

## ***edgelab* Receives Computerworld Honors Laureate**

**Stamford, CT (6/20/2007)** – *edgelab* – UConn and GE's strategic partnership graduate research facility – was honored as a 2007 Computerworld Honors Laureate by the International Data Group's (IDG) Computerworld Honors Program®, a program governed by the Computerworld Information Technology Awards Foundation (a Massachusetts not-for-profit corporation).

*edgelab*, located at UConn's Stamford campus, is a graduate research facility that combines the distinct capabilities of senior business school faculty, GE executives, and business students in a ground breaking public-private strategic partnership.

The award was presented at the Laureate Medal Ceremony earlier this month at the historic Andrew Mellon Auditorium in Washington, DC. Chris Kalish, GE's Director of *edgelab*, accepted the award on behalf of *edgelab*. Chris was joined by his counterpart, Dr. James Marsden, the UConn Director of *edgelab* and Chair of UConn's Department of Operations and Information Management.



"The *edgelab* partnership was built on the value that everyone benefits," said Kalish. "*edgelab* is a 'win-win-win' environment – for our students: an enriching, creative environment; for our faculty: a test-bed for exploring theoretical visions and academic best-practices; and for GE: a high-power project incubation mechanism. The results of the partnership are extraordinary."

In addition to Laureate status, *edgelab* was selected as one of the five top nominees in the award's Education class.

Each year, members of the Computerworld Honors Program Chairmen's Committee identify the organizations whose use of information technology has been especially noteworthy for the originality of its conception, the breadth of its vision and the significance of its benefit to society. These identified organizations are asked to contribute a case study to the program's collection, and the donation of these case studies to the National Archives is celebrated at the Laureate Medal Ceremony where an accepted case study Laureate from each organization is publicly recognized. 234 Laureates were recognized at this year's ceremony.

"This is a great honor, not only for the award itself, but for what it represents – the exceptional quality, experience and contribution of our faculty, students and strategic partners," said Mo Hussein, Interim Dean of the University of Connecticut School of Business. "UConn's level of experiential learning offers our students and campus community a competitive advantage. Awards like this demonstrate that competitive position and showcase both *edgelab*'s and UConn's excellence and uniqueness within the realm of higher education."

*edgelab* was nominated by SAS, a key partner that provides analytic tools and capabilities critical to the learning experience of the students and to the success of so many *edgelab* projects. The SAS tools help the UConn students develop real understanding of the business value of deep data analytics. SAS' nomination of *edgelab* stressed the incomparable research facility and the unmatched learning and applied research experience that transcends the standard curriculum.

"Our vision at *edgelab* is to bridge the gap between academic research and applied corporate execution. We are forging the new frontier in public/private partnering," said Marsden. "At *edgelab* it's all about learning, innovation, mentoring, struggling, and delivering. All participants are owners-stakeholders. We are committed to tackling challenging strategic problems. Our focus is on using fresh, innovative, and effective problem structuring and solution processes to deliver on-time solutions that will be implemented. The results on over 90 projects speak for themselves -- *edgelab* consistently delivers unique blends of theoretical vision, experiential know-how, and creative 'out-of-the-box' thinking."

The solutions for many of *edgelab*'s projects have incorporated new technologies and updated systematic solution procedures, offering benefits to both GE businesses and society. In fact, almost 100 percent of *edgelab* project recommendations have generated business response outside of the lab. Project deliverables have resulted in strategies for new wireless technologies to free the infant in neo-natal care from the restrictive wire bonds that limit human contact, the development of a market for carbon credits and support for the implementation of renewable and high-efficiency energy, the ability to keep critical medical diagnostic equipment up and running, improved access and reliability of medical information in emergencies, and approaches for less invasive cardiovascular diagnostics – to name just a few.

"Our goal is to identify and record the accomplishments of the individuals, organizations and institutions that are creating the global best practices in leading the world's ongoing IT revolution," said Ronald Milton, Chairman of the Board of Trustees for The Computerworld Information Technology Awards Foundation and Executive Vice President of Computerworld. "History has taught us to expect extraordinary achievements from these honorees."

Established in 1988, The Computerworld Honors Program assembles the principals of the world's foremost information technology (IT) companies in order to recognize and record the worldwide achievements in and visionary applications of IT, which promote positive social, economic and educational change. This year will mark the 19th year for the awards.

More information on The Computerworld Honors Program and The Computerworld Information Technology Awards Foundation can be found at [www.cwhonors.org/laureates/](http://www.cwhonors.org/laureates/).