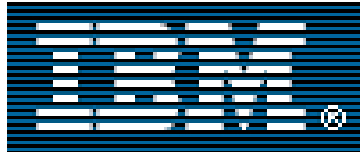


CLIENT PROFILE



IBM Life Science Solutions provides the IT infrastructure that researchers in biotechnology, pharmaceutical research, genomics, proteomics, and healthcare need to turn data into scientific discovery and new treatments for disease. IBM Life Sciences and their business partners offer server and storage solutions to help accelerate genomic and proteomic research and drug discovery.

THE CHALLENGE

IBM Life Sciences has over 100 internal training staff, as well as a network of over 300 distributors in the U.S., Europe, and Japan, focused on selling hardware, software, support and services to life science companies.

THE GENE ED SOLUTION

Over 3000 seats of GeneEd catalog e-learning were utilized to test and certify IBM staff and business partners to ensure that they were trained to global competency standards before they were allowed to service and support IBM's life science customers.