Consulting by Degrees

Experience.
Grow.
Transform.

IBM's CbD Recruiting Program Overview

Fall 2017

IBM Global
Business Services

IBM

Agenda

1. IBM overview

2. Consulting

   - What consultants do
   - What makes a good consultant

3. Consulting by Degrees

   - Program overview
   - Professional profiles and project roles
   - Organizational Structure
   - Work locations

4. Opportunities within Consulting by Degrees

New IBM Video

What do you think of when you hear IBM?

Major businesses at IBM (2016 revenue)

Solution Software development and Transaction processing software

Advanced computing, storage, and operating system software

Consulting, application management and Global Process Services

Client Financing, Commercial Financing, Remanufacture and Remarking assets

Infrastructure Services, Technical Support Services, Integration software

Sales (S&D), Research, and other Intellectual Property organizations

*Source: **ibm**.co/1dN8Fz0*

What consultants do

Consultants leverage their expertise to drive business value for their clients through management and advisory services.

Solve client problems

Provide an unbiased assessment of problems that clients are facing

Help clients improve operational efficiency and profits

Gather and analyze data, draw conclusions, make recommendations

Leverage industry knowledge to provide unique insights for clients

Partner with clients to reinvest and optimize business processes

What makes a great consultant?

Personality fit and growth mindset make a difference in being a great consultant.

Match

- People-oriented
- Well-spoken
- Analytical
- Creative
- Confident
- Flexible
- Proactive
- Trustworthy
- Self-motivated
- Independent

Miss

- Antisocial
- Inflexible
- Close-minded
- Find travelling burdensome
- Dependent on others
- Non collaborative

Consulting by Degrees

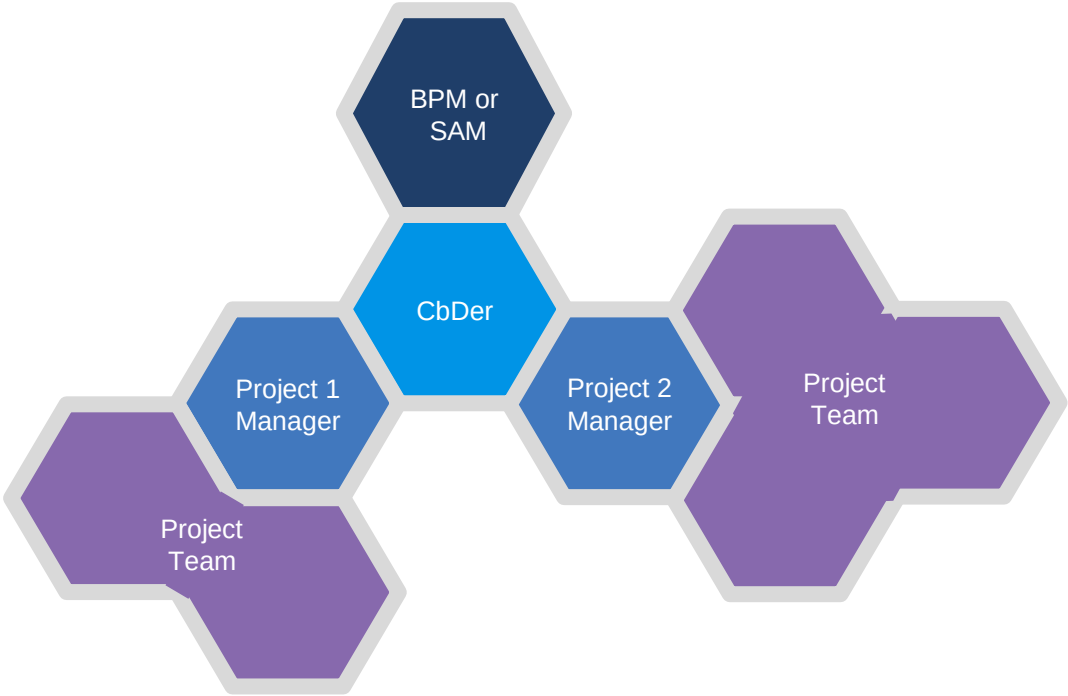
CbD is a two-year apprenticeship program designed to:

- Develop top talent entering the consulting profession
- Accelerate their skill growth
- Invest in those who will – one day – become the leaders of IBM

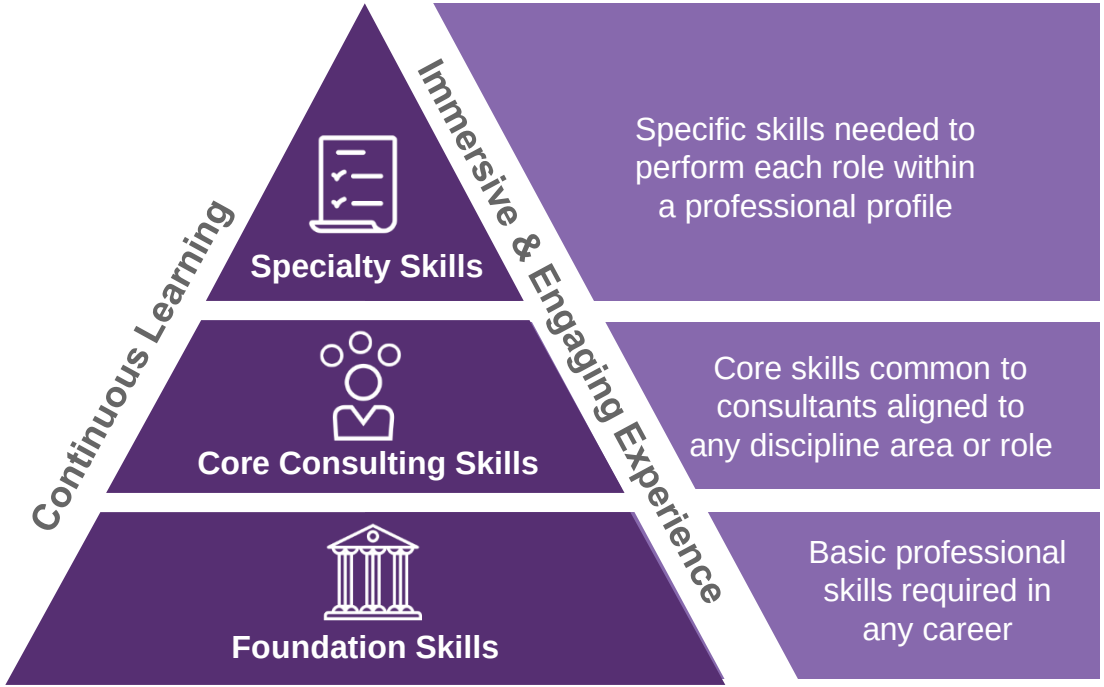
Highly collaborative. Highly challenging. Highly competitive.

Developing apprentices

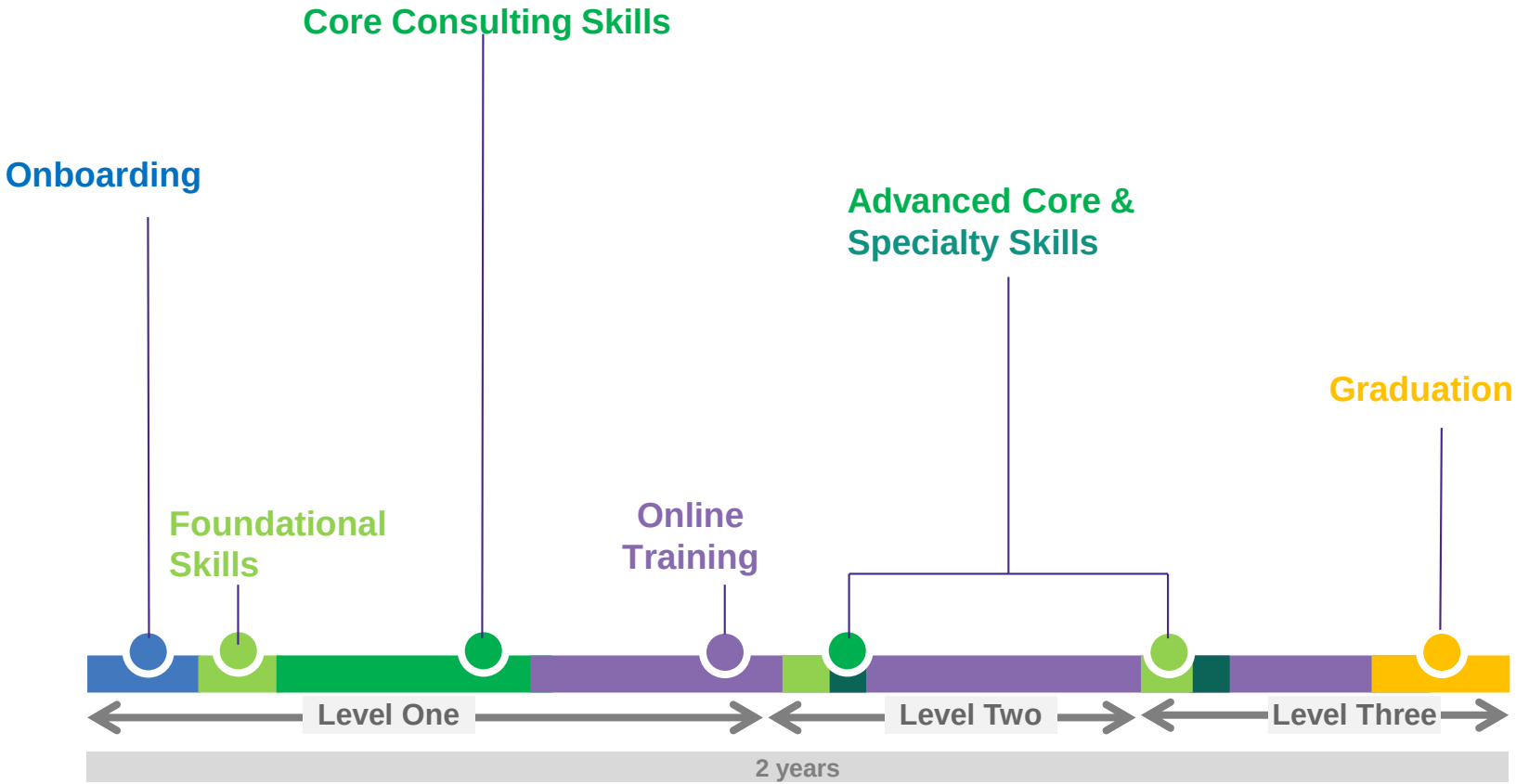
Each CbDer is aligned to a practice where they develop deep **subject matter expertise** in one or more industries as they work on 3 – 4 projects during their two-year participation in the program.



Expanding skills



Expanding skills over time



Sharing commitment

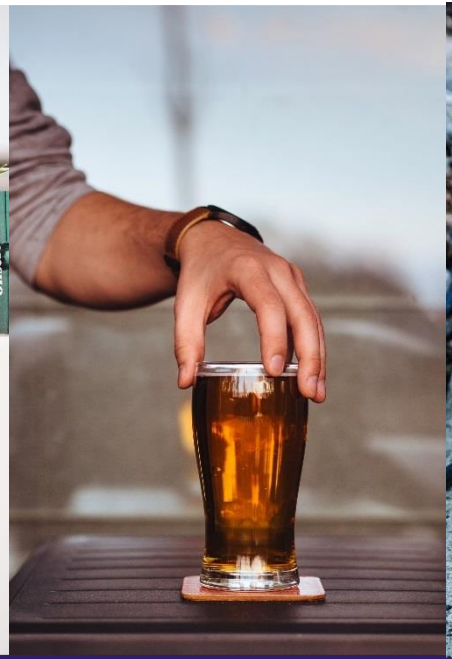
Scaling connections

CbDers engage with various **local, national, global, and virtual communities** that expand their networks and learning opportunities.

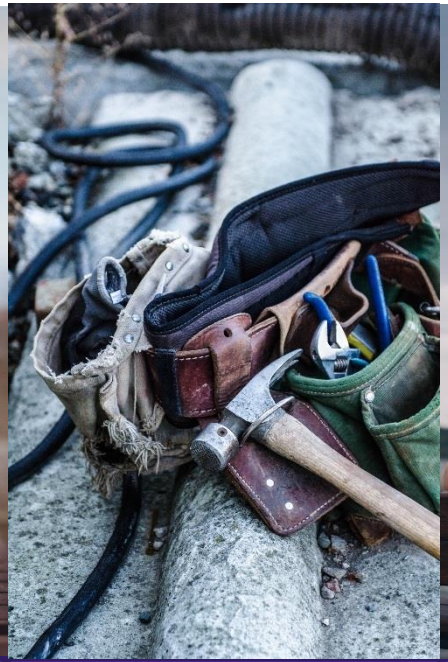
Scaling connections: LEAD program

Led, managed, and inspired by CbDers

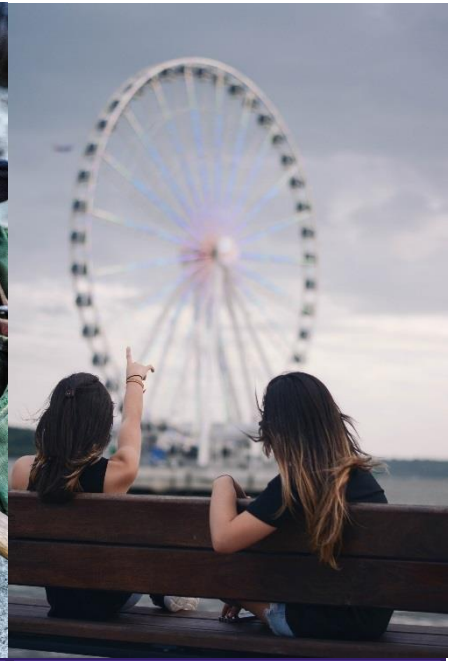
Professional Development



Networking & Social



Community Service

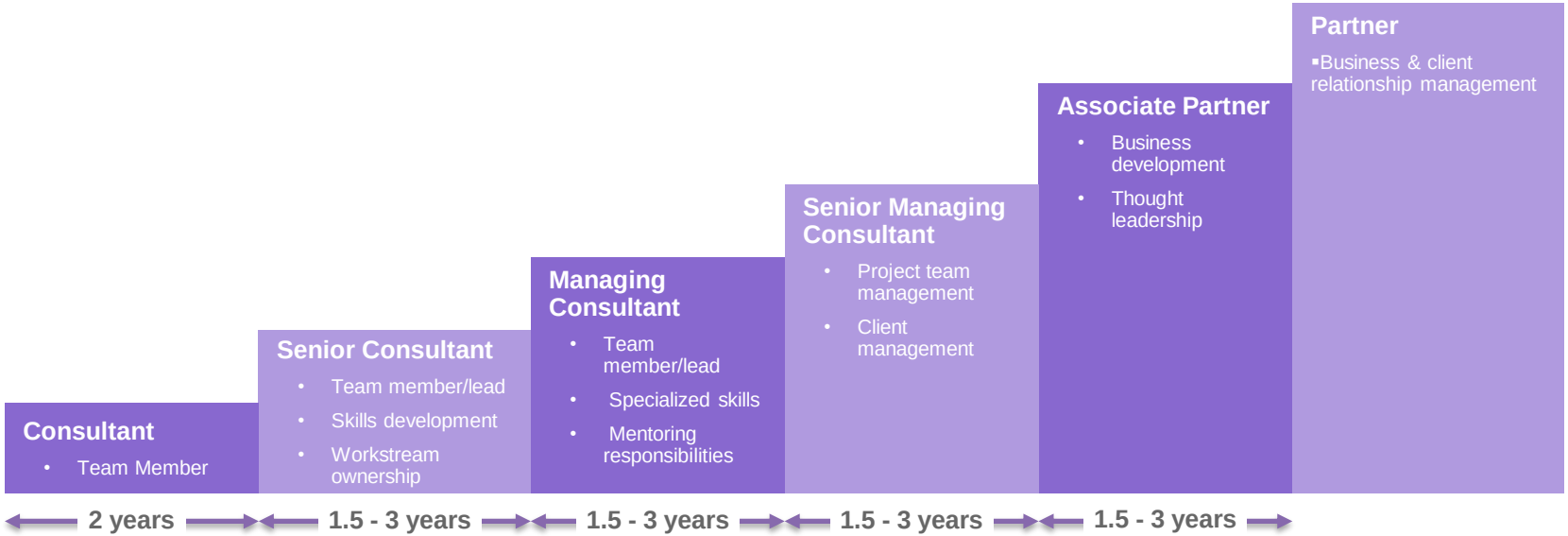


Local Buddy Program

Career Progression

IBM: One Company, Limitless Opportunity

With IBM, staff have career options in consulting, industry and within key IBM business units



Become SMEs in the following areas:

- Industry
- Analytics
- Technical
- iX&M
- Digital Transformation

Career options exist in other areas of IBM for those interested in working outside of consulting

- Account Management
- Business Development
- Communications
- Corporate Finance
- Corporate Strategy
- Marketing
- Human Resources
- Interactive Experience
- Watson

CbD Video Placeholder will embed video here

GBS University Recruiting hires candidates into one of six CbD Professional Profiles for GBS Commercial

BUSINESS TRANSFORMATION

Help clients integrate strategy, processes, technology and information to increase effectiveness, reduce costs, and improve profit and shareholder value

Preferred Majors

- Business Administration / Management
- Technical Engineering Majors
- International Business
- Information Management
- Supply Chain Management
- Management Information Systems
- Computer Information Systems
- Marketing
- Economics
- Finance

ENTERPRISE APPLICATIONS

Help clients integrate enterprise-wide data solutions for improved performance and efficiency through one of the following platforms: SAP, Oracle, Microsoft Dynamics, Workday or SharePoint

Preferred Majors

- Business (Finance, HR, etc.)
- Industrial Engineering
- Operations / Process Engineering
- Computer Engineering
- Supply Chain Management
- Information Technology
- Management Information Systems
- Computer Information Systems
- Applied Sciences

BUSINESS ANALYTICS

Solve business problems by formulating mathematical approaches, gathering and analyzing data, drawing conclusions, testing solutions, and presenting to the clients

Required Majors

- Applied Mathematics
- Business Intelligence
- Computer Science
- Data Science
- Data Analytics
- Decision Science
- Operations Research
- Statistics
- Informatics
- Computer Engineering/Science majors

GBS University Recruiting hires candidates into one of six CbD Professional Profiles for GBS Commercial

TECHNOLOGY

Design, develop, and integrate solutions using best-in-class technologies, tools, techniques, and products our clients demand today

Required Majors

- Electrical Engineering
- Computer Science
- Computer Information Systems*
- Computer Engineering*

* Must demonstrate strong current language programming experience

DESIGNER

Address client needs by designing world-class digital customer experiences; create user experience designs and prototypes

Required Majors

- Bachelor of Fine Arts
- Graphic Designer
- UX Designer
- Front End Developer
- Graphic Artist

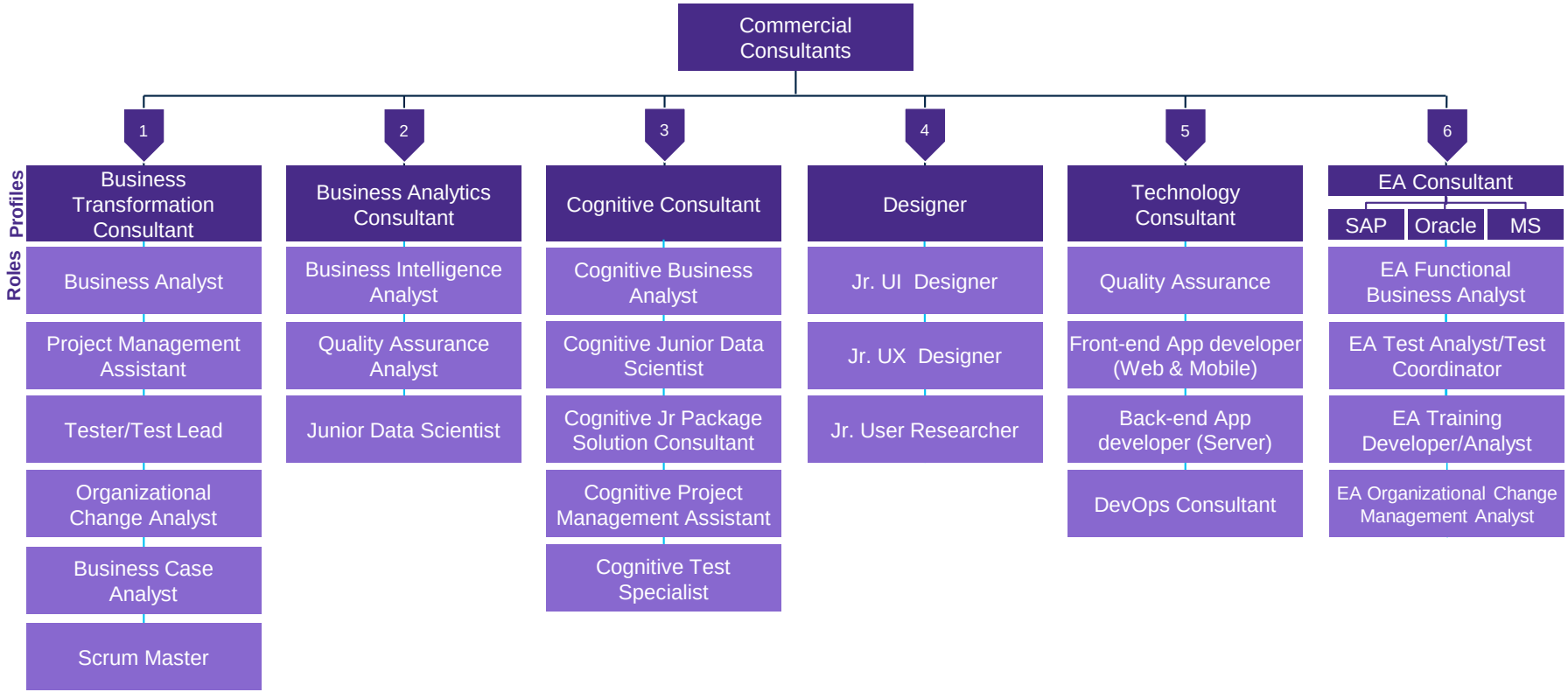
COGNITIVE

Help clients implement Watson Cognitive Solutions to digitally reinvent their strategy and operations by leveraging unstructured data, and driving greater efficiency and transformation through cognitive insights

Required Majors

- Computer Science
- Data Science
- Applied Mathematics
- Statistics
- Cognitive Science
- Neuroscience
- Artificial Intelligence

CbDers can expect to have several roles over 2 years



US Commercial Sectors: Industries, Solutions, Sample Clients

DISTRIBUTION

Travel and Transportation

Solutions:

1. Customer Loyalty Sales and Service
2. Traveler Core Systems Modernization
3. Asset Management and Maintenance

Sample Clients:

Southerwest, Marriott, Delta, FedEx

Consumer Products

Solutions:

1. Consumer Insights and Engagement
2. Channel Collaboration
3. Procurement & Supply Chain Optimization
4. Operations

Sample Clients:

Coca-Cola, P&G, Wework, Pepsico

Retail

Solutions:

1. Shopping Experience
2. Supply Chain
3. Operations

Sample Clients:

Macy's, Walmart, Tiffany & Co, Petco

COMMUNICATIONS

Energy and Utilities

Solutions:

1. Energy Integrator
2. Customer Engagement
3. Disruptive Innovation

Sample Clients:

National Grid, Exelon, conEdison

Media and Entertainment

Solutions:

1. Connected Customer
2. Agile Enterprise

Sample Clients:

Google, Thomson Reuters, Disney

Telecommunications

Solutions:

1. Digital Transformation
2. Enterprise Excellence
3. Network & IT Agility

Sample Clients:

Sprint, Verizon, AT&T

FINANCIAL SERVICES

Banking and Financial Markets

Solutions:

1. iX Digital Strategy and Interaction
2. Cognitive Process Transformation
3. Cloud Application Innovation

Sample Clients:

Morgan Stanley, Bright House, SunTrust

Insurance

Solutions:

1. Group Benefits Platform
2. Global Sales & Service Platform
3. Outside Counsel Insights
4. Digital Transformation Partnership
5. Agile at Scale
6. Designing Next Gen Experience

Sample Clients:

StateFarm, Metlife, Geico

US Commercial Sectors: Industries, Solutions, Sample Clients

INDUSTRIAL

Automotive, Aerospace, and Defense

Solutions:

1. Connected Vehicle
2. Cognitive Manufacturing
3. Robotics for Back Office

Sample Clients:

BMW, John Deere, GM, UTC Aerospace Systems

Chemicals, Petroleum, Industrial Products

Solutions:

1. Predictive Asset Optimization
2. Production Optimization Solution
3. Enterprise Application-cloud based solutions

Sample Clients:

ExxonMobil, Fluor, Kennametal

Electronics

Solutions:

1. Fleet & Network Optimization
2. Supply Chain Optimization
3. Smarter Operations/Process

Sample Clients:

Whirlpool, Honeywell, TPVision

HEALTHCARE & LIFE SCIENCES

Healthcare

Solutions:

1. Health System Performance & Optimization
2. Population Health Insights & Care Management
3. Individual Insights & Engagement

Sample Clients:

Anthem, NASCO, Cleveland Clinic

Life Sciences

Solutions:

1. Accelerated Product Innovation
2. Commercial Transformation
3. Analytics-driven Care Management
4. Enterprise Modernization

Sample Clients:

Novartis, Abbott, Johnson & Johnson

CROSS-SECTOR

Cognitive Process Transformation

Sample Clients:

AIG, Honda, Telstra, Unilever

Cloud Application Innovation

Sample Clients:

Schlumberger, Pfizer

Digital Strategy & iX

Sample Clients:

Mattel, DSW, GM, Coca-Cola

Blueberry

Sample Clients:

LiveNation, Marriott

SCIP

Sample Clients:

IBM's internal consulting group

CbD Work Locations 2018

Not all hiring profiles and sectors are available in every city

** Note – Large public sector CbD population*

Recruitment Process

How to apply

- Submit your resume via XXX Career Portal

AND

- Create an online profile and submit your resume at: www.ibm.com/careers

Resume (XXXX by 11:59PM)

- Your resume will be reviewed for interview consideration
- You will be notified via XXXX Career Portal if selected for an interview

AND

- You will receive an email invitation from us with additional required steps

Interview (XXXX)

- Sign up for your interview slot via XXXX Career Portal
- We conduct 1 round of interviews, followed by an offer decision
- The interview round consists of 3, 30-minute back to back interviews
  - 1 Case Interview
  - 2 Behavioral Interview

After the interview

- Interview candidates will hear from the Recruiting Program Manager within three to four weeks.
- If you have questions, please contact your RP

International Students - For consideration in your home country, please visit:
www.ibm.com/employment/internationalstudents

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Questions