



IBM BusinessConnect

Stará Tržnica | 26. marec 2015 | Bratislava, Slovakia



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IBM's Transformation: An Ongoing Journey

From losing \$8.1 billion in 1993 to posting \$8.1 billion in earnings in 2000

- Keep company together & stabilize business
- Move to integrated solutions
- Dramatic growth in services



Louis V. Gerstner, Jr.
(1993 – 2002)

1993

Increasing SW and services from 65% to 84% of segment profit from 2000 to 2011

- Focus on open technologies and high value solutions
- Become the premier **Globally Integrated Enterprise**
- Move to **Values-based culture**



Samuel J. Palmisano
(2003 – 2011)

2003

Reinventing Big Blue by \$4 billion spend to 4 fast-growing markets to achieve \$40 billion in revenue by 2018

- Delivering **signature IBM client experience**
- Building a **Smarter enterprise** with data, cloud and systems of engagement.
- Making **IBM essential** to clients, partners, investors and communities

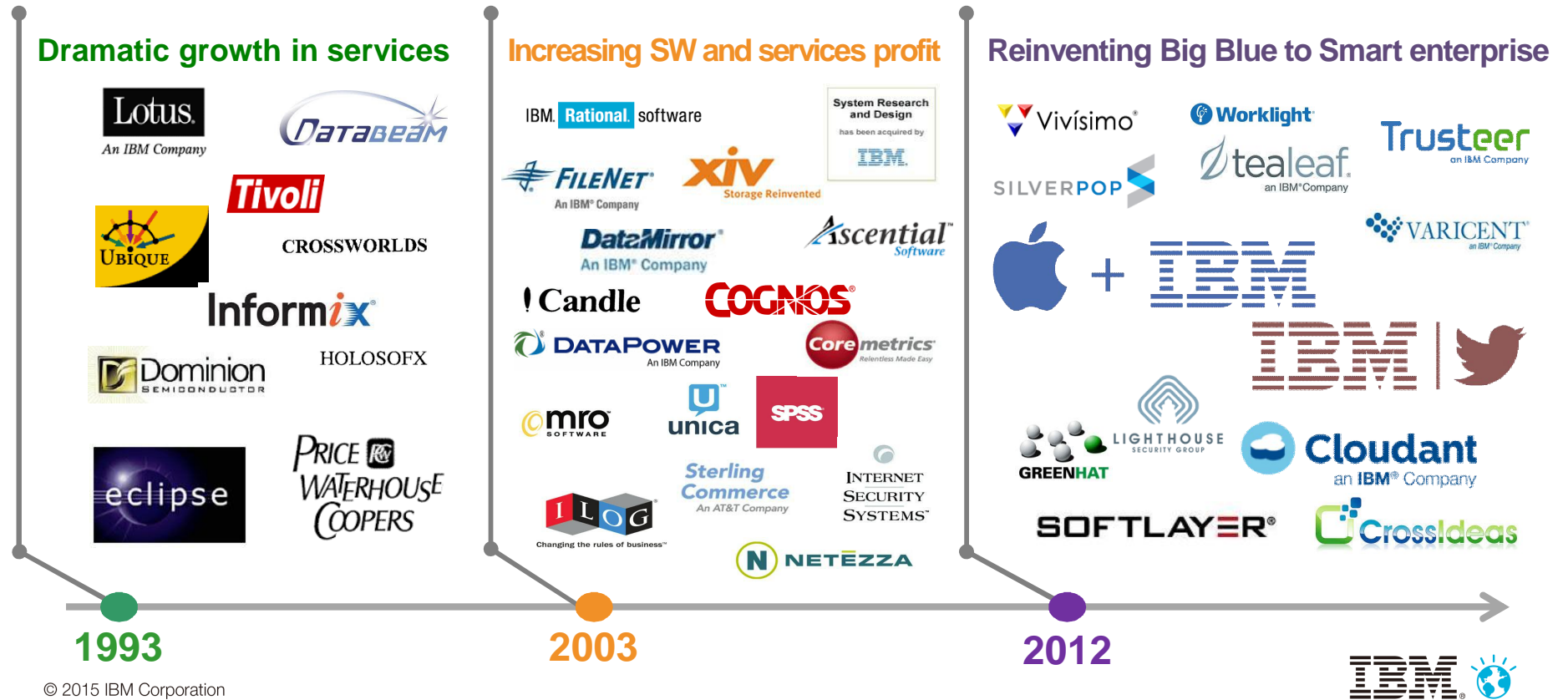


Ginni Rometty
(2012 to present)

2012



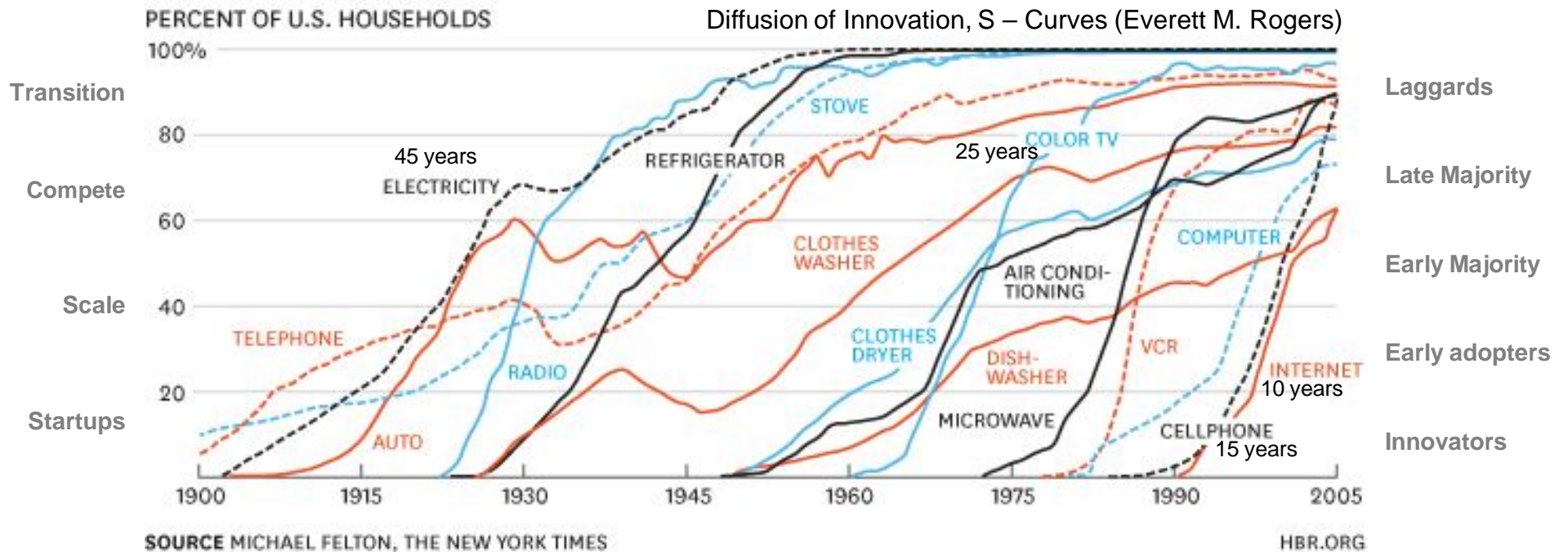
IBM is continuing to remix the portfolio to reflect our strategy





The Pace of Technology Adoption is Speeding Up

Businesses around the world are reinventing themselves to remain competitive in a time when constant change is the new normal.





IBM is helping leaders innovate and win in the new era of IT

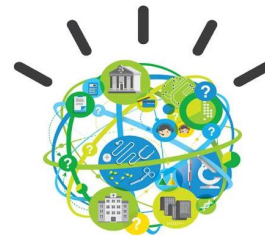
Internet of Things



“The Internet of Things (IoT) is emerging as the third wave in the development of the Internet.”
Goldman Sachs



Big Data & Cognitive analytics



We’re in early stages of a new era of computing—the era of cognitive systems, which will transform IBM, business and society.



Cloud computing



Cloud is transforming IT and business processes into digital services and increasingly becomes distribution channel for software apps.

