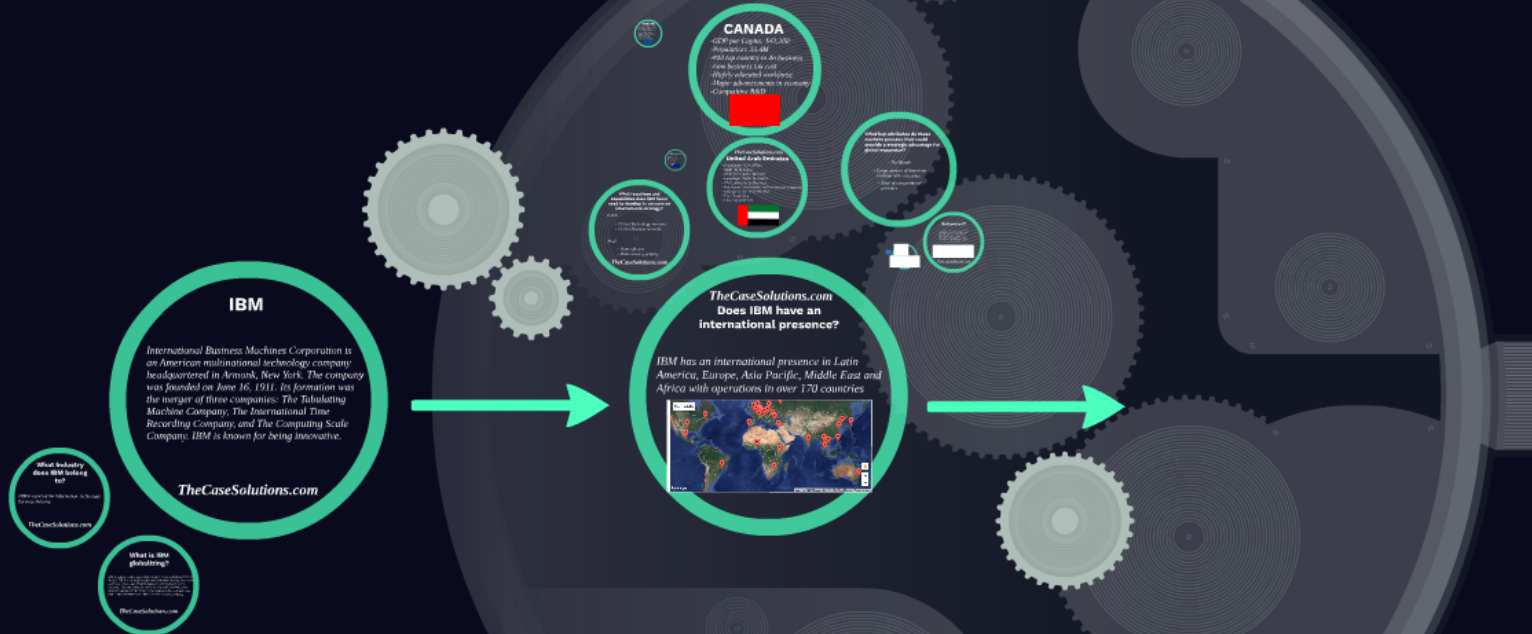
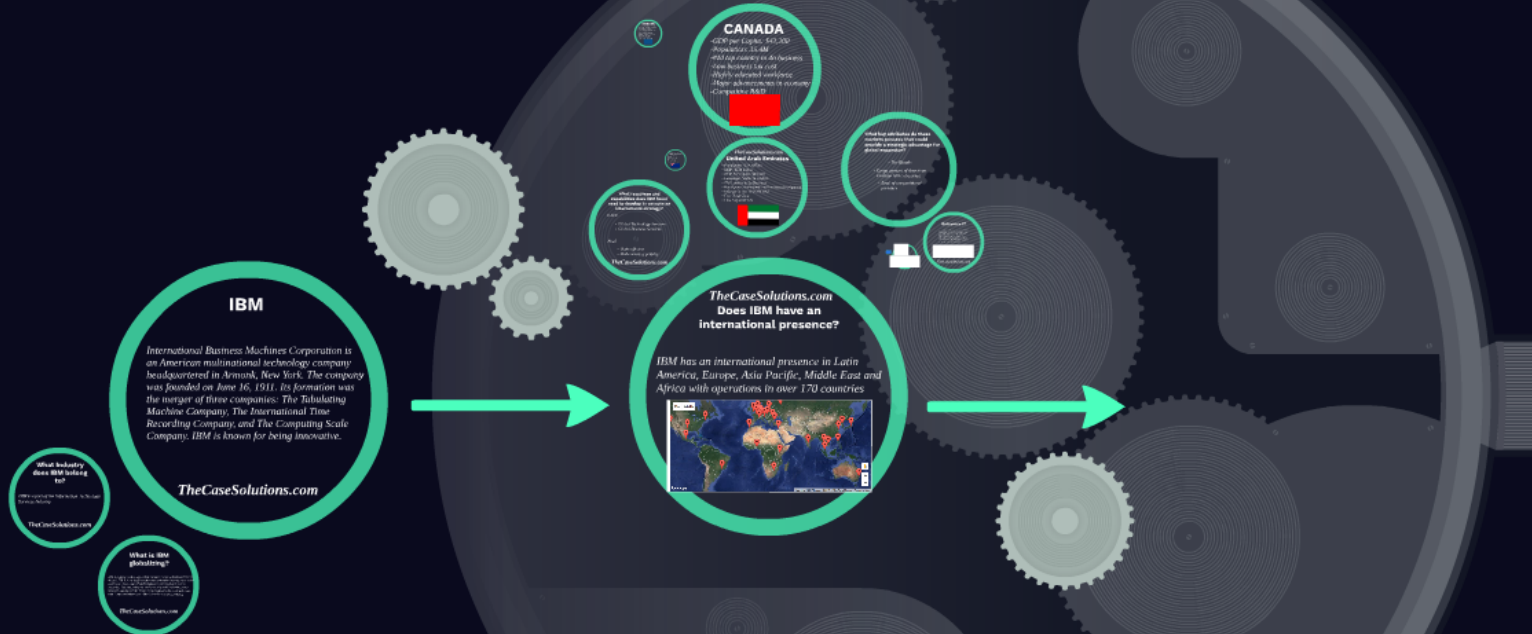


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IBM

International Business Machines Corporation is an American multinational technology company headquartered in Armonk, New York. The company was founded on June 16, 1911. Its formation was the merger of three companies: The Tabulating Machine Company, The International Time Recording Company, and The Computing Scale Company. IBM is known for being innovative.

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**Industry
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What Industry does IBM belong to?

*IBM is apart of the Information Technology
Services Industry*

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What is IBM globalizing?

IBM is a global technology and innovation company headquartered in Armonk, NY. It is the largest technology and consulting employer in the world, with more than 375,000 employees serving clients in 170 countries. Just completing its 22nd year of patent leadership, IBM Research has defined the future of information technology with more than 3,000 researchers in 12 labs located across six continents

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TheCaseSolutions.com **Does IBM have an international presence?**

IBM has an international presence in Latin America, Europe, Asia Pacific, Middle East and Africa with operations in over 170 countries



Outsource IT

According to a report from India, the IT giant has reduced its India-based workforce from about 165,000 in 2011 to 113,000 in 2015. The report quoted sources close to IBM's plans who said this number will be down to 100,000 in 2016. The firm's global workforce is made up of 431,212 employees

(\$ in millions)

For the year ended December 31:	2015	2014**	Yr. to Yr. Percent Change	Yr. to Yr. Percent Change Adjusted for Currency
Global Services external revenue	\$49,182	\$54,954	(10.5)%	(1.1)%*
Global Technology Services	\$32,017	\$35,442	(9.7)%	0.5%*
Outsourcing	16,992	19,082	(11.0)	(0.5)
Integrated Technology Services	8,893	9,506	(6.4)	2.5
Maintenance	6,132	6,853	(10.5)	1.2*
Global Business Services	\$17,166	\$19,512	(12.0)%	(4.1)%*
Outsourcing	4,898	5,438	(9.9)	(2.0)*
Consulting and Systems Integration	12,268	14,075	(12.8)	(4.9)

*Adjusted for divestitures and currency.

**Data for 2014 is unaudited and subject to audit.

2014	Yr. to Yr. Percent Change	Yr. to Yr. Percent Change Adjusted for Currency*
2,798	(11.8)%	(1.2)%
2,326	(11.8)%	(1.1)%
1,410	(7.1)	(1.8)
0,700	(15.1)	0.2
0,216	(16.8)	(1.7)
	0.9%	0.2%
	(16.4)%	(3.1)%
	(27.1)%	(10.1)%

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What resources and capabilities does IBM have/ need to develop to execute an international strategy?

HAVE

- *Global Technology Services*
- *Global Business Services*

Need

- *Make efficient*
- *Make services priority*

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United Arab Emirates

- *Population: 9.34 million*
- *GDP: \$570 billion*
- *GDP Per Capita: \$43,048*
- *Language: Arabic & English*
- *#26 Country to do Business*
- *Rapid pace of economic and business development*
- *Industry is Top 10 in the UAE*
- *Free Trade Zone*
- *Low corporate tax*

