



BACKGROUND: IBM and GROWTH MARKETS

At A Glance:

- As part of 2015 IBM Strategy, the percentage of IBM's revenue to come emerging markets to increase from 19% in 2009 to over 25% by 2015
- Dedicated Business Unit created in 2008 to focus on opportunity in 140 countries
- Been growing our presence in the market since 2000
 - India – 3 offices to 12 offices
 - China – 3 offices to 28 offices
 - Africa and Middle East – 10 offices to 23 offices
- 17 of the world's largest cities are in growth markets – with a population of 5.9 billion, or 87 percent of the world's population
- Emerging markets represent an aggregate GDP of 6.3 trillion, or 55 percent of the world's total GDP

Strategy:

- Help companies to improve their efficiency and cost effectiveness through innovation and transformation
 - Supporting the energy and utilities companies in the region such as Country Energy in Australia and North Delhi Power Limited in India to reduce carbon emissions via more efficient energy delivery; as well as China's State Grid to build the distribution outage control and management system.
 - Helping Indonesia's Kalbe, Taiwan's China Development Industrial Bank and Vietnam's Saigon Commercial Bank to implement IBM Data Center Solutions based on IBM systems and infrastructure solutions for business growth while simultaneously saving energy by installing green data centers.
 - Supporting ASEAN and India in the micro-finance area – for instance, in Indonesia, Ministry of Finance and Indonesian Rural Banks Association collaborated on developing a shared financial services infrastructure for the rural credit banks and institutions totaling more than 1,650 members; and in India, we have partnered with Max New York Life to bring micro-insurance to the underserved rural and semi-urban population.
 - Helping the healthcare organizations such as Peking University People's Hospital and Bangkok Hospital to build patient-centric medical records system, as well as healthcare system providers such as China's Goodwill Technology and Taiwan's Ling Tung University to enhance their mobile healthcare devices based on IBM technology.