

4.12.2018

## IBCT 2<sup>nd</sup> Battle

### GOOGLE VS IBM

POINTS OF DISCUSSION : where to work?

### GOOGLE

What is Google? → most known search engine

↓  
Not a conventional  
company

+  
huge company

- 85% of search, 3.4 billions everyday
- Search & explore → translate  
→ G. chrome  
→ G. maps
- Products → Pixel
- App → Gmail  
→ Messages  
→ Calendar
- Research → Google Maps → Navigator - traffic, incidents  
→ info of places
- Services → Google Crisis Respond ↔ Person finder  
↙ alerts  
↘ public alerts

what to do in crisis situation

→ Life Bank (blood delivery in Nigeria)

→ Medical research with AI : detect breast / lung cancer before symptoms appear

→ Bees & population is decreasing, so monitor it

HOW DOES GOOGLE CARE FOR GOOGLERS?

→ Maternity / paternity leave

→ Death Benefit → support family of dead person  
(50% of salary every year for spouse,  
1000 € monthly for children...)

→ Free food or cooking classes

→ Dogs at work → animal care, friendly / funny working

environment

→ Relax tone / entertainment as break

→ Innovative work environment and investments of time of employees (20% of their time)

→ Support start-ups with experience

→ ETHICS → diversity / equity

IBM

International Business Machine

HUMAN RESOURCES

1970s → IBM cares about employees quote

Good start for career:

• 6200 open positions → interns / students

• Start with good technical knowledge and then improve it

WORK ETHICS / CSR

• Create value

• Invest in learning

• Equal treatment → flexibility in work + quality

• Environment is friendly

• Teamwork

TRUST & RESPONSIBILITY

• Project Owl, IBM Tech, VolCAT, AI Fairness 360

BUSINESS MODEL

800 different companies → privacy and trust

Customers → large companies

↳ Service :sw to connect different departments

Brand protection

Key partners → Resellers (SW, HW)

Create value by selling HW + installation + maintenance  
SaaS

## R&D INNOVATION

12 research labs over the world, 3000 researchers, 40% outside USA

Biggest ~~patent~~ number of patents

- AT&T
- DRAM
- SQL
- UPC (Bar Code)

- Quantum Computing → IBM Q System One
- Blockchain Technology → Food Trust + others
- AI → Watson: answers questions in natural languages

## MARKET SHARE

IBM founded, also still in business throughout the years

Infrastructure (before) → Cloud / Data Driven (now)

- IBM is 1st leader in AI for 3<sup>rd</sup> consecutive year
- cloud market → IBM cloud 4<sup>th</sup> (6% after Amazon, Azure, Google) ↳ growing

## Questions

IBM to Google:

They asked about references... → to be found on about.google.com

Google to IBM:

- G: IBM talked about group work and the fact that there is no manager/boss. This is actually ~~good~~ because in traditional companies there are managers, : hierarchical idea
- I: ~~The~~ The way you approach your work is different: team work
- G: There were some complaints about how the operations inside teams take place; they take time (the communication between inferiors - superiors) and there is bureaucracy (Glendon reviews)
- I: How do you think IBM can still be a top level company with this bureaucracy?
- G: Our quote about the "boss" ("don't pick a job, pick a boss") <sup>does not</sup> reflect our real structure: Google is more horizontal, there is no



High difference about between roles.

IBM: Google is too young!

Google: It isn't about when you are born - it's about the impact of the company.

Student: IBM has a long history, it is more traditional, but they are renewing themselves. Does this redesign of the company put more pressure on the workers? So to cover the gap that there is with respect to the new companies.

IBM: It's true that we do have to renew yourself, but you do that progressively, of course there will be a bit of pressure, but they are trying to make the transition in the most comfortable way, to avoid the strangeness of a CRACK POINT.

Andrea: Is it better to have or not to have a boss? A guidance

- ↳ we need guidance (eg. for in our case, thesis projects with supervisors)
- ↳ pressure vs productivity and quality of work

Student: If you, as a worker, don't get pressure on you, it's your boss who is absorbing that, because they get pressure from their bosses.

...

Switch to another topic:

IBM: If we were such a traditional company, how ~~it~~ would ~~have~~ we were we able to introduce AI?  
(IBM has Watson)

Student: But IBM is lagging behind Google on cloud infrastructure.

IBM: IBM is expanding this sector of activity. Also with the help of Watson (the AI of IBM) it will become bigger and bigger.

Google: Article about Watson using patients' data for learning without asking for permission.

IBM: Google is talking about personal data?!

Google: User has control over data shared with us!

Student: Google gets from Mastercard data about your transactions!

IBM: We don't know if the data about the patients was anonymised. But it's the customer of IBM who trains Watson on their specific data, so it can work on specific domains.

↳ Watson is customised

Data storage is managed by the customer.

IBM: What about the pictures <sup>of homeless people</sup> taken by subworkers of Google for biometrics algorithms? Selfie game? (from "The Guardian")  
Or wif. not encrypted data?

Google: You always have control over data! You agree to share it or not.

IBM: But with the pictures of the selfie game you can't do that!

...

Google: There was a consensus agreement!

IBM: How much does the identity count?

...

Eros: Do you know about Google Memo (Ethological Ideological echochamber)

James Taber, 2014, working at Google, wrote an article about the working environment at Google. He claims there is a reverse discrimination to correct disparities.

There are more men (80%) than women (20%) in 2014  
"Google addresses this issue wrong" - he said  
And he was fired.

The guy was raising this issue among his colleagues, but there seems to be some issues with freedom of speech in Silicon Valley.

After getting fired, he published this article.

Google: How did he face this situation? What approach did he use for facing this?

...

Andrea: What is <sup>your</sup> ~~your~~ company's policy towards gender?

IBM: No judgement for religion/gender; same process of applying to IBM, not taking into account the gender

Google: Gender equality 33% women, 66% men  
25% of leading position are women

### Other questions

Student to IBM: Welfare

IBM: pregnancy welfare / special needs

Student to IBM: How come did IBM not gain popularity among the population if they have so many products?

IBM: Our target is different, we are providing products and

services to other companies.

Student: Google's policy of 20% free time is actually 20% extra time.

Google: ...

Student: Google's salary is 4 times higher than IBM.

IBM: You should not work for money ... work because you like it.

IBM: Think about the future position that you can reach.

## CONCLUSION

Why IBM

- > ethics/discipline/value
- > help people through technology
- > probably stressful when changing, but long lasting position

Why Google:

- > working environment / conditions
- > money
- > incentives
- > your family is secured