



PRESS RELEASE

IBM announces 'Develothon 2010'

Organizes 32-city roadshow, targets developer community for skill development

India—March 22, 2010 -- IBM today announced Develothon 2010 – a program aimed at helping the software developer community in India develop skills in newer technology areas. The company is organizing a 32-city roadshow and integrates with its developerWorks forum, known for extensive skill coverage and software evangelization (with over 18,000 IT professionals skilled in 2009).

The campaign will encompass technical briefing sessions covering topics like; cloud computing, information agenda, business performance management (BPM), business intelligence (BI), social networking collaboration, mashups and service oriented architecture (SOA).

To achieve growth and innovation and to retain the best people, learning and developing skills is an essential engine of productivity and competitive advantage. The sessions will be a series of participant driven 'unconferences' across 14 cities across the length and breadth of India geared towards enhancing the skills of the Indian developer on emerging technologies and trends. Similar briefings will also be conducted across 27 renowned academic institutions in India.

"The world of information technology is extremely competitive and dynamic. This calls for constant upgrading of skills - high-value skills beyond simple programming or system administration. And IBM has taken educating different kinds of communities very seriously and intends to take the skills and capabilities of individual developers and students to a completely new level through Develothon"- added **Himanshu Goyal – Country Manager – Academic Initiatives – Software Group – IBM India.**

"IBM foresees the transition of young minds from a larva stage computer engineer to a developed expertise in software development and latest technologies, through their incomparable training programme. The post training engineers stand aloof in the world of computers & software developers, as they become capable of flying towards new heights." **Dr. CNS Murthy, Director, Chameli Devi Institute of Technology and Management, Indore.**

About developerWorks

Since 1999, IBM developerWorks has been a top destination for IT professionals, providing the industry's most comprehensive source for technical content, trial code, and forums. developerWorks helps you stay

ahead of the latest trends in open standards so that you can develop skills, solve problems, and work collaboratively with peers.

developerWorks also offers an online community, My developerWorks, created to help users build relationships with technical professionals who have similar interests and debate and collaborate for ideal solutions to tough technical questions.

More than eight million developers in 195 countries use developerWorks, with language support in English, Chinese, Japanese, Russian, Korean, Vietnamese, Brazilian Portuguese, and Spanish. For more information, visit: www.ibm.com/developerWorks

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