

Quick Wins with the IBM Partnership

Maximize Your Institutional Collaboration

1. All students, faculty, and staff can download software from the IBM website once they register.

<https://www.ibm.com/academic/home>

I recommend and highly suggest the following items to download at no cost to you.

- QRadar Community Edition
- i.2 Analyst's Notebook Premium
- QRadar SIEM

<https://www.ibm.com/academic/technology/security>

- IBM Cloud Feature Code (Request Code)
- Open Liberty

<https://www.ibm.com/academic/technology/cloud>

- Watson Studio Desktop
- SPSS Modeler Premium
- Cognos Analytics
- Planning Analytics

<https://www.ibm.com/academic/technology/data-science>

- IBM Engineering Requirements Management DOORS Next
- IBM Engineering Workflow Management
- IBM Engineering System Design Rhapsody
- IBM Watson Machine Learning Accelerator

<https://www.ibm.com/academic/technology/engineering>

1a. Create an opportunity for students, faculty, and staff to ascertain a Behavior Analytics badge in 8 hours (safe pace). Because you are a representative at an accredited HBCU, you can use behavioral analytics to learn to develop your idea to change the world with network analysis. As a representative, you are getting this \$9330 license for no-charge for learning purposes. How about spending 15 minutes getting started now:

- a. IBM Academic Initiative sign-in and enrollment for free (less than three minutes):

<https://www.ustream.tv/recorded/127793076>

b. A download of IBM I2 Behavioral Analytics software (less than three-minute video):

<https://www.ustream.tv/recorded/127793089>

c. Installation instructions for using the functionality available(the more you put in, the more you get out):

- Now, on the IBM Academic Initiative website, select IBM Security.
- Scroll down the page and select the Courseware Tab
- Select either Getting Started with Threat Intelligence and Hunting or IBM i2 Analyst's Notebook - A Tech Support Guide (or both)

Behavioral analytics can be used to reduce bad comes or drive positive outcomes. You are the driver. The above walks through a hospital use case. You now decide how you want to use this powerful change tool to impact your community, your state, and the world.

2. Register for upcoming Academic Skills Learning Academies: Once IBM has identified the next academy, please register and many faculty or teaching staff as possible. There's no limitation on registration. See Link:

https://www.03.ibm.com/services/weblectures/dlv/Gate.wss?handler=Default&sequence=4&customer=meai&offering=meai&language=en&action=index&from=top_navigation

3. Nominate as many students, staff, and faculty for the IBM Masters and Ph.D. Fellowship program, before October 23, 2020. See Link:

<https://www.research.ibm.com/university/awards/index.html>

- Quick Win 1, 1a & 2 – Assigned to Chief Academic Officer and delegated to through the academic governance structure.
- Quick Win 2 – Share with the entire campus and coordinated internal schedules to accommodate the training schedule.
- Quick Win 3 – Created an internal competition among faculty and staff to nominate candidates.

If you have any questions, please feel free to contact me immediately.

Cheers,

Johnny Jones, Ed.D., Ph.D., LSSYB (Consultant)
HBCU Liaison Southern-Midwest Region (601) 397-9435
johnny.jones@ibm.com

"Challenges makes you discover things about yourself that you never really knew" - Cicely Tyson