

IBM Design Studio in Poughkeepsie Transforms Enterprise Computing

POUGHKEEPSIE, N.Y., May 5, 2017 /PRNewswire/ -- IBM (NYSE:[IBM](#)) has opened IBM Studio –Poughkeepsie, the company's latest global design hub. Interdisciplinary teams of designers, engineers, product managers and industry experts will create the next generation of mainframe software and hardware at IBM's campus in Poughkeepsie, one of the world's leading centers for enterprise computing.

IBM will also bring in clients across industries to co-create solutions involving the mainframe, whose capabilities are extending to new data sets such as weather, which can be analyzed for supply chains to optimize trucking routes.

Teams at the IBM Studio apply the principles of [IBM Design Thinking](#), which takes a rapid prototyping approach to user-centric development, as well as [IBM Design Language](#), a framework to inspire innovative and engaging experiences. Leading skill sets at the Studio includes Visual Design, Design Research, User Experience Design and Front End Development.

IBM z Systems mainframes are the global transaction backbone for most global banks, retailers, airlines and insurers. Today's mainframes are made for cloud, blockchain and machine learning workloads that enable businesses to uncover and scale insight from vast amounts of data.

According to Amy Bildzok, Director, IBM Design for z Systems, "Design thinking helps mainframe product teams reinvent user experience at the speed of the digital enterprise. The combination of deep technology and design expertise in one place is a catalyst for solving our clients' biggest problems."

IBM Studio - Poughkeepsie joins the company's global network of nearly 40 locations dedicated to designing products, services and digital engagement platforms for clients. Other IBM Studios can be found in [Austin](#), Boeblingen, Hursley, London, Melbourne, New York, Shanghai and Toronto, with more to open this year.

IBM has a longstanding history of [design excellence](#), from its iconic [8-bar logo](#), to the sleekly modern [Thomas J. Watson Research Center](#), to the IBM Watson cognitive platform, combined with experience in technology and industry leadership in Ai, cloud, mobile and security capabilities.

For more about IBM z Systems mainframes, go [here](#).

For more details about the IBM Studios, go [here](#).

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