

Battle! Google vs. IBM!

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1 Rules

The point of discussion is to choose which company you want to be hired.
15 min of presentation each, questions, and conclusions.

2 Google Presentation

2.1 What is google?

Most known search engine and a huge company! but not a conventional one.
90 % of searches on internet are done through Google(Google, Google img, YouTube)! It provides a huge amount of products more than the search engine!
Both applications and devices! you have more than 250 apps on google!

2.2 Google maps

Inside the application you have a lot of useful tools, for example the Navigator, or traffic highlights, and locals researches.

2.3 Google Crisis Response

Used to manage crisis situations!

- Search for somebody!
- Dangerous situations!
- Public alerts!

Due to his popularity people in crisis look in google to find responses to their problems.

2.4 Google AI

Examples:

- Cancer detection
- Apiculture

A lot more fields of Google research!

2.5 How Google cares for Employees

- Maternity/Paternity generous benefits
- Death benefits for families of the death
- Free food and cooking classes
- Pets at work
- Relax zone for naps

2.6 Innovation

- Each employ should spent 20 % of their time thinking about innovations
- Google care for startups!

2.7 Ethics

Google have a Code of conduct and Ethic! Rememeber to "Do the right thing"

3 IBM Presentation

International business machine! More than 6200 open positions!

3.1 Privacy

Your data are deleted when no more needed.

3.2 Working Ethics

Invest a lot in people learning! Good company for your starting career. Improve your knowledge to reach a higher position!

Some useful features offered to workers:

- Equal treatment for IBMers
- Flexibility! Just respect the deadline, you can work from home too.
- Friendly working environment all around the world!
- Teamwork! be part of a big family!

3.3 Trust and Responsibility

- Disaster help
- Food trust to understand where it comes from, ...

3.4 Business model

IBM have hundreds of companies inside it. Because they trust IBM.
[Business model canvas, check slides]

3.5 R&D Division and Innovation

- Most patents than any other company for 26 consecutive year!
- Developed a lot of Historical inventions!
- 1st ever commercial quantum computer! Joinable online
- Blockchain technology
- A.I. based Watson! Answer to questions posed in natural language.

3.6 Market share

Look at the %/year, IBM is on the market since 1911! And keep transforming adapting to market, now in transacting from physical to data-driven, for example:

IBM is the first market leader in AI for 3 consecutive years.
IBM Cloud, you can manage data with AI support.

Becoming stronger yeah by year!

4 Q & A

Legenda

- Q2G: Question to Google
- AoG: Answer of Google
- Q2I: Question to IBM
- AoI: Answer of IBM
- Q2C: Question to Class
- AoC: Answer of Class

[Q2G]: You missed references!

[AoG]: Our source are Google sites. It is a completely transparent company. Check on Google.com. But on the powerpoint we have links anyway.

[Q2I]: IBM is a traditional company, what structure do you have?

[AoI]: We have a boss, but the approach to him is as if him is at your same level.

[Q2I]: Is not true, or it would take a lot of time to bring your problems/complaining at the top manager.

[AoI]: We are a top company, we can manage some bureaucracy

[Q2G]: And you?

[Q2I]: Google have a Horizontal structure, there's not high hierarchy, all workers are very qualified, no need to have a high hierarchic structure.

[Q2I]: IBM will put more pressure on me if i apply to them due to their changing from physical to digital.

[AoI]: Checking data..... (*)

[Q2C]: You think is relevant to have a boss/guidance? Or you would like to be completely free?

[AoC]: I would enjoy a guidance for my doubts. We need a guidance at the beginning, and we need a feedback on our work.

[Q2G]: In a hierarchical structure, the pressure on the deadline will be distributed over the layers of the hierarchy, i will not feel it all by myself.

[AoG]: Is not a question of "Boss vs. Not boss", you can manage pressure in other ways. Is not a question of the different structure.

[AoI]:(*) Checked data. In every company you have to renew, but is something very progressive, it doesn't happen one day to another. We compete in new markets year by year, we manage it year by year.

[Q2I]: You took some privacy data from a hospital that had partner with IBM, without asking to the people.

[Q2G]: And google created a partnership with mastercard to check transactions.

[AoI]: Watson is trained with very general datas, but for certain applications it need particular datas. If there were an agreement with the hospital it was for sure for clients benefit, to train watson better.

[Q2G]: (from Guardian) To improve medical AI Google went if the streets getting photos to train biometrical algorithms with black homeless people for 5 \$.

[AoG]: With google you always have control on your datas, and you can delete it. Is a transparent protocol.

[Q2G]: Is about how you reach the agreement, not the agreement itself...

[Q2G]: (Editor note: have been red a confuse article about a guy being fired by google, working at a certain "google memo"). Who fires people without a boss?

[AoG]: We didn't said that we have absolutely no boss, we have a boss, but a soft one.

[Q2I]: For datas collected in roads, google interrupted the program immediately and investigated the data provider.

[AoI]: Is what i usually say when i broke something, "Wasn't me".

[Q2Both]: What is your gender policy on employees?

[AoI]: IBM don't discriminate genders/religion/... In the application the gender question is optional.

[AoG]: Have a policy of gender balance! Google employees are 66 % men and 33 % women. And 25 % of the Leading positions are women.

[Q2I]: What's your welfare for workers?

[AoI]: We just said a few, we had no time to show more, we had like you helps for pregnants women, ...

[Q2I]: IBM ave a lot of products as you said, so is not as known as Google?

[AoI]: The main reason is that Google gives services for a final user (B2C), and IBM gives services to big companies that maybe we don't know (B2B).

[Q2G]: You said that 20 % of your time should be dedicated to innovation, but usually that becomes 20 % times more than the normal work.

[Q2I]: The Google salary is 4x higher than yours, why i should apply for you?

[AoI]: Yeah, compared with higher positions that maybe you will never reach.

5 Conclusions

5.1 Google Conclusion

If you check money and working environments you can come to the work at google happy. You and your family will be safe and happy with us.

5.2 IBM Conclusion

We are growing and changing being a milestone in the tech market! Even if times changes, we are there!

5.3 And the winner is....

Google!

Google: 58 %

IBM: 42 %