



MARKET

IBM is aligned around a single, focused business model: innovation. IBM takes its breadth and depth of insight on issues, processes and operations across a variety of industries and invents and applies technology to help solve its clients' most intractable business and competitive problems. Serving customers in more than 160 countries, IBM offers a wide range of services and solutions that cater to the needs of the global market. IBM's Global Services is the industry's largest business and information technology services provider and is the fastest growing part of the company with over 150,000 professionals serving customers worldwide.

IBM has dominated the market since the 1940s and has survived the massive IT revolution during the 1980s and 1990s by shifting its strategy to centre around the customer and offering value added services and solutions while fully supporting open standards. Today IBM invests billions of dollars each year in research and development, with labs spanning all around the world, to work on all areas of information technology. With five Nobel Prizes to its name



IBM's research labs collaborate closely with colleagues in academic and government research centres as well as customers who tend to provide them with challenging research problems.

The company established its first presence in the Middle East more than 60 years ago and currently has its regional headquarters based at Dubai Internet City. With the support of over 2,000 employees in the region, in 1984, IBM established its first Development centre in Egypt hosting over 500 professional developers, supporting worldwide labs and customers across the Middle East. IBM and its business partners provide channel and product management, sales and technical support, product distribution, solution offerings and business consultancy. IBM's Global Business Services provides business consulting and IT services across the region and in addition the company is represented in most Middle East markets through its general marketing and service representatives – Gulf Business Machines (GBM) and Saudi Business Machines (SBM) in Saudi Arabia. As well as its partners in the UAE, Oman, Kuwait, Qatar and Bahrain, UBS and STS Business One in Jordan, CBM, Quantech and Bluetech in Lebanon.

ACHIEVEMENTS

IBM has been involved in the design and creation of a huge number of key technologies and products for decades. IBM's rich history of discovery and innovation has allowed it to achieve international recognition and become a pioneer in the IT market. IBM has been dominating the market since the 1940s when mainframes created by the company itself drove the market. It installed the region's first mainframe computer at Saudi Aramco in 1947, more than 60 years ago. Today the company is still on top of the game offering innovative solutions to individual consumers and the world's largest corporations and governments. IBM researchers have been recognised with seven US National Medals of Technology, five National Medals of Science and 21 memberships in the National Academy of Sciences. IBM Research has more than 59 members of the National Academy of Engineering and well over 300 industry organisation fellows. This year IBM's own Frances Allen became the first woman to receive a Turing Award.



The company has seen six Turing recipients in total as well as eight inductees in the National Inventors Hall of Fame.

IBM is involved in a number of major enterprise transformation initiatives in several sectors. In the Government Sector, IBM works closely with both local and Federal Government clients to develop transformation and reform strategies, re-engineer processes, implement systems and solutions to achieve transformational goals. IBM has helped a number of Governments in the region implement e-Government initiatives and has championed the transformation to a modern online environment. The services range from industry consulting to the implementation of specific solutions. IBM provides services in areas such as Strategy and Change, Human Capital Management, Supply Chain Management and Automation, Customer Relationship Management, Application Innovation and Implementation. IBM works closely with partners and is the largest implementation partner globally for ISV's such as SAP and Oracle.

IBM also supports major Middle East education initiatives. This year IBM has granted UAE University's College of Information Technology with IBM's Shared University Research (SUR)



Award to install the first Cell Broadband Engine (Cell/B.E.) at the UAE University and has signed a business partnership with the German-Jordanian University to underpin IBM's training initiative to support the university's plans to create Technology Incubator Facility, build research, development and new Business Ventures.

HISTORY

IBM has been present in the Middle East since 1947. Moving to its new regional headquarters at Dubai Internet City early in 2002 IBM focused on providing customers with innovative solutions that enable them to gain competitive advantage in this highly competitive market. IBM has played an instrumental role in the development of the IT sector in the Middle East, with on-going initiative with both private and public sectors that drive the adoption of new technologies, skills development, research facilities and training.

IBM Global Services has evolved into the world's largest and most innovative consultancy, systems integrator, technical services provider and outsourcer and has become responsible for more than 50% of the global revenue of IBM. The acquisition of PricewaterhouseCoopers Consulting in 2002 has supported the fast growth of IBM in business consulting.

IBM Global Business Services (GBS) is one of the two pillars of IBM Global Services and encompasses both the consultancy and system integration capabilities.

IBM consultants work in partnership with clients in all major industries to help them find new ways to achieve competitive advantage. They help customers enhance existing business processes, create new capabilities or develop fresh thinking. Whether it is improving the efficiency of financial management or finding better ways to manage client relationships, optimising the supply chain or unlocking the full potential of employees, IBM has a consistent focus on innovation and creating value.

PRODUCT

IBM is a pioneer in the creation, development and manufacture of some of the industry's most advanced information technologies, including computer systems (personal computers and servers), software, networking systems, storage devices and microelectronics. In parallel, IBM's worldwide networks of solutions and services professionals translate these advanced technologies into real business value for their customers.

IBM's hardware solutions span the full range of platforms with solutions for Windows, AIX, Linux, iSeries (OS/400) and zSeries mainframes.



IBM is one of the few hardware manufacturers left that actually designs and manufactures its own CPUs (the heart of the computer), giving an enormous depth to its development of computer architectures. It also creates solutions based on Intel standard architectures with the inclusion of many of the technologies it develops for its other platforms, such as the resiliency of its mainframes.

Central to IBM's success is its middleware and web services software. IBM software products run the gamut: the WebSphere application services platform, Tivoli systems management and security, Lotus collaboration and messaging technology and its market-leading database, DB2.

IBM has a solid reputation for providing quality products and services.

RECENT DEVELOPMENTS

IBM has been working on community development initiatives in the region such as KidSmart in Jordan, Egypt and the UAE. IBM has also been very active in the education sector by working closely with governments, private schools and universities on training and development initiatives such as the Linux Labs in Jordan, Oman and the UAE as well as other projects in Bahrain, Egypt and Lebanon.

In the last couple of years IBM has been proactive in increasing the profile of the open source software, particularly Linux, both globally and regionally. It extended its commitment to Linux in the Middle East by establishing a large Cairo-based development team to work on Arabising Linux. The team in Egypt is focused on adapting the code that is necessary to make Linux capable of handling Arabic properly, setting standards and putting it into the hands of the open source community.

PROMOTION

IBM believe that innovation means more than just inventing innovative products and solutions, although they will continue their legacy of changing the course of information technology by exploring and inventing new technologies. In over 170 countries they are also creating an environment where their employees can bring innovation to bear on every aspect of their jobs. They are also working with their clients to help them create new business processes and models to help them differentiate themselves from the competition and they are setting their sights beyond the

borders of their company, industry -- even those of their clients -- by exploring new ways of working with an 'ecosystem of innovators' to solve societal challenges.

BRAND VALUES

The IBM brand is all about trust, reliability, quality, scope and innovation. It is considered as one of the most trusted brands worldwide and has been in the market at the birth of the age of computing. IBM was present during the first faltering steps of information age and is still present in today's internet age which proves its dedication and commitment to the industry. IBM has been in the business when huge mainframes created by the company itself ruled the world; it has been dominant in the market since 1940s and is still a pioneer in the IT industry as it focuses on offering innovative solutions that adds value to customers. IBM invests heavily in R&D and is constantly offering up to date solutions that will help users move forwards in the business world

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Things you didn't know about IBM

IBM processes an estimated 40,000 machines per week across centres around the world, and reused or resold almost 87% of the assets returned to its Remanufacturing Centres.

IBM operations processed over 108 million pounds of end-of-life products and product waste in 2006, and sent <1% of that to a landfill

