

## WHILST THERE...

**WORK** - You will be given real work with real consequences. You are allowed to give your input, I personally evaluated and **re-designed a number of entire processes**.

**FREEDOM** - You are given the freedom to progress how you see fit and in the direction you wish. In my first month I **filed for an invention patent**, kicked off a series of **education sessions to over well over 1000 people**, and got selected to attend a **prestigious conference on behalf of IBM**.

The chance to prove yourself and get your name seen in a positive light by some of the most powerful people in the corporate arena is a chance not to be passed up on.

**DEVELOPMENT** - Throughout the year you will be offered skills roadshows, conferences, reviews and mentoring. All designed to turn you from raw potential to a sought after employee.

**NETWORKING** - In the corporate environment, networking is of paramount importance, and there is no better place to strengthen your skills and make life long, valuable connections.

## WHEN YOU RETURN...

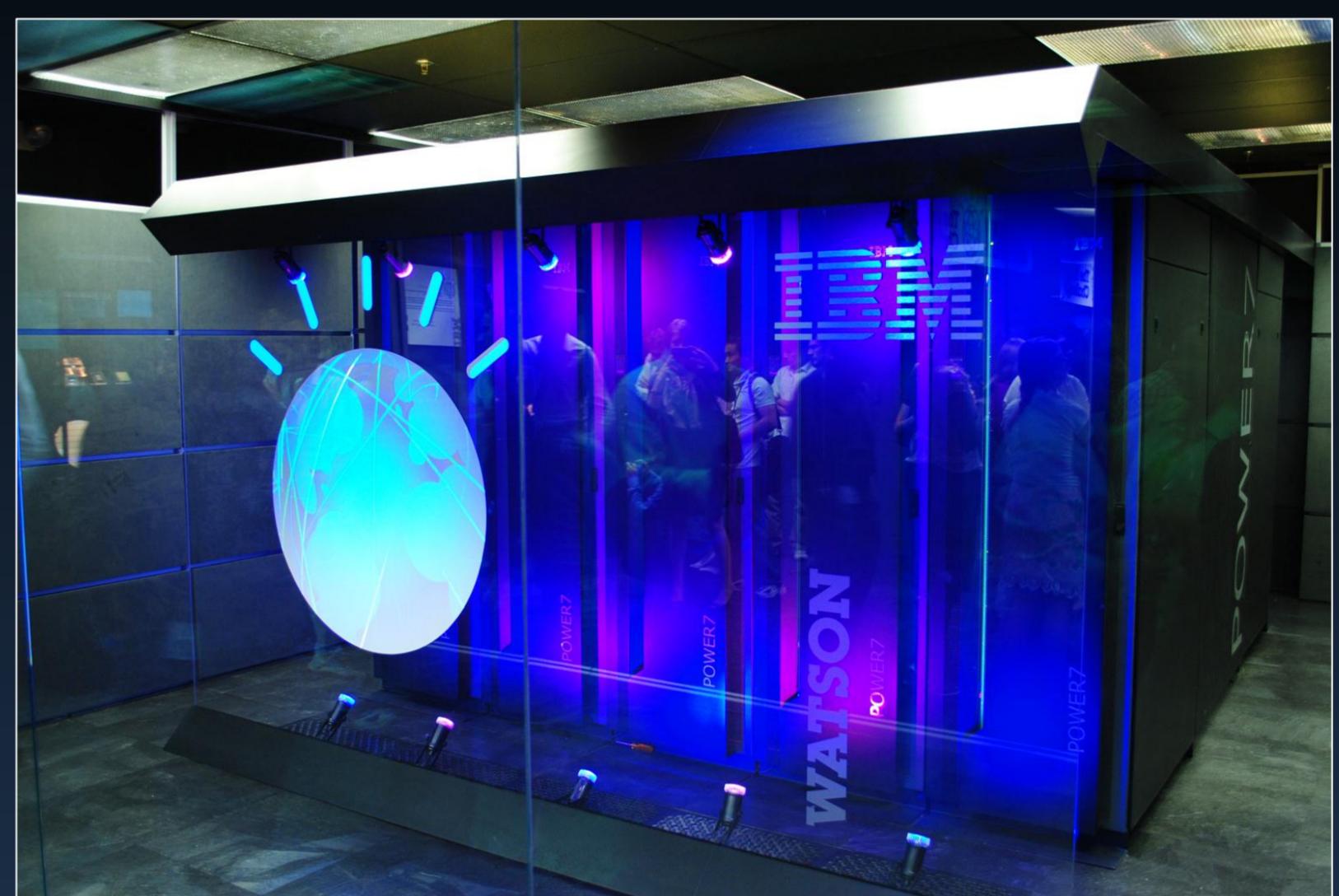
**SKILLS** - There are obviously a number of skills you already posses that will be honed and strengthened throughout your year there, skills that will not only apply to your university life, but far into your professional life.

**EXPERIENCE** - More important than any one specific skill, the experience that you will get throughout your placement year will be invaluable. Being able to apply and thus refine mathematical modelling techniques acquired at Sheffield Hallam in a real world, corporate environment is a chance very few people get.

## ABOUT IBM

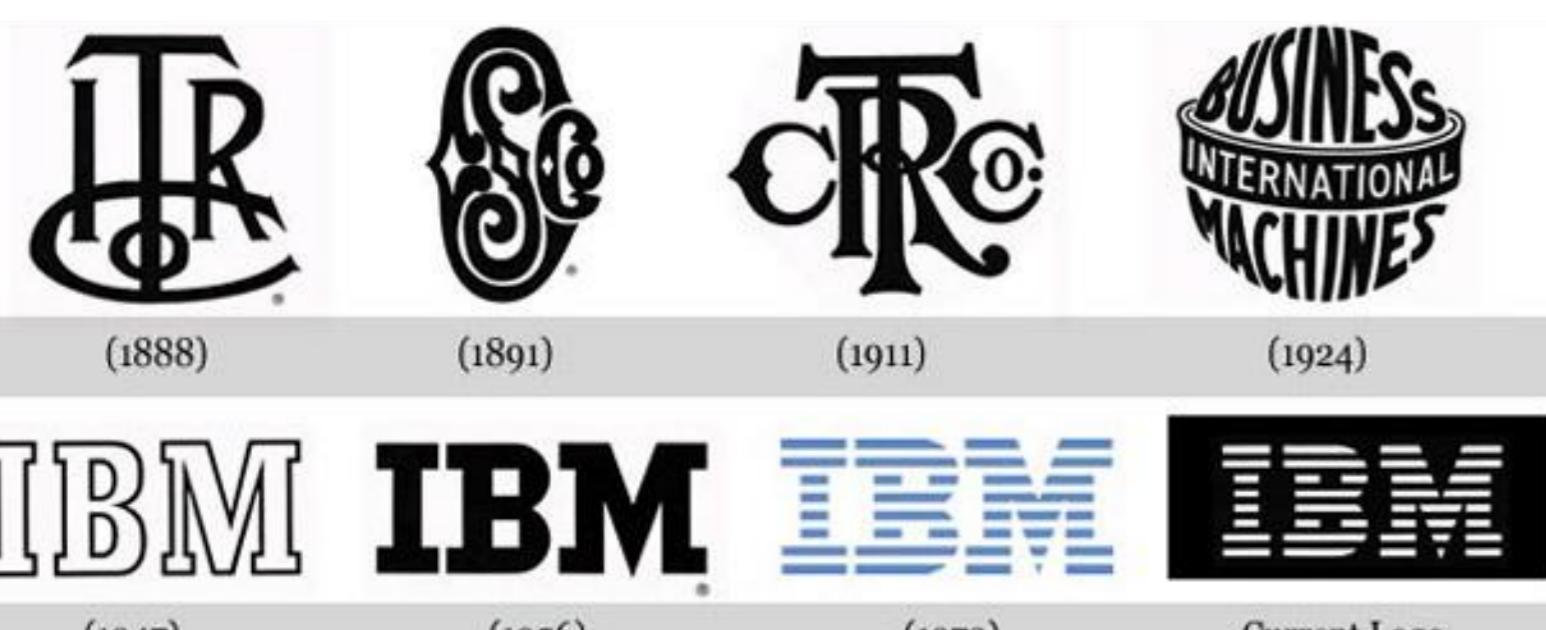
IBM are market leaders in consultancy and innovation. Their **SMARTER PLANET** initiative is revolutionising the way we work, live, travel and communicate.

They are world leaders in computing and artificial intelligence with the **WATSON** computer. A computer capable of learning that, while NOT CONNECTED TO THE INTERNET, beat a series of human *Jeopardy* champions at the game, including 5 members of the United States congress.



The computing power of WATSON is not only used to promote itself, it will soon be applied to the field of medicine. Such massive computing power is sure to lead to incredible breakthroughs.

All next generation games consoles have hardware manufactured by IBM, including the yet unreleased Nintendo Wii U.



**RORY LOGAN**  
**IBM JUNE 2011 - SEPTEMBER 2012**