

Empower students to innovate

In your classroom and beyond

The Academic Initiative

The IBM® Academic Initiative is a worldwide no-charge membership program for faculty/teachers/researchers at qualifying educational institutions.

Membership benefits include:

- Teaching materials, faculty guides, and other resources to build world-class curricula
- Cloud and software access to big data, analytics, Internet of Things, Watson, mobile, security and other technologies
- Real-world challenges in the classroom
- A student developer community for learning and engaging with the IBM ecosystem

For more information about the IBM Academic Initiative, visit:
ibm.com/academicinitiative.

Helping faculty build next-generation skills

With disruptors reinventing business processes and digital transformations, universities are challenged to nurture a new kind of thinker to meet the skill demands of startups and enterprises today. With industries transforming, there is a demand to develop agile, cloud, analytics, mobile, social, and security skills as well as to obtain real-world experiences. According to the *Raising the game: The IBM Business Tech Trends Report*, the skills gap persists:

- One in four enterprises still cite lack of skills as a major barrier to adoption for big data, analytics, cloud, mobile, and social.
- Only 14% of enterprises report having all of the cloud skills they need.¹

You can better prepare your students for careers such as business analysts, data scientists, cyber-security professionals, software engineers, and developers by working with the IBM Academic Initiative.

The desired outcome for IBM and an Academic Initiative member is to introduce students to concepts, technologies, and solutions that will support the development of both their foundational and critical thinking skills to prepare them to take a job or make a job.

The program has a growing membership base worldwide. Since 2004, the Academic Initiative program has helped over 50,000 faculty members from over 7,000 universities.



Thank you for attending. Please feel free to contact me for questions:

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"The distance between your dreams and reality is called discipline"

New: IBM Academic Initiative for Cloud

Digital transformations are driving growth and innovative opportunities for students to build solutions on the cloud. IBM is furthering its commitment to higher education with the introduction of the new [Academic Initiative for Cloud offer](#), which provides hands-on experiences for you and your students to propel radical ideas and innovate in your classroom and beyond.

IBM Academic Initiative for Cloud offers:

- No-charge cloud accounts for faculty and students (no credit card needed)
- Open-standards, cloud-based platforms and services
- Access to IBM Watson, big data, analytics, Internet of Things (IoT), and more

Members who qualify can receive 12 months of access to the IBM Bluemix platform--as-a-service trial for themselves with qualifying students receiving access to the trial for up to 6 months. Both faculty and students accounts are renewable.

With this new program enhancement, you can use Bluemix in a variety of courses ranging from computer science, information science, analytics, and data science to mobile, entrepreneurship, and more. By challenging students and using the IBM cloud, you can help students build transferrable skills, launch their own businesses, or become industry leaders.

Empower more than imagination

Prepare students for today's digital world by extending learning concepts into developing real-world solutions and connecting with a global network of industry professionals and entrepreneurs. IBM is the right partner to build next generation skills. With access to cloud platforms, faculty guides, and real-world challenges available through the IBM Academic Initiative, you can bring innovation into your classroom and beyond.

Get started today

- Learn more: ibm.com/academicinitiative
- Become an Academic Initiative member: ibm.biz/aimember
- Nominate your course for the Academic Initiative for Cloud: ibm.biz/aiforcloud
- Share the Student Developer Community with students: developer.ibm.com/students

IBM Bluemix™

Bluemix is the latest cloud offering from IBM. Based on Cloud Foundry, an open source platform as a service (PaaS), the cloud skills your students will gain will be highly transferable. With Bluemix, you have a single platform in the cloud that helps your students build hands-on skills with the latest technologies, including Big Data, Internet of Things, Watson, and mobile. Bluemix is an ideal platform for student projects, hackathons, case competitions, and programming contests.

"The IBM Bluemix cloud environment is a great asset for faculty and students, to get access to commercial and open source tools, together on one platform, to address many real life application development or data analysis use cases. The benefit of it being in the cloud makes it a sure shot winner for me and my students."

-- Vishal Sachdev, Director, College of Business, University of Illinois at Urbana-Champaign

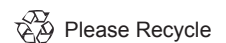
"Bluemix is an excellent platform for our students to undertake software development and deployment using the latest Enterprise System tools in areas such as Big Data, analytics, mobile computing, and cloud. Our students will benefit from the hands-on labs and quickly advance their ideas and deploy their applications onto the cloud."

-- Dennis Ang, Director, School of Information Technology, Nanyang Polytechnic

Note and Source:

"Raising the game – The IBM Business Tech Trends Study", September 2014, <http://www.ibm.com/smarterplanet/us/en/centerforappliedinsights/article/biztechtrends.html>

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