



IBM BusinessConnect

PVA Letňany | 4.června 2015 | Praha



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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



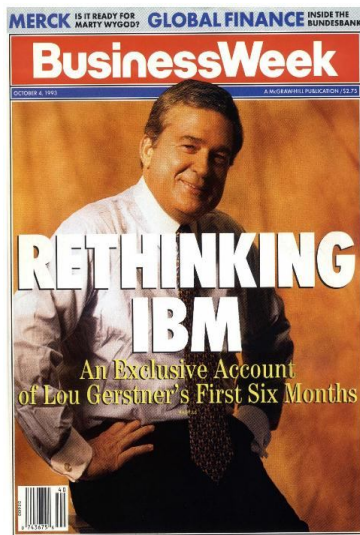
Ginni Rometty
(2012 to present)

2012





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1993



2003



2012





6

9

9



7,534

22

> 81,500

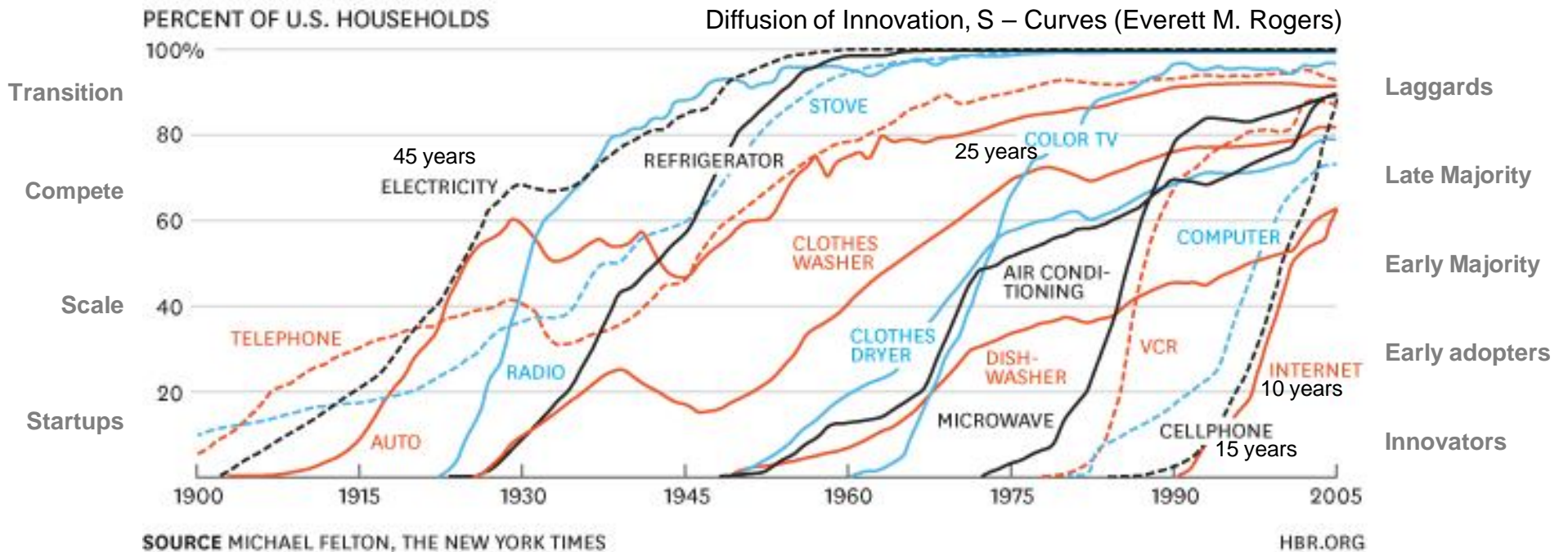


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The Pace of Technology Adoption is Speeding Up

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



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Ďakujem

