

e-business innovation center
atlanta georgia

To help customers take their franchises to the Net in a way that's smart, cool and consistent with their existing brands, IBM's growing global network of nine e-business Innovation Centers is staffed with experts in areas like interactive design, Web use analysis, portal personalization and data mining technologies for proactive selling.

A photograph of two women sitting on a rocky ledge, looking out over a vast mountain range. The woman on the left is wearing a red and black jacket and a patterned headband. The woman on the right is wearing a yellow and black jacket and a patterned headband. The background shows a clear blue sky and distant mountain peaks.

jagged edge mountain gear

www.jagged-edge.com
telluride colorado

Started by twins Paula and Margaret Quenemoen, this outerwear manufacturer and retailer turned to IBM's Small Business WebConnections service to get the same e-business edge as bigger competitors. The service provides a single, easy-to-install Internet connection – utilizing the toaster-sized Interjet from IBM's Whistle Communications – as well as registration of a dot-com name, business-class e-mail, firewall security and around-the-clock technical support. And it's all available as an inexpensive monthly service – so a major capital investment won't push *them* over the edge.



eToys
www.etoys.com
santa monica california

With no physical stores (but very big warehouses), eToys has become the Internet's largest seller of children's products. To make sure it can handle the traffic – even during those heavenly but scary holiday spikes – eToys uses NUMA (non-uniform memory access) servers pioneered by Sequent Computer Systems, which IBM acquired in July. Sequent's specialty is linking lots of Intel processors to operate as a single UNIX system.





post-PC design

raleigh north carolina

IBM's Industrial Design team is thinking "out of the box" – literally – to dream up and design new "Net appliances" for the post-PC age. As computing power moves to the network and touches our lives in myriad new ways, the venerable personal computer is morphing into a variety of specialized, ergonomic and inconspicuous "edge of network" computing devices. IBM's recent creations include concepts (shown clockwise, bottom-left to right) for an electronic newspaper (download, roll up and read anywhere); a PC in a hardhat with a built-in display and wireless Internet connection; and another you can strap over your shoulder.



ibm consulting group

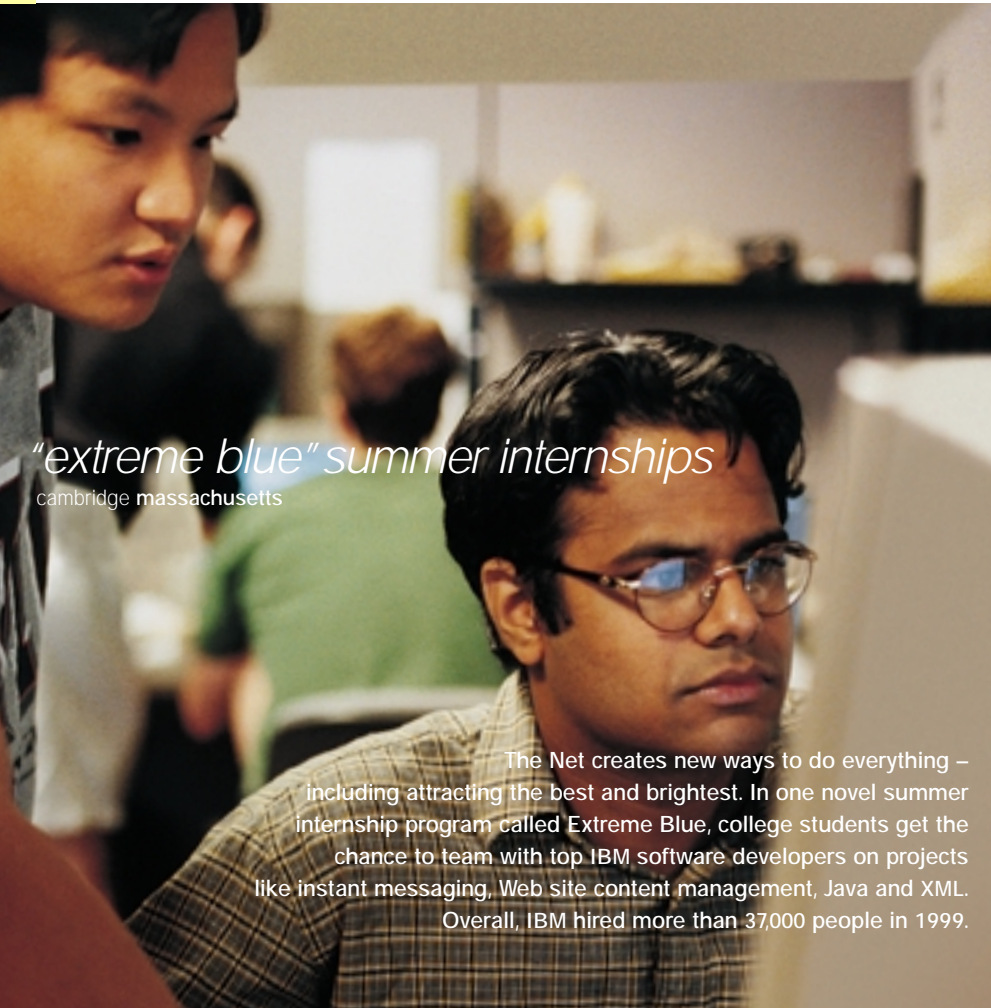
chicago illinois

Sometimes, the rush to the networked world takes on a "ready, fire, aim" quality. But if you're betting the ranch (or even a part of it) on a move to the Net, success requires a plan – and the expertise to implement it with speed and precision. With more than 65,000 consulting and systems integration practitioners, IBM is the world's number-one provider of e-business transformation services.



This January, 4,000 of IBM's 90,000 Business Partners – which now include Web integrators, software developers, Internet service providers, and application service providers, as well as retailers, distributors and remarketers – converged on San Diego to plan ways to grow the \$28 billion in IBM revenue they generated in 1999.





"extreme blue" summer internships

cambridge massachusetts

The Net creates new ways to do everything – including attracting the best and brightest. In one novel summer internship program called Extreme Blue, college students get the chance to team with top IBM software developers on projects like instant messaging, Web site content management, Java and XML.

Overall, IBM hired more than 37,000 people in 1999.



ibm.com call center

greenock scotland

Call centers – and the Net – make it easy for any customer to have a direct relationship with IBM. Recently, IBM's call centers – like this 60,000-square-foot facility, one of 24 worldwide – were integrated with Web-based sales and support. In 1999, IBM sold nearly \$15 billion over the Internet and handled 42 million Web-based self-service transactions.

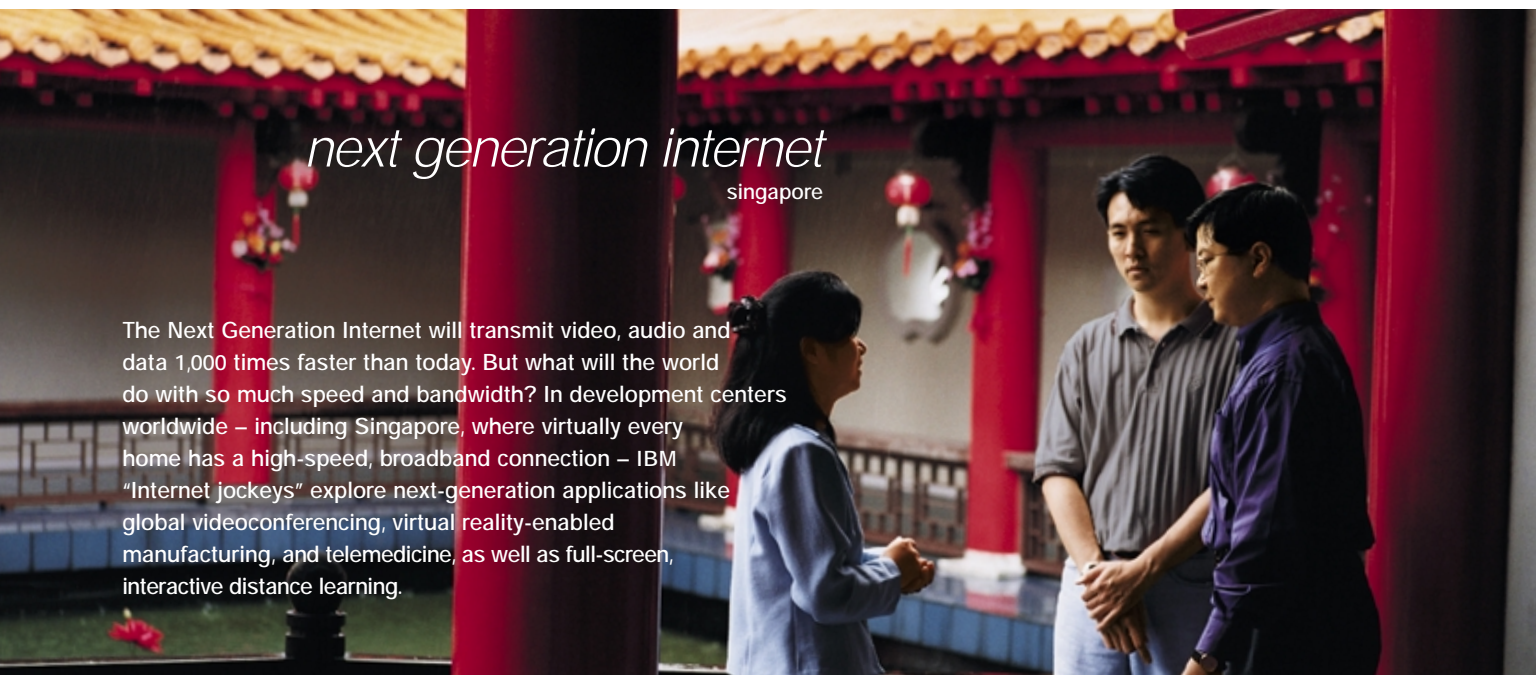




netfinity manufacturing

greenock scotland

Every important e-business application resides on some computer server, somewhere. This IBM manufacturing site turned out nearly half of the hundreds of thousands of Netfinity servers shipped to customers in 1999. Netfinity's ability to bring mainframe-style reliability to the red-hot market for servers based on Intel processors is one reason it increased its market share last year.



next generation internet

singapore

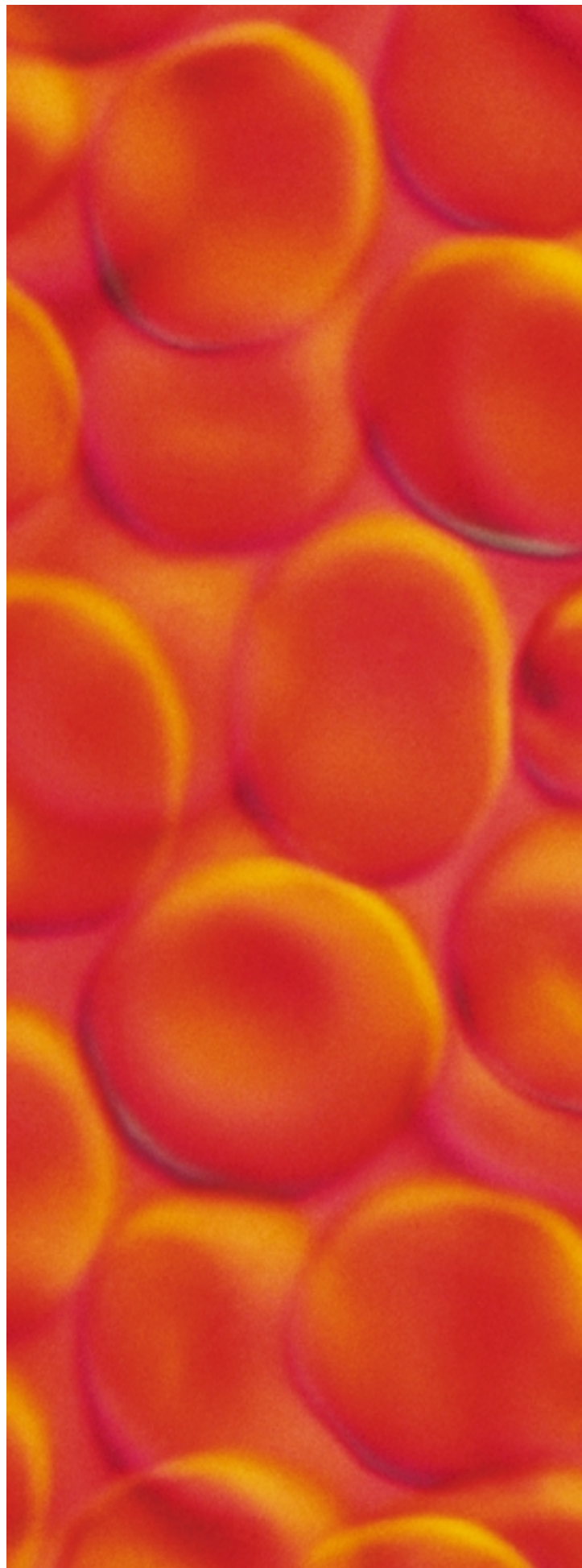
The Next Generation Internet will transmit video, audio and data 1,000 times faster than today. But what will the world do with so much speed and bandwidth? In development centers worldwide – including Singapore, where virtually every home has a high-speed, broadband connection – IBM “Internet jockeys” explore next-generation applications like global videoconferencing, virtual reality-enabled manufacturing, and telemedicine, as well as full-screen, interactive distance learning.

project blue gene

thomas j. watson research center
yorktown heights new york

How do subtle changes in the way proteins form turn otherwise normal red blood cells into cells that cause the condition known as sickle cell anemia? In December, IBM announced a \$100 million multiyear initiative to build a supercomputer powerful enough to explore such questions by simulating the “folding” of proteins into their complex, final shapes. Dubbed “Blue Gene” by IBM researchers, the computer may help unlock hidden causes of cancer, Alzheimer’s disease, cardiovascular problems, stroke or arthritis. Armed with that kind of information, scientists can then begin the search for new diagnoses and treatments needed for cures.

When completed, Blue Gene will be able to calculate at one “petaflop” (a quadrillion operations per second) – some 500 times more powerful than today’s fastest supercomputers. To achieve that kind of performance in five years (a full 10 years ahead of the information technology industry’s current rate of performance improvement), IBM is developing a new architecture that will be, appropriately, “self-healing” – so the system can overcome failures during the more than one year of computation needed to simulate the folding of just one protein.



A man in a dark suit and glasses is standing on an escalator, looking at a mobile phone in his hand. The background shows a large, modern building with a high, vaulted ceiling and a glass railing. The lighting is bright, suggesting an indoor or well-lit outdoor space.

banesto bank
madrid spain

Banesto's customers literally carry a full-service bank in their pockets. The first Spanish bank to provide secure electronic payments over the Web is now one of the first banks anywhere to enable Internet banking using the Wireless Application Protocol – the de facto global standard for Internet communications on wireless devices like cell phones.