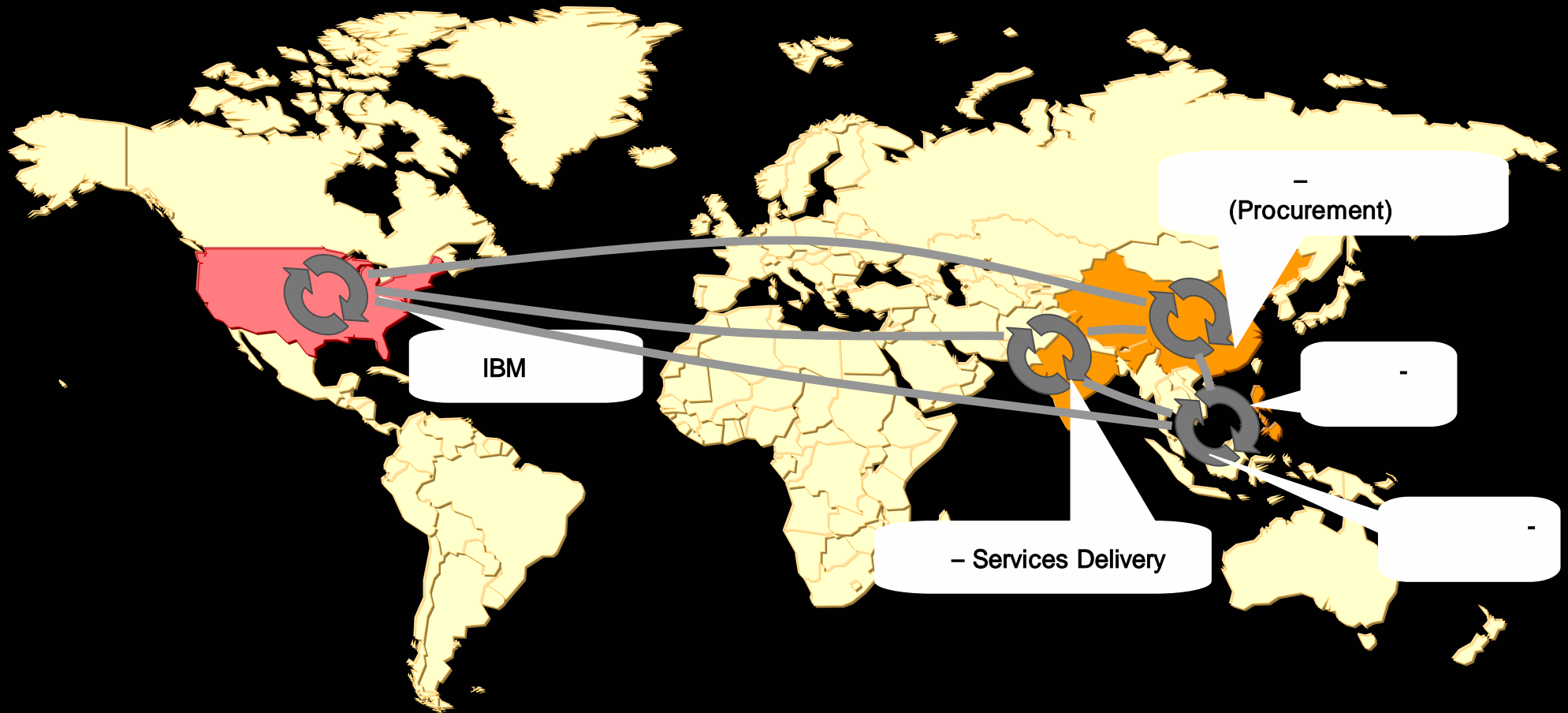
Bharti



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GIE (Globally Integrated Enterprise) – IBM



(Jam)

(Collaboration)

Global on-line brainstorming sessions open to 'All'

- For IBM**
- World Jam
 - Manager Jam
 - Consultant Jam
 - Values Jam

- For the World**
- UN-Habitat Jam
- 



Global Innovation Outlook



GIO 1.0

Healthcare, Government,
Work/Life



Resulting initiatives

- electronic health records pilot
- donations of IBM patents to commons
- global talent index

GIO 2.0

Future of the Enterprise,
Environment, Transportation



Resulting initiatives

- IP Marketplace booklet published
- Urban Transportation pilot
- Serious Gaming study underway
- EcoPatent Commons announced
- Secure Trade Lanes offerings in development

GIO 3.0

Media & Content, Africa, Security
& Society



Being discussed

- Rethinking content creation, distribution and ownership in the digital realm
- Enabling economic growth to accelerate change
- Minimizing risk in a global economy

IBM



IBM

IBM

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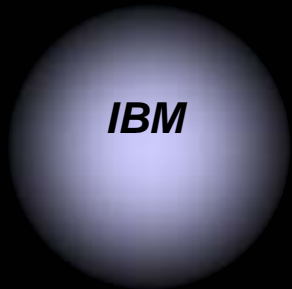
IBM

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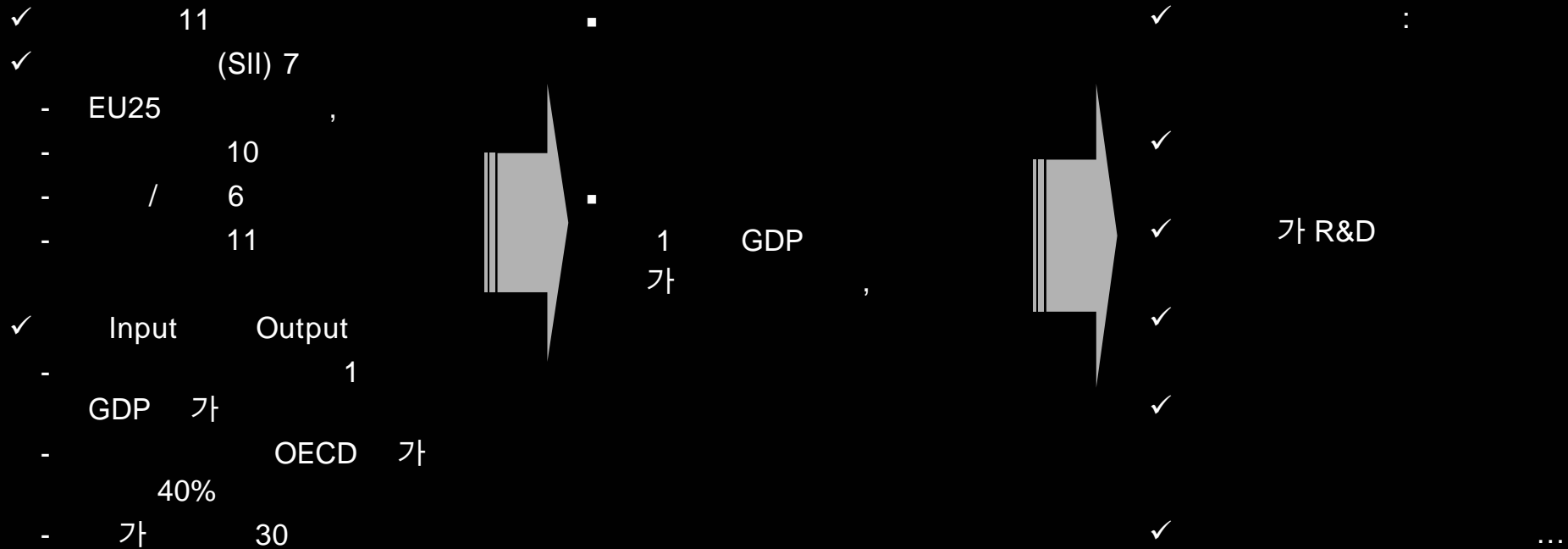
- IBM CEO , CXO
- 가
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- Benchmarking
- IBM Initiative: CEO Study, GIO
- NII,

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- IBM GBS 6
- (2006. 7 ~ 2007. 3)

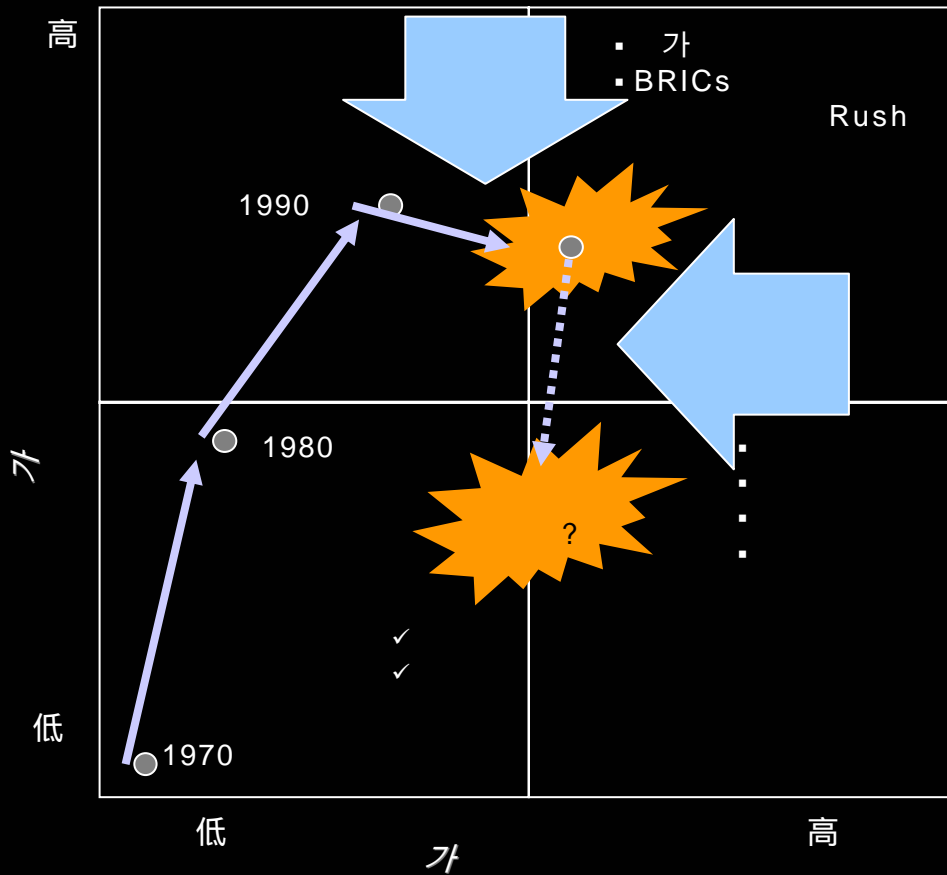
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(Input) (Output)



가 / 가

(Positioning Trap)



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7) 가

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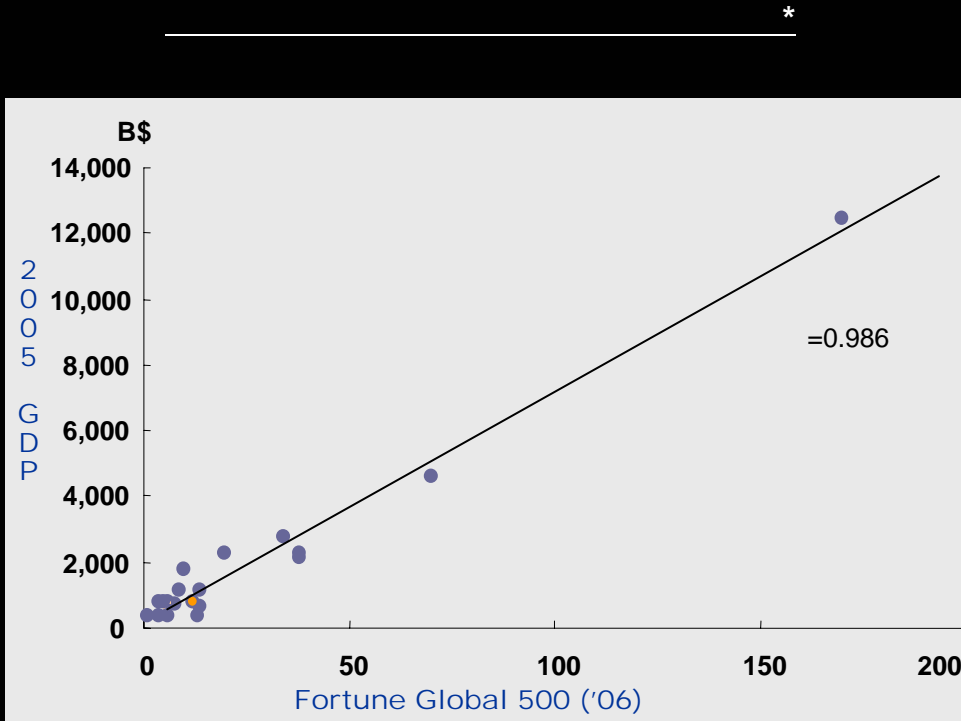
가

Global Leading Company가

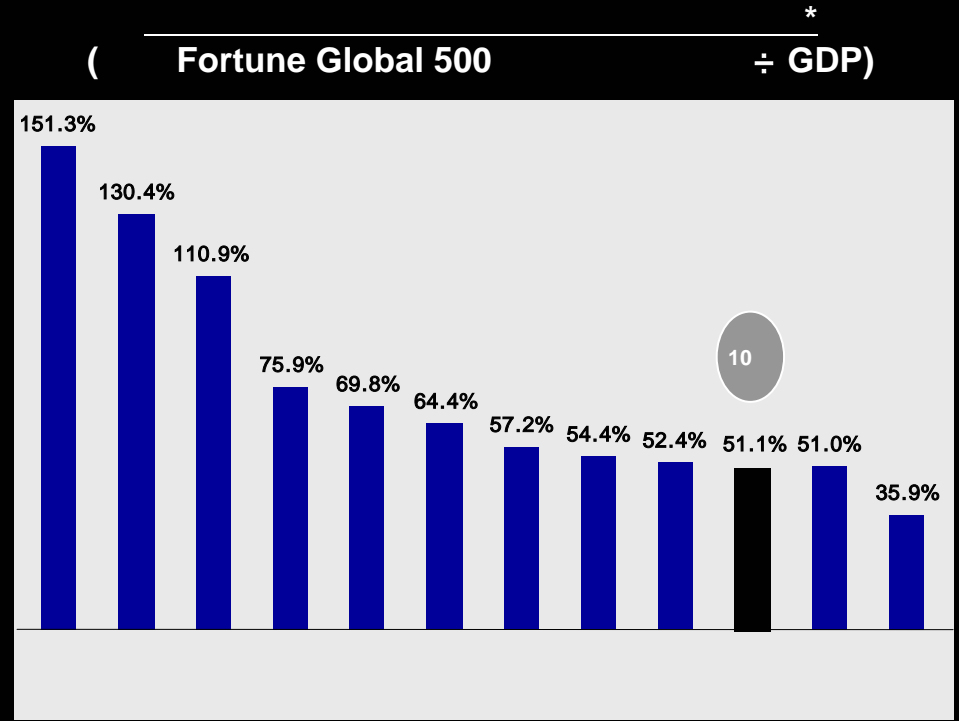
(1)

가 Fortune Global 500

가



✓ Fortune Global 500 (正) GDP()가



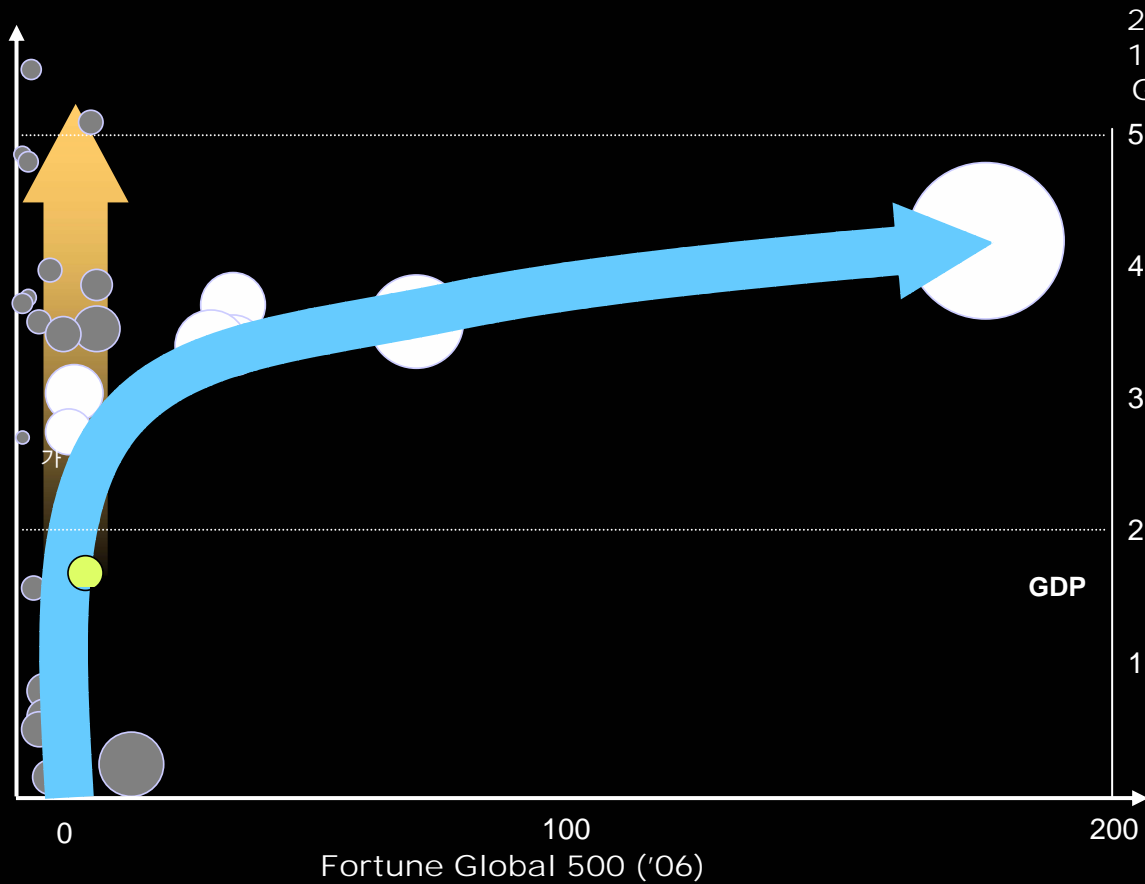
✓ GDP Fortune Global 500 , 가

* 2006 Fortune Global 500, GDP IMF

가 Global Leading Company가 (2)

1 GDP()

1 GDP()



2005
1
GDP

- ✓ 가 가?
- (1 GDP) 가
- GDP가 1
- ,
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가

2가

✓ 가

✓ “ ”

GIO (Global Innovation Outlook) ?

✓ IBM Innovation, Business Transformation, Societal progress (dialogue)

✓ 가

✓ IBM GIO

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GIO ... ‘ ,

가 가 가

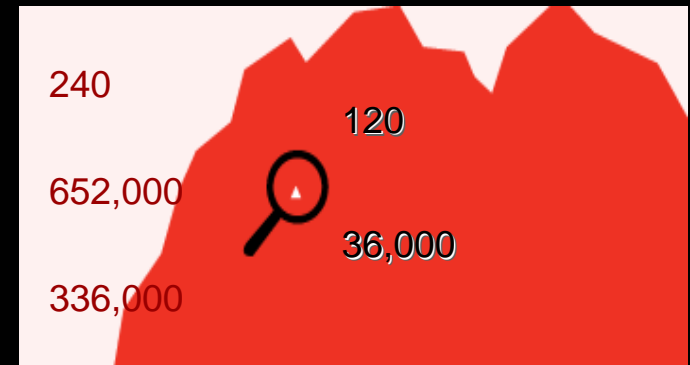
GIO 가

Codelco Fernando Toledo "

2%

2%

1998년 유럽에서 폐기된 전자·전자 장비 6백만 톤에 포함된 물질



Source: AEA Technology

