

the new blue



THERE IS THE LANGUAGE OF INFORMATION TECHNOLOGY: Java, parallelism, areal densities, polymorphism in object-oriented programming. And there is the language of business: return on investment, supply chain management, customer care. A company that wants to hold its own in any important conversation about business and information technology strategy has to speak both.

The IBM people who have these conversations with our largest customers are members of what we call Industry Solution Units. Each one of the 11 industries we serve is represented by one of the client executives on these pages. They're among 17,000 IBM experts responsible for our business with 20,000 customers,

representing about 70 percent of our 1997 revenue. At their fingertips are the resources of the world's greatest information technology research and development organization.

Our client and research teams have developed more than 250 industry-specific solutions — many of them built as "first of a kind" projects — working directly with our customers.

It's not easy amassing a cadre of business experts. Nor can just anyone build world-class R&D capability. To start the conversation, you need the former. To complete that conversation, you need both.

the conversation starts

here

here

here

here

here

IBM industry specialists (left to right):

Robert Barthelmes Education; Paul Gryns Manufacturing; Françoise LeGoues Utilities & Energy; Jeffrey Ullman Travel & Transportation; Nallu Reddy Telecommunications & Media; Robert Durot Process & Petroleum; John Wilson Wholesale/Distribution; James Pintar Insurance; Gail Gulinson Healthcare; Jim Martin Government; Nelson Eng Banking, Finance & Securities; pictured in Manhattan, New York



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