IBM Study: C-suite Executives See "Uberization" As Primary Competitive Threat

CxOs From Highest-Performing Companies 24 Percent More Likely to Focus on Cognitive Computing

DUBLIN Web Summit & ARMONK, NY - 03 Nov 2015: IBM (NYSE: IBM) today announced further expansion of the IBM Studios across Europe with the opening of new Studios in Dublin and Hursley (UK). By the end of 2015, new IBM Studios in Europe will also open in Warsaw, Prague, Hamburg and Paris, adding to IBM's more than 20 Studios around the world.

At IBM Studios, multi-disciplinary teams including designers, strategists, coders and industry experts develop products and digital marketing services around cloud, analytics, Watson and collaboration. Experts from IBM Design and IBM Interactive Experience, the largest digital agency in the world according to Advertising Age, will work side-by-side with clients to create personalized and engaging digital experiences.

Across IBM, the company applies IBM Design Thinking, which take a rapid prototyping approach to user-centric experience development, data and agile methods, as well as IBM Design Language, to inspire engaging experiences for the company's products and services."People's expectations of enterprise tech have changed because of innovative design they see in devices and apps used at work and play," said Phil Gilbert, general manager, IBM Design. "These studios will join a global network that is transforming how tech is created with user experience at its core."

Each new IBM Studio will have a core focus. Dublin and Hursley will focus on designing IBM products and user experiences around Watson, security, collaboration and Internet of Things. The Hamburg and Paris Studios will focus on mobile and web application and digital transformation projects."This crop of new Studios in Europe reinforce IBM's continuing commitment to great design and innovation," said Matt Candy, Vice President & European Leader, IBM Interactive Experience. "IBM has been at the forefront of design-led thinking for decades and is now busy building the biggest design team in the world. With these six new openings –and more to come next year—we'll continue to break old models and create a new way to work."

IBM Interactive Experience's 9,700 designers, developers and consultants work with IBM clients to create data-driven design for everything from virtual showrooms, immersive customer experiences, business apps, content and more. For example, IBM Interactive Experience recently worked with Nationwide to design and develop the first banking app for the Apple Watch in the UK. Using data to understand Nationwide customers, IBM created a transformative experience, fusing the physical and digital worlds. The app allows Nationwide customers to manage their finances and make informed decisions in real-time, enhancing the overall customer experience. At the same time the Warsaw team has finished a project with Alior Bank in Poland to create a design-led plan to change how the bank operates and interacts with its clients, which resulted in the identification of over 50 innovative ideas and initiatives for the bank.

Further information

More details about the IBM Design can be found at: www.ibm.com/design and for additional information about IBM Interactive Experience, please visit: ibm.com/ibmix

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