

INTERNATIONAL BUSINESS MACHINES CORP  
Form 8-K  
May 14, 2003

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

WASHINGTON, D.C. 20549

**FORM 8-K**

**CURRENT REPORT PURSUANT TO SECTION 13 OR 15 (d)**  
**OF THE SECURITIES EXCHANGE ACT OF 1934**

Date of Report: **May 14, 2003**

(Date of earliest event reported)

**INTERNATIONAL BUSINESS MACHINES CORPORATION**

(Exact name of registrant as specified in its charter)

**New York**  
(State of Incorporation)

**1-2360**  
(Commission File Number)

**13-0871985**  
(IRS employer Identification No.)

**ARMONK, NEW YORK**  
(Address of principal executive offices)

**10504**  
(Zip Code)

**914-499-1900**

(Registrant's telephone number)

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Item 5. Other Events

Attachment I of this Form 8-K is IBM's Chairman and CEO Samuel J. Palmisano's charts presented at the 2003 Spring Security Analyst Meeting held on Wednesday, May 14, 2003.

IBM's web site ([www.ibm.com](http://www.ibm.com)) contains a significant amount of information about IBM, including financial and other information for investors ([www.ibm.com/investor/](http://www.ibm.com/investor/)). IBM encourages investors to visit its various web sites from time to time, as information is updated and new information is posted.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

Date: May 14, 2003

By: */s/ Andrew Bonzani*  
(Andrew Bonzani)  
Assistant Secretary &  
Associate General Counsel

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Spring Security Analyst Meeting / May 14, 2003

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Certain comments made in this presentation may be characterized as forward looking under the Private Securities Litigation Reform Act of 1995.

Those statements involve a number of factors that could cause actual results to differ materially.

Additional information concerning these factors is contained in the Company's filing with the SEC. Copies are available from the SEC, from the IBM web site, or from IBM Investor Relations.

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## **2003 Spring Security Analyst Meeting**

**Sam Palmisano**  
**Chairman and CEO**  
**IBM Corporation**

*May 14, 2003*

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**IT Industry Remains a Growth Industry**

**IT Industry Growth vs. WW GDP Growth**

[CHART]

\* *Source:* IBM/Government Statistics

**IT Investments Drive Productivity**

[CHART]

*Source: OECD, Paris 2002*

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## **What Will Reignite Growth in the IT Industry?**

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**The Next Era of Computing**

[CHART]

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**The Promise of e-business On Demand**

*An enterprise whose business processes integrated end-to-end across the company and with key partners, suppliers and customers can respond with speed to any customer demand, market opportunity or external threat*

**The Promise of e-business On Demand**

<i>Responsive</i>	<i>An enterprise whose business processes integrated end-to-end across the company and with key partners, suppliers and customers can respond with speed to any customer demand, market opportunity or external threat</i>	<i>Open</i>
<i>Variable</i>		<i>Integrated</i>
<i>Focused</i>		<i>Virtual</i>
<i>Resilient</i>		<i>Autonomic</i>

**Organization-wide Integration Driving Productivity**

[CHART]

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## **e business on demand**

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**IBM On Demand Market Plays**

- I. Helping customers become on demand businesses
- II. Evolving the computing model to an on demand operating environment
- III. Establishing utility computing computing on demand as viable and attractive option for accessing and paying for IT

**IBM On Demand Marketplace Traction**

**Business Transformation**

[LOGOS]

**Operating Environment**

[LOGOS]

**Financial & Utility Offerings**

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## **Where is Value in the IT Industry?**

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**IT Industry Landscape**

[CHART]

**Industry Profit Migration**

	Operating Profit			Trend*
	1995	2000	2005	
Business Value	14%	21%	33%	∧
Infrastructure Value				
Services & Software	28%	25%	32%	∧
Server/Storage	13%	13%	6%	∨
Clients	11%	6%	4%	∨
Component Value	34%	35%	25%	∨

\*2000-2005 trend shown

Source: IBM Analysis, 1H03

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## **Where Will IBM Play and How Will We Perform?**

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**IBM Strategic Scorecard**

<b>Business Value</b>	<p>Acquisition of PwCC / formation of BCS</p> <p>Launch of Business Transformation Outsourcing</p> <p>Debut of Research s On Demand Innovation Services</p>
<b>Infrastructure Value</b>	<p>Ongoing investments in Emerging Bus. Opps. Acquisition of 7 software firms, including Rational</p>
Services	\$65.2B in services / signings
Software	Leveraging R&D for leadership
Hardware	<p>Took \$5.6B in costs via on demand supply chain #1 inventor for 10<sup>th</sup> straight year</p>
<b>Component Value</b>	<p>Opening of 300mm plant</p> <p>HDD partnership with Hitachi</p>

**IBM Leading the On Demand Era**

[CHART]

**IBM Driving to Lead Market Share**

<b>Businesses</b>	<b>1998 Rank</b>	<b>2002 Rank</b>	<b>2002 Oppty (\$B)</b>
Professional Services	#2	#1	270
Strategic Outsourcing	#1	#1	122
Information Technology Services	#1	#1	58
Web Services	N/A	#1	10
Data Management	#2	#2	23
Systems Management	#2	#2	18
Server	#1	#1	51
Storage	#3	#2	73

*Source: Industry Estimates*

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## **2003 Spring Security Analyst Meeting**

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