What is a Technology Showcase?

The technology showcase is like a vendor display at a technology fair. For this conference, the European Technical Leadership Exchange, there were 61 participating teams. Some interesting showcase examples included—

- **ASK, Leader in RFID Technology** – ASK is a leading supplier of contactless cards, tickets, RFID tags and readers.
- **Competency for Innovation** – Focus is GS Method, Communities of Practice, Learning, an Asset Commercialization.
- **IBM Redbooks** – International Technical Support Organization led technical content created during 6 week internships by small teams.

My Team

We staffed two booths—

1. **Infrastructure Solutions** – Branded as managed hosting--contains servers, networking, space, support, performance, storage and backup, security, and monitoring.
2. **Application Solutions** – Branded as on demand workplace and SAP—contains technology and support services for Lotus and Microsoft Exchange email solutions and SAP vertical and horizontal solutions including ERP, HR, etc.

Main Idea for Infrastructure and Application Solutions—**Prepackaged Offerings**

<table>
<thead>
<tr>
<th>Solution Approach</th>
<th>Small and Simple</th>
<th>Medium and Moderate</th>
<th>Large and Complex</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Prepackaged offerings requiring little or no configuration</td>
<td>Best fit</td>
<td>Can provide elements to be included in OOAK deals (Solution Approach 3)</td>
<td>Not a fit</td>
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<tr>
<td>2. Prepackaged offerings requiring configuration using a smart tool</td>
<td>Often not the best fit in time and resource</td>
<td>Best fit</td>
<td>Can provide elements to be included in OOAK deals (Solution Approach 3)</td>
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<tr>
<td>3. One of a kind (OOAK) solutions requiring TSM and IC from the engagement community</td>
<td>Not a fit</td>
<td>Often not the best fit in time and resource</td>
<td>Best fit</td>
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Details on the Materials that We Developed

Developed many materials—

- Handout for welcome bag (1,200 copies) that explains Infrastructure and Application Content (Commercial Offerings).
- CDs and color handout of index page.
- Opportunity Identifier presentations for major offerings to facilitate discussions with delegates and Engagement Guide for detail engagement discussions.
- Also, matching shirts, pens (as a tool to open conversation with delegates), and chocolates