

Possibility. Curiosity. Individuality.

IBM @ Q-Hack 2024

April 3 – 4, 2024

Mannheim, Germany





Introducing Your IBM Mentors for Q-Hack '24!



Anna-Lena Hanschke

IBM Technology
Technology Partner Specialist

 @annalena00_19088



Hans Hüppelshäuser

IBM Consulting
Healthcare Team

 @hans_huepp



Isabell Schmidt

IBM Consulting
SAP S/4HANA BW & Analytics

 @isabell_schmidt



Philipp Bohlen

IBM Consulting
Business Transformation

 @philipp_ibm



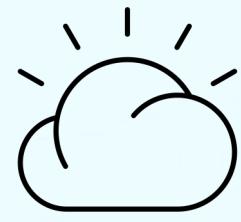
Raoul Baron

IBM Consulting
Business Transformation

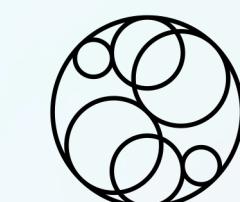
 @raoul_baron



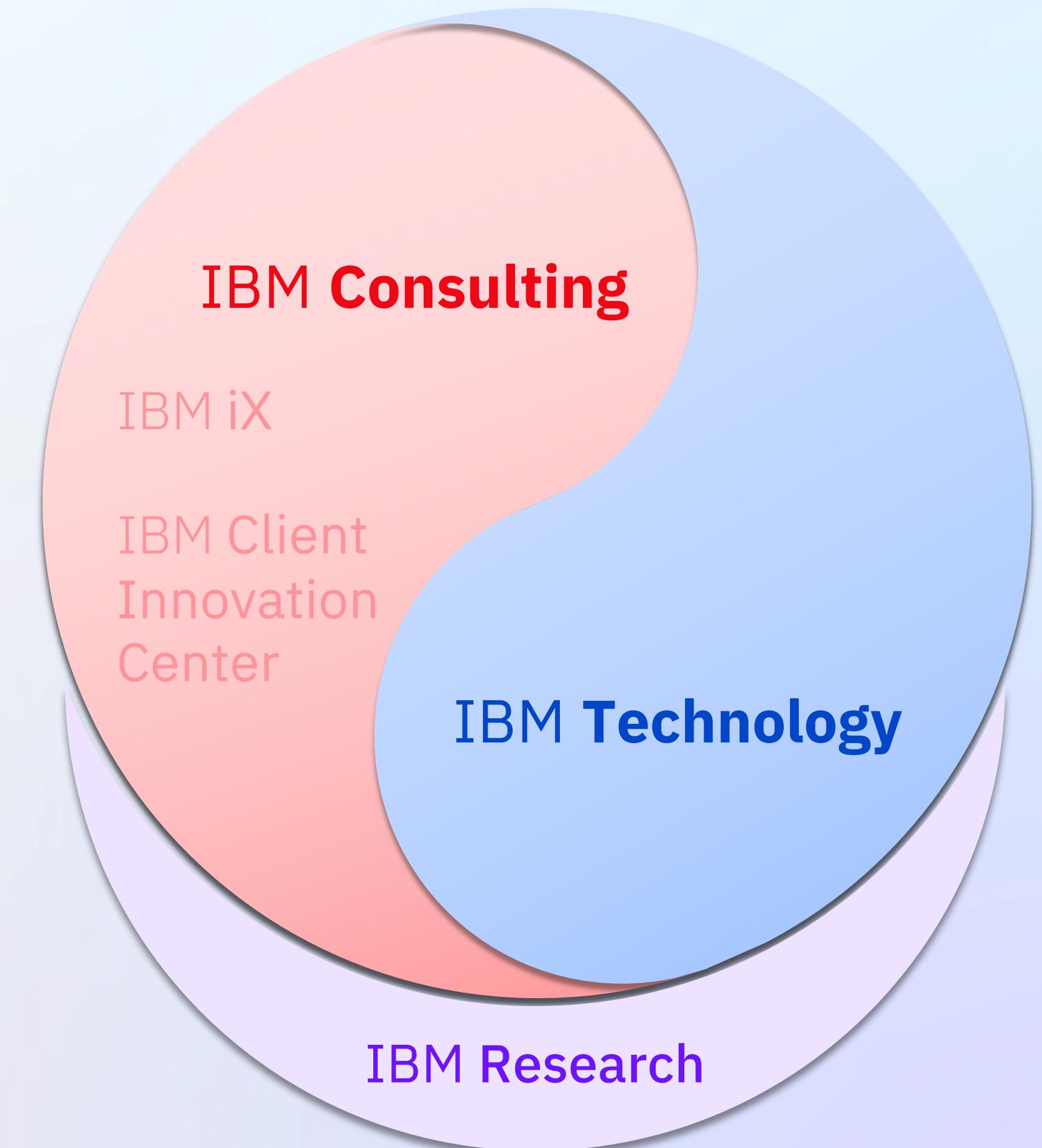
Today, IBM is the only company bringing together **innovative technology** and **consulting services**, backed by strong **research expertise** in our strategic technologies,

 Hybrid Cloud

&



Artificial
Intelligence



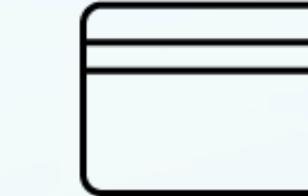
Over 100 years of world-changing progress



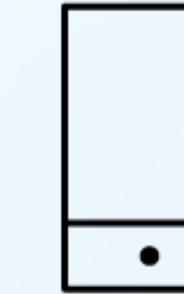
First hires of women and people of color



Apollo 11
Moon Landing

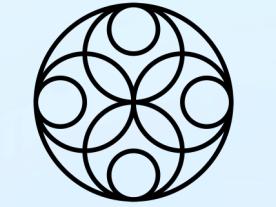


First Magnetic Stripe



Online Apple Pay Function

watsonx



1899

1928

1969

1973

1979

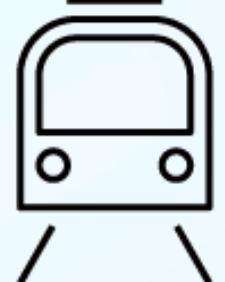
1981

2016

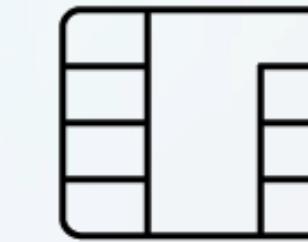
2019

2021

2023



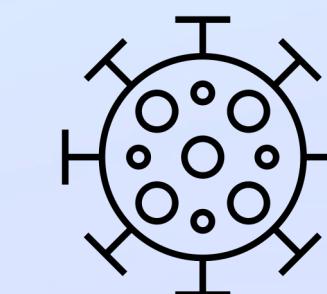
Optimization of global rail networks



First ATM machines



Excimer Laser Surgery

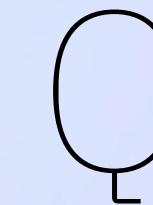


CovPass App



UPC Barcode

Quantum Computing





You find IBM at 25 locations
in Germany, Austria and
Switzerland, including data,
research and development
centers.





Start your career @ IBM

Non-graduate and graduate opportunities

1

Extreme Blue

IBM's best-in-class summer internship program for top talents

Duration: 12 weeks

Roles: GenAI Consultant and Data Scientist

Target: Develop a use case in an interdisciplinary team coached by experienced IBM AI experts.

Design the solution, develop a prototype and pitch it to business users.

A fixed salary for the duration of the contract.

2

Master @ IBM

Combine work experience with your studies (Part-time Master or work-study model)

Duration: 12-30 months

Roles: Various (Sales, TechSales, Consulting, Exec. Assistants...)

Working time: 38h /week (incl. 10h for studies)

Fixed monthly salary + Travel expenses for university <> IBM and tuition fees/semester fees
Covered (ESB, Hector School, HHL)

3

Jumpstart

Jumpstart is part of the Associate Program - a program for career starters in IT

Duration: 6 weeks

Target: Start at your first client project in the field of data & AI immediately after completion.

Intensive training in the areas of data engineering, data warehouse, ETL, AI as well as cloud computing and Scrum.

Permanent position with unlimited employment
Contract from day one.

4

Associate Program

Early Professional- / Trainee Program in IBM Consulting

Duration: 2 years

Roles: Consultant, Data Scientist, Designer...

Target: Clear alignment of skills through specific career plan

Hired into one of three job roles with a specific career pathway and opportunities.

Permanent position with unlimited employment
Contract from day one.

IBM SkillsBuild Software Download

many links to free IBM Data & AI Resources

free for students and teachers,
just register with your university e-mail at:

ibm.com/academic

Cloud Services

Watson Assistant
Natural Language
Understanding
Visual Recognition

.... and much more.

Software

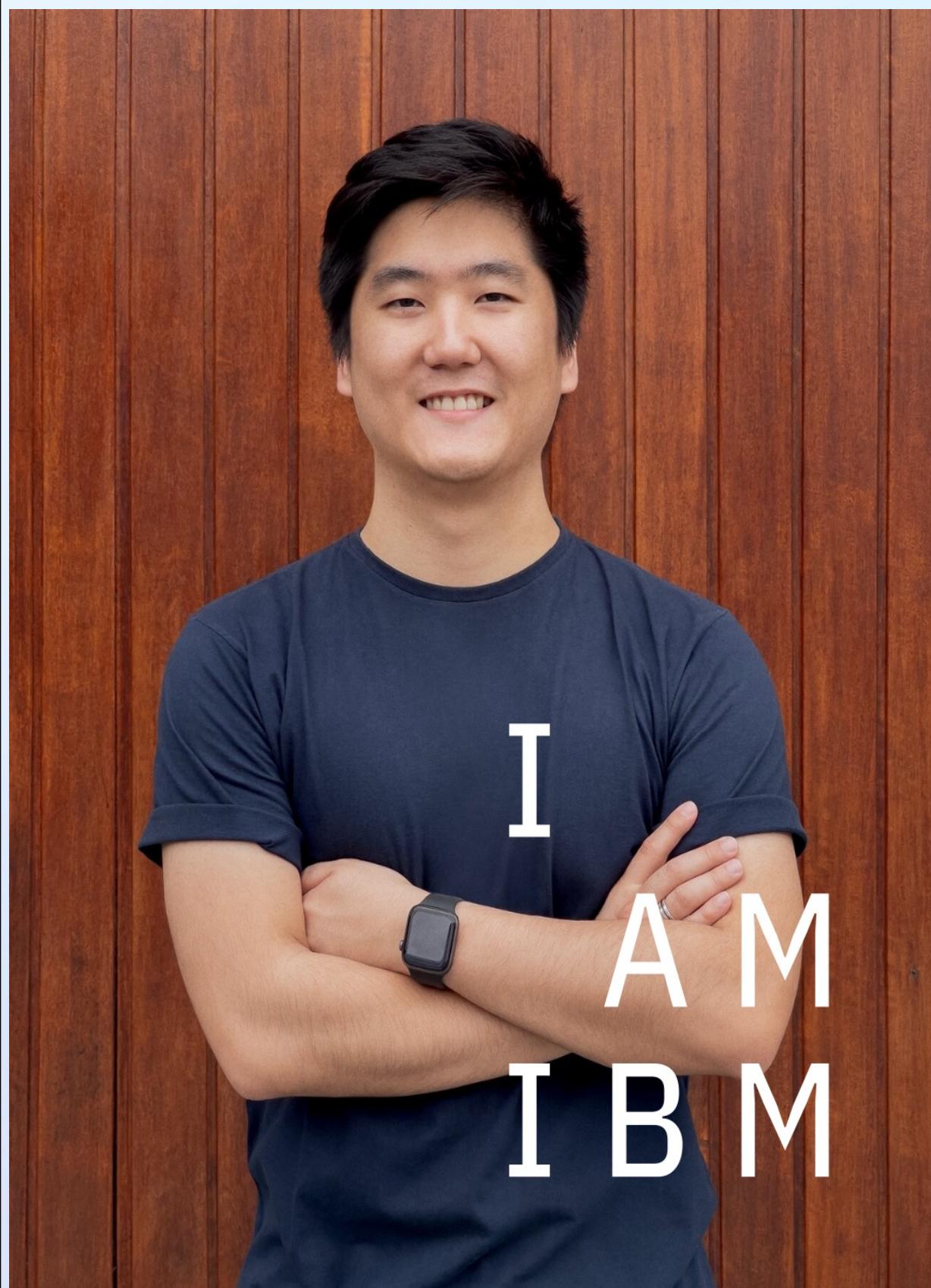
SPSS Modeller Premium
Cognos Analytics
ILOG CPLEX Optimization
Studio

.... and much more.

Courses / Badges

Data Science Foundations
Python for Data Science
IBM Watson Studio - ML/DL
made easy
Constraint Programming
with ILOG

.... and much more.





Hybrid Cloud and AI Platforms

 **Red Hat
OpenShift**

The industry's leading [unified hybrid cloud app platform](#)

&

watsonx

Enterprise-ready generative [AI](#) and data platform

A platform approach is the strongest enabler of digital transformation.

IBM offers flexible, secure, open hybrid cloud and AI platforms for a multi-cloud, multi-AI model world

Learn more about
(Gen)AI and get
your hands on



[IBM Workshop:](#)

GenAI – between concepts, technology and trends



[IBM Challenge:](#)

AI for evidence-based decision making in the public space



[IBM Careers:](#)



ibm.com/careers



Unleash AI Innovation: Your Challenge at Q-Hack '24

The Challenge

Artificial Intelligence for Evidence-Based Decision-Making in Public Spaces:

Develop algorithms and models to analyze data from various sources to support informed decisions in policy areas such as healthcare, education, and environmental protection.

Outcome & Deliverables

A Proof of Concept showcasing the feasibility of the solution and technologies applied.

A user-friendly interface tailored to a specific audience (Health, Environment, or Education).

A presentation deck that covers:

- The addressed issue and an overview of the proposed solution.
- A diagram illustrating the solution's architecture.
- A video recording showcasing a demo of the prototype.
- An evaluation of the solution's effectiveness and relevance.
- An outlook detailing how the solution could be scaled and further developed.

Requirements

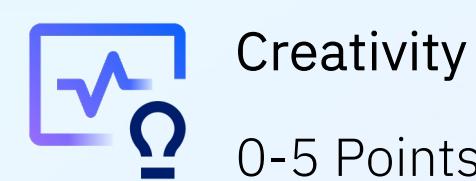
Ideation / Design / Documentation

- Prototyping (Figma, InVision, XD, ...)
- Diagrams (e.g. draw.io)

Implementation

- Large Language Models, Multi-Modal-Models
- Retrieval Augmented Generation, Embeddings, Semantic Search, Finetuning, GenAI + ML (hybrid approaches), Prompting
- Python, Pandas, LangChain
- ML Pipelines, MLOps

Evaluation criteria



Creativity

0-5 Points



Relevance

0-5 Points



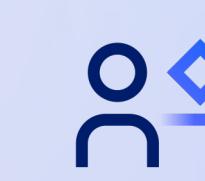
Feasibility

0-5 Points



Implementation

0-5 Points



Presentation

0-5 Points



Total

0-25 Points



Let's stay connected.



ibm.com/careers



instagram.com/LifeatIBM



twitter.com/LifeatIBM



linkedin.com/company/IBM



youtube.com/LifeAtIBM

Register to become part of our talent network or apply to one of our selected positions for Q-Hack.



For any immediate questions, feel free to reach out to us and have a chat during the event!



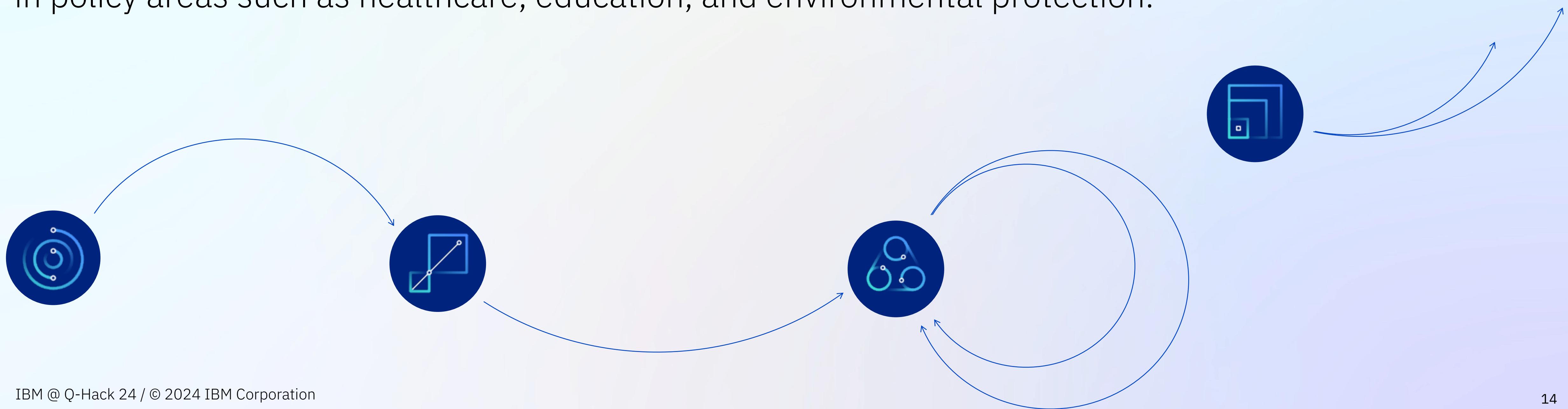
Unleash AI Innovation: Your Challenge at Q-Hack '24



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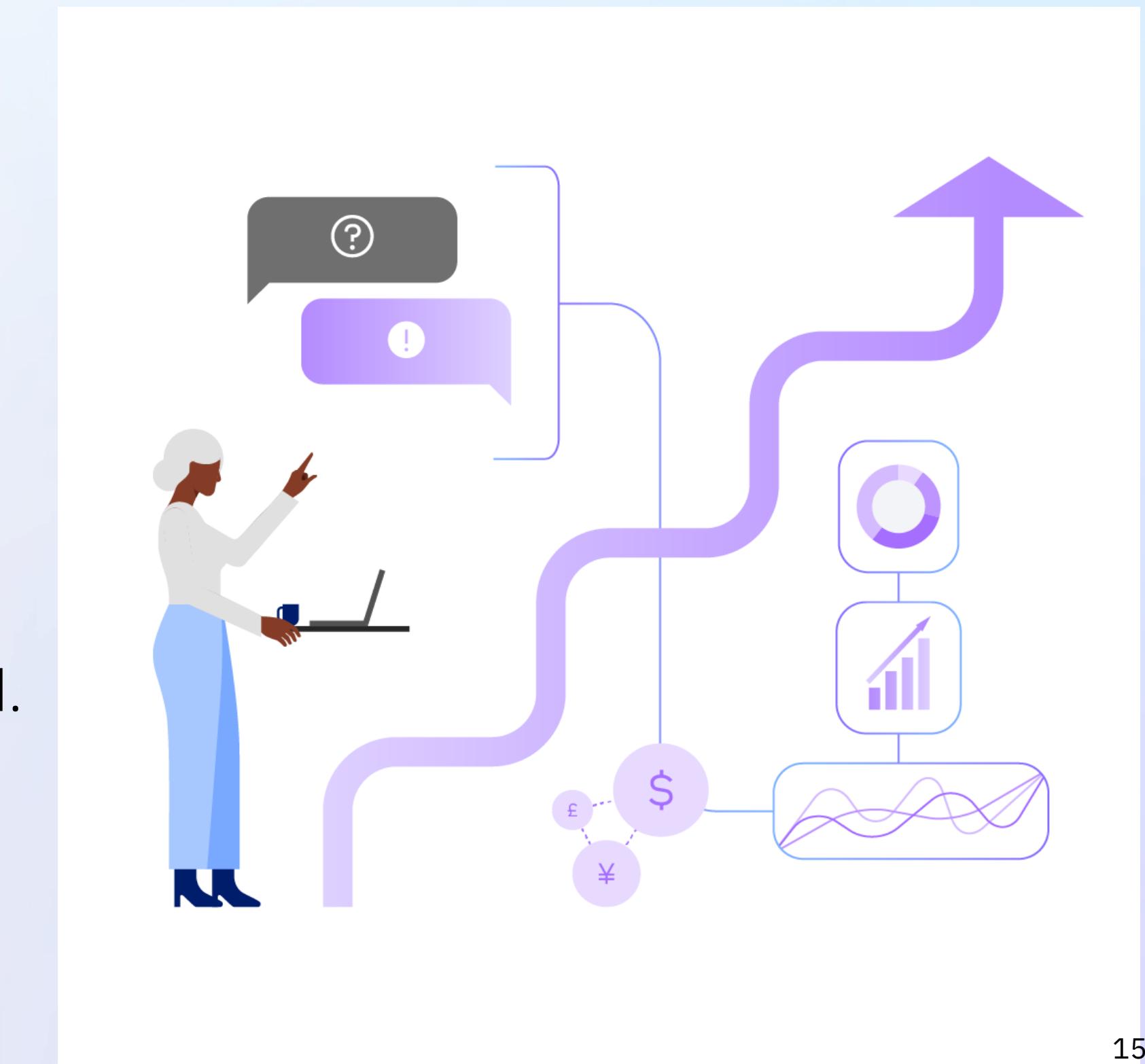


Unleash AI Innovation: Your Challenge at Q-Hack '24



Outcomes & Deliverables

- **A Proof of Concept** showcasing the feasibility of the solution and technologies applied.
- **A user-friendly interface** tailored to a specific audience (Health, Environment, or Education)
- **A presentation deck** that covers:
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 - A diagram illustrating the solution's architecture.
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Unleash AI Innovation: Your Challenge at Q-Hack '24



Challenge Requirements

What Technologies / Tools can be used?

- Ideation / Design / Documentation
 - Prototyping (Figma, InVision, XD, ...)
 - Diagrams (e.g. draw.io, ...)
- Implementation
 - Large Language Models, Multi-Modal-Models
 - Retrieval Augmented Generation, Embeddings, Semantic Search, Finetuning, GenAi + ML (hybrid approaches), Prompting
 - Python, Pandas, LangChain
 - ML Pipelines, MLOps



#AlwaysBeLearning

- Your Learning
- Your Career at IBM
- Your Guides at IBM
- Digital Badges



#BeYourself

IBMer's bring
their best and
most authentic
selves to work.



#InclusiveIBM

How we continue our ongoing Diversity & Inclusion efforts today:

- Be Equal Badge
- I'm In Allyship Campaign
- IBM SkillsBuild
- Business Resource Groups
- Call for Code
- STEM for girls
- DiversAbility
- LGBTQ+ Allyship



Consulting at IBM

Why should I join?

- Work-life Balance / Flexibility
- Global network of experts
- Independence & Impact
- Inclusive environment
- Client Relationships
- Constant career growth & development

We hire: Consultants, Developers, Technical Specialists, Data Scientists, Designer



Technology Sales at IBM

Why should I join?

- Excellent, ongoing sales training
- Learn from the brightest minds
- Continued professional & personal dev.
- Work with award winning, 'good tech'
- Supporting big brands shape the future

We hire: Client Engineer, Digital Sales Specialist, Digital Tech Specialist, Brand Sales, Technical Sales, Brand Technical Specialist, Client Technical Sales, Client Technical Specialist, Security Technical Specialist, Brand Partner



Developers at IBM

Why should I join IBM?

- Impact led projects
- Career progression
- Freedom and flexibility
- Work life balance
- The team

We hire: Architects, Data Scientists, Tech Consultants, Designers, Developers, Product Managers, Project Managers, Technical Sellers, Site Reliability Engineers



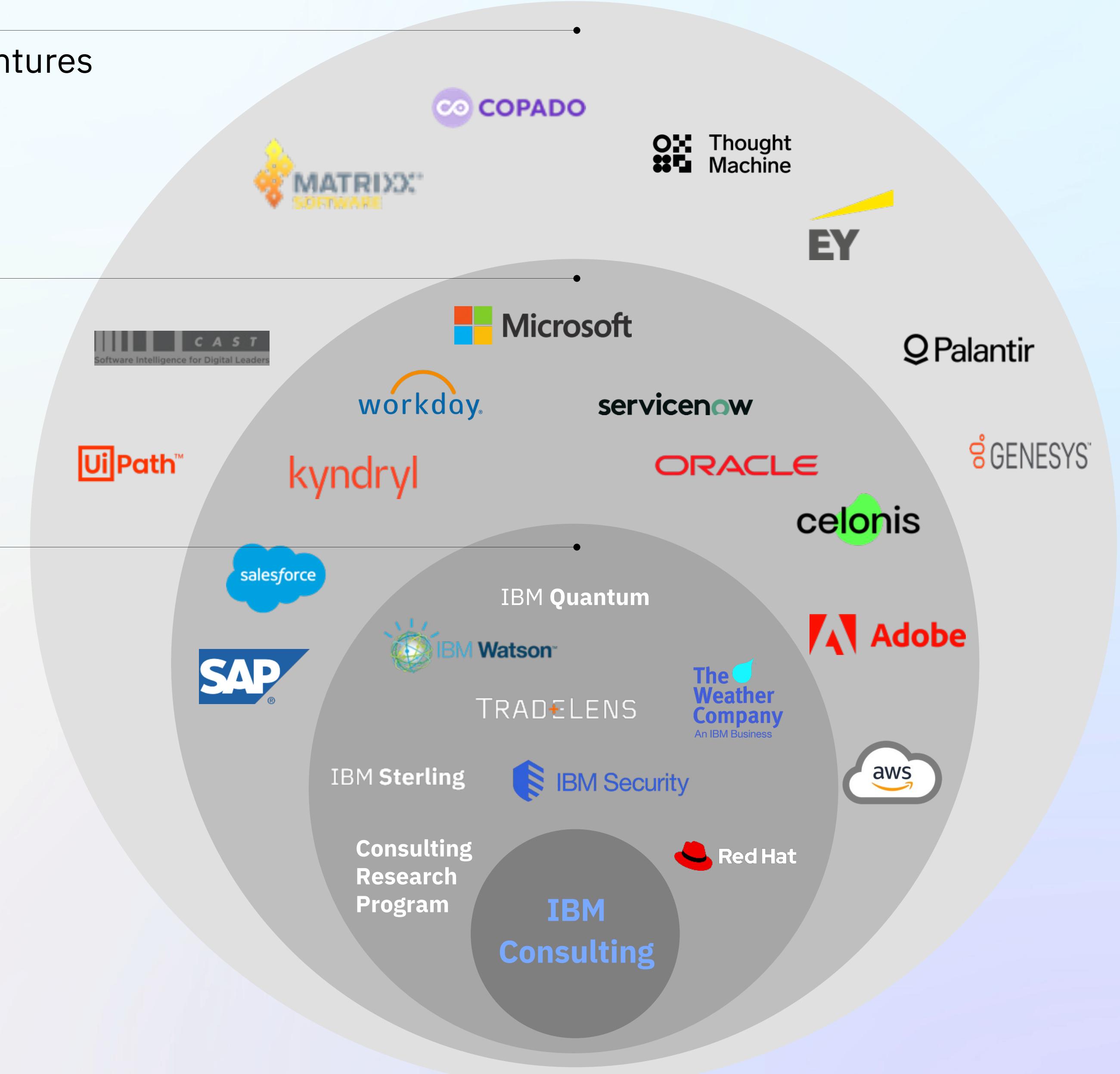
Open, dynamic ecosystem of partners

The IBM ecosystem - which includes tens of thousands of partners of all types, as well as digital marketplaces, developers and more - leverages collective strengths to solve the most complex business and societal challenges for clients with hybrid cloud and AI.

Ecosystem and ventures

Strategic partners

IBM Technology
and Research



We IBMers are not just techies.

We are creative, we research, we think ahead, we advise to drive [progress](#). The combination of consulting expertise and targeted use of technology is IBM's core competence.

Let's create ↪
something that
changes everything.

IBM Consulting brings unique and diverse end-to-end business and technology talent to our clients, coupled with deep industry skills and strong partnerships in business transformation, leveraging the Hybrid Cloud platform and AI.

We help our clients become digital enterprises through hybrid cloud and AI.

