



## IBM Poland@CeBIT 2013

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IBM presents a Smarter City Initiative for the city of Gdansk and a Cloud solution for media company Onet, and runs a social media sentiment analysis at CeBIT Ehningen/Hannover - 04 Mär 2013: Poland, CeBITs 2013 partner country, has a population of 38 million, making it one of the biggest consumer markets in Europe. IBM has done business in Poland for over 90 years and is investing and increasing its presence continuously in the country. IBM Poland is headquartered in Warsaw. Since the beginning of 2012 it opened new regional sales offices in Wroclaw, Katowice, Krakow, Poznan, and Gdansk along with a Security Operations Center in Wroclaw. At CeBIT 2013 IBM Poland presents major projects around important global strategic plays for IBM: a Smarter City initiative with the city of Gdansk, a Public Cloud solution for Onet, and a social media sentiment analysis designed by IBM Polands software lab.  
Smarter City of Gdansk  
IBM has been working with the City Hall in Gdansk to provide city leaders with recommendations for successful growth, better delivery of municipal services, more citizen engagement, and improved efficiency. IBM consultants immersed themselves in local issues from social and cultural topics to city infrastructure. The main aim of this Innovation Discovery project was to run collaborative discussions and discover how IBMs Smarter City initiatives can help the city of Gdansk to create an intelligent development roadmap with a view to becoming a talent-oriented city, managing the transportation shift from predominantly vehicular traffic to an intermodal transportation system, and deepening the involvement of citizens in Gdansk and from surrounding cities in social and cultural services.  
Public Cloud for Onet  
IBM has constructed a public cloud for Onet.Technologie, a division of the Onet Group, one of the most recognizable media companies in Poland. The Onet Cloud, based on enterprise-class components, will provide services for midrange and large companies that would like to reduce the costs and increase the effectiveness of their IT processes. The solution will be available for Onet clients in March 2013. The Onet Group owns a number of leading Polish Internet ventures, including Onet, the countrys largest online medium, the Sympatia.pl dating site, the blogging platform Blog.pl, the Zumi.pl locator, the business service Biznes.pl, and the video on demand service VOD.pl. Services provided by the Onet Grup are visited by nearly 13 million users per month, or 67 percent of Internet users in Poland. Onet.Technologie mainly deals with IT servicing of the Onet Internet portal but also delivers IT services to over a dozen big companies. It has over 16 years experience in managing IT infrastructure and runs two data centers in the south and east of Poland.  
Social media sentiment analysis of CeBIT visitors tweets  
On the occasion of CeBIT 2013, IBM Poland Software Lab will run a social media sentiment using IBM PureData System for Analytics to analyze public comments on social media micro-blog platforms, in order to gain new insights into spectator opinions about the trends in technology and the event itself. Analysis will be easy to find at <http://ibm.com/pl/cebit2013>  
CeBIT visitors opinions on important IT trends such as cloud computing, analytics, social business, mobility, the shareconomy (main topic of CeBIT 2013), Smarter Commerce and Smarter Planet will be analyzed according to different criteria such as positive/negative opinions over time, comments by language and country, how opinions on technologies depend on language/country and the distribution of opinions (positive/negative) in categories such as cost, organization, people, security, travel, accommodation, and the weather. The analysis will also include feedback on the IBM booth at CeBIT and positive/negative tweets about Poland.  
IBM in Poland  
IBM Poland provides a full range of products and services to build infrastructure for large enterprises, public administration and midrange enterprises. IBM Polands headquarters are in Warsaw with branches providing sales and service support in Gdansk, Kraków, Katowice, Wroclaw and Poznan. IBM also has a number of key facilities across Poland serving its clients around the world. In September 2012 the company opened its IBM Security Operations Center in Wroclaw. It is the tenth IBM Global Security Operations Center and employs world-class analysts who monitor and react to cybersecurity threats to customers. In addition to threat analysis, the Wroclaw center provides other services, including device management and health monitoring. IBM cooperates with universities and the academic world to create a well-educated and competitive workforce.  
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IBM gehört mit einem Umsatz von 95,8 Milliarden US-Dollar im Jahr 2009 zu den weltweit größten Anbietern im Bereich Informationstechnologie (Hardware, Software und Services) und B2B-Lösungen. Das Unternehmen beschäftigt derzeit 399.400 Mitarbeiter und ist in über 170 Ländern aktiv. Die IBM in Deutschland mit Hauptsitz bei Stuttgart ist die größte Ländergesellschaft in Europa. Mehr Informationen über IBM unter: [ibm.com/de/ibm/unternehmen/index.html](http://ibm.com/de/ibm/unternehmen/index.html) IBM ist heute das einzige Unternehmen in der IT-Branche, das seinen Kunden die komplette Produktpalette an fortschrittlicher Informationstechnologie anbietet: Von der Hardware, Software über Dienstleistungen und komplexen Anwendungslösungen bis hin zu Outsourcingprojekten und Weiterbildungsangeboten.