Customer & Business Partner attendee profile based on 2011 data

Information On Demand **2011**
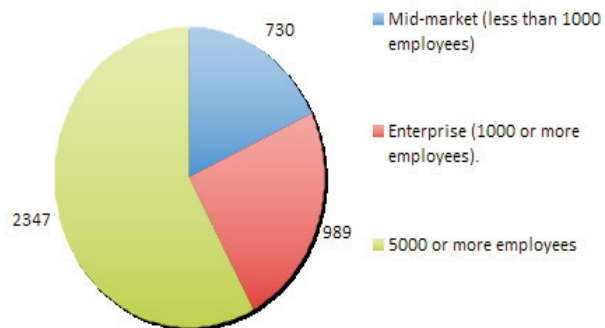
Company Size

COMPANY SIZE FOR CUSTOMERS

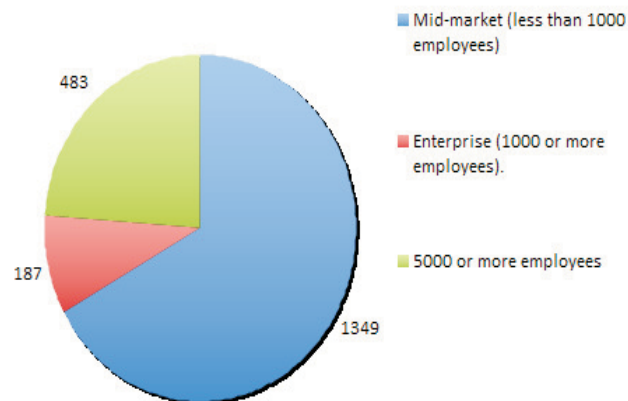| SIZE OF COMPANY OF CUSTOMER ATTENDEES	QTY	%
Mid-market (less than 1000 employees)	730	18%
Enterprise (1000 or more employees).	989	24%
5000 or more employees	2347	58%
YTD TOTAL:	4066	100%

COMPANY SIZE FOR CUSTOMERS

730 — Mid-market (less than 1000 employees)
989 — Enterprise (1000 or more employees).
2347 — 5000 or more employees

COMPANY SIZE FOR BUSINESS PARTNERS

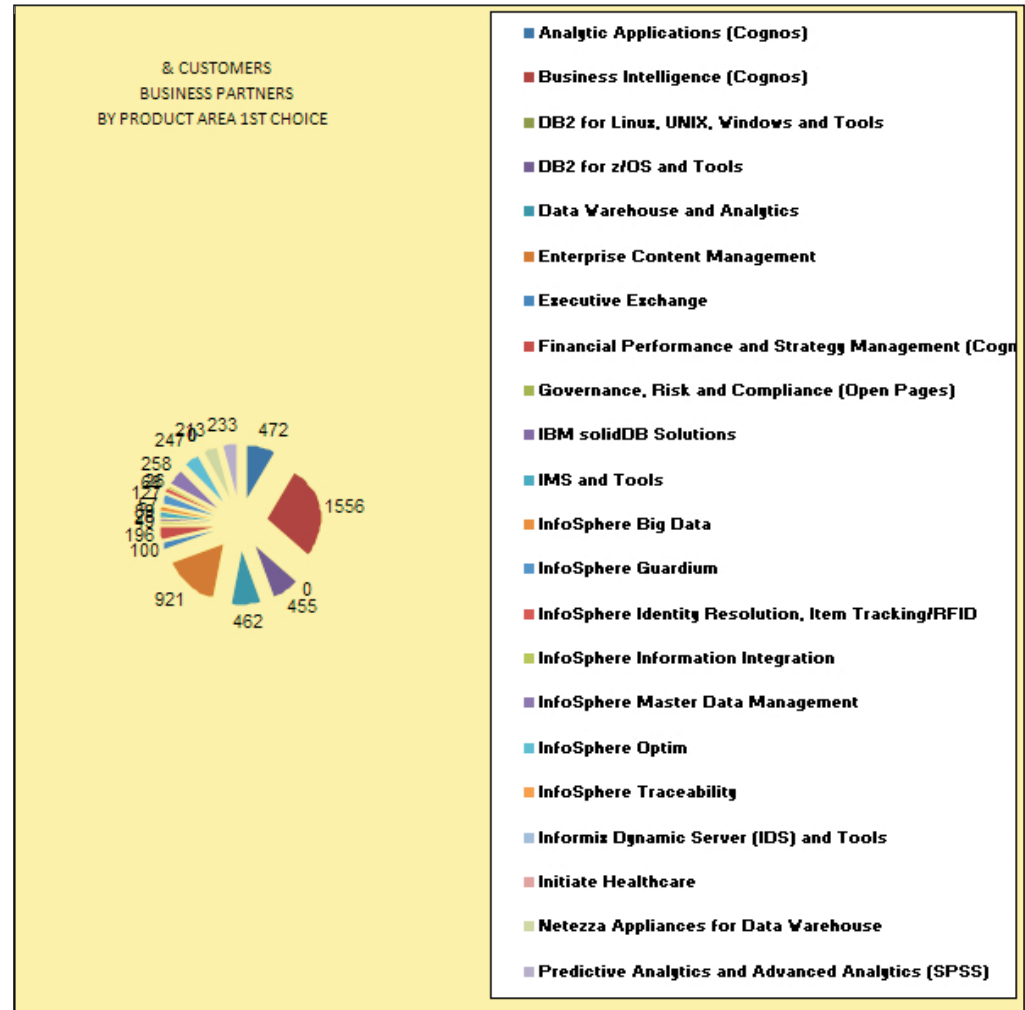| SIZE OF COMPANY OF BP ATTENDEES	QTY	%
Mid-market (less than 1000 employees)	1349	67%
Enterprise (1000 or more employees).	187	9%
5000 or more employees	483	24%
YTD TOTAL:	2019	100%

COMPANY SIZE FOR BUSINESS PARTNERS

483 — Mid-market (less than 1000 employees)
187 — Enterprise (1000 or more employees).
1349 — 5000 or more employees

Interested product areas
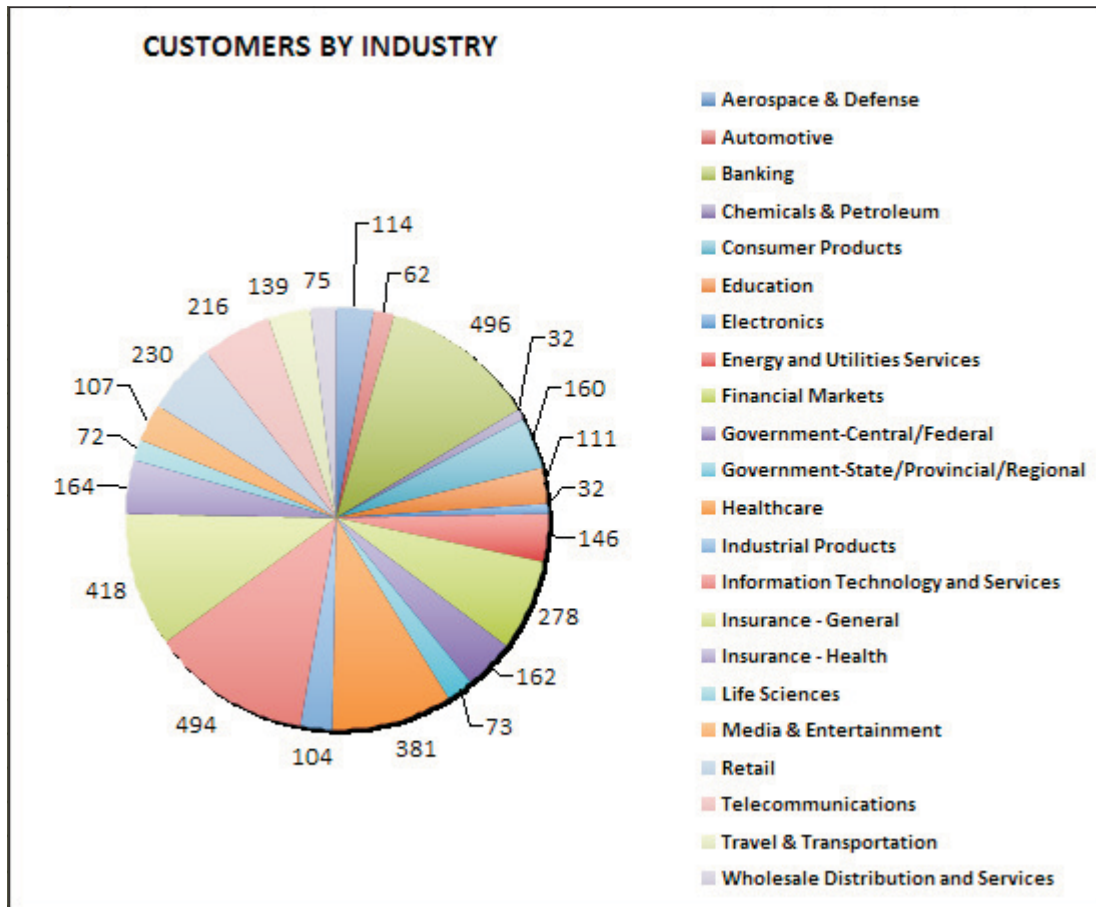
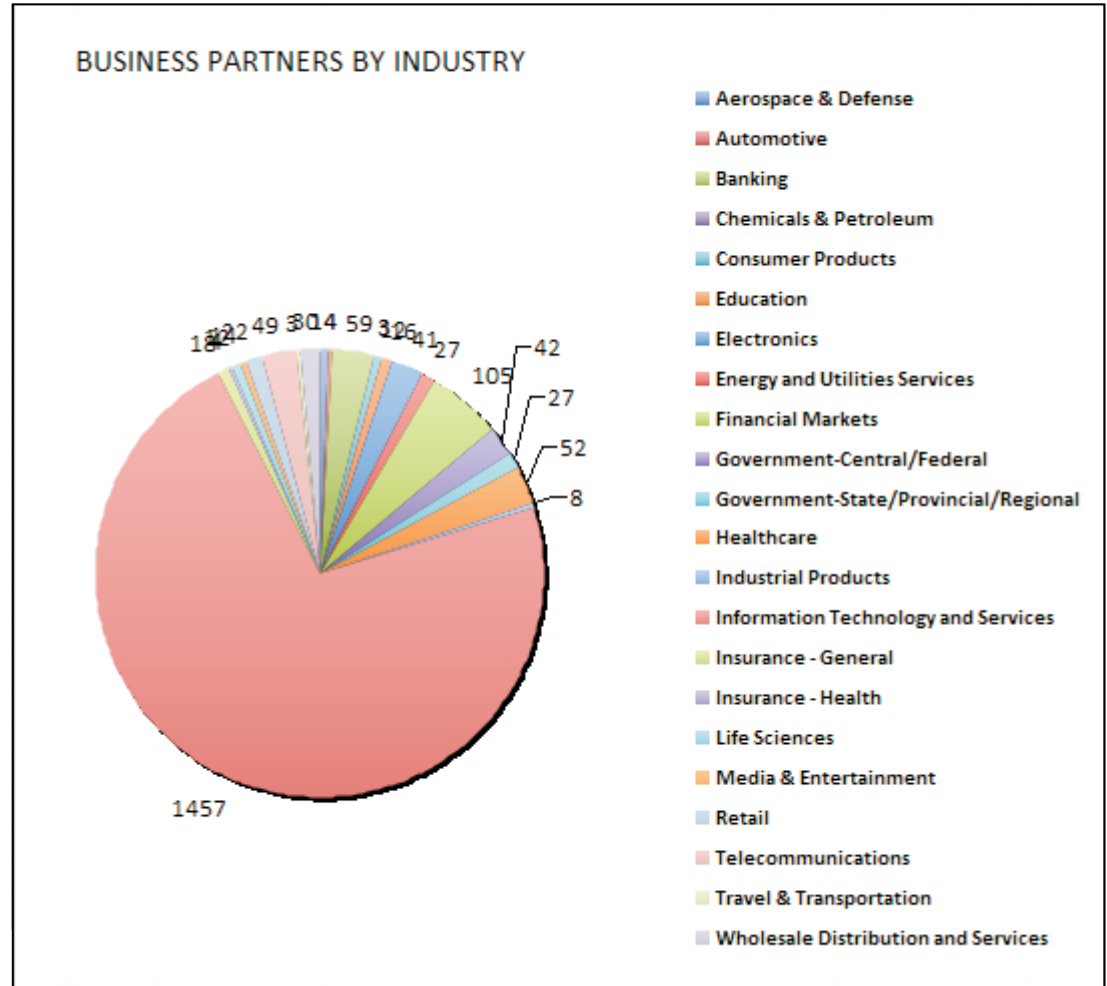| CUSTOMERS & BPs BY FIRST CHOICE PRODUCT AREA	CUSTOMER	BPs
Analytic Applications (Cognos)	240	232
Business Intelligence (Cognos)	1024	532
DB2 for Linux, UNIX, Windows and Tools	346	109
DB2 for z/OS and Tools	373	89
Data Warehouse and Analytics	319	103
Enterprise Content Management	523	398
Executive Exchange	94	6
Financial Performance and Strategy Management (Cognos)	89	107
Governance, Risk and Compliance (Open Pages)	31	18
IBM solidDB Solutions	17	11
IMS and Tools	60	29
InfoSphere Big Data	83	44
InfoSphere Guardium	41	25
InfoSphere Identity Resolution, Item Tracking/RFID	19	7
InfoSphere Information Integration	201	57
InfoSphere Master Data Management	190	57
InfoSphere Optim	37	30
InfoSphere Traceability	7	0
Informix Dynamic Server (IDS) and Tools	36	21
Initiate Healthcare	24	10
Netezza Appliances for Data Warehouse	133	80
Predictive Analytics and Advanced Analytics (SPSS)	179	54
YTD TOTAL	4066	2019

& CUSTOMERS BUSINESS PARTNERS BY PRODUCT AREA 1ST CHOICE

Legend:
- Analytic Applications (Cognos)
- Business Intelligence (Cognos)
- DB2 for Linux, UNIX, Windows and Tools
- DB2 for z/OS and Tools
- Data Warehouse and Analytics
- Enterprise Content Management
- Executive Exchange
- Financial Performance and Strategy Management (Cogn
- Governance, Risk and Compliance (Open Pages)
- IBM solidDB Solutions
- IMS and Tools
- InfoSphere Big Data
- InfoSphere Guardium
- InfoSphere Identity Resolution, Item Tracking/RFID
- InfoSphere Information Integration
- InfoSphere Master Data Management
- InfoSphere Optim
- InfoSphere Traceability
- Informix Dynamic Server (IDS) and Tools
- Initiate Healthcare
- Netezza Appliances for Data Warehouse
- Predictive Analytics and Advanced Analytics (SPSS)

Customers by Industry

CUSTOMERS BY INDUSTRY		
INDUSTRY	**QTY**	**%**
Aerospace & Defense	114	3%
Automotive	62	2%
Banking	496	12%
Chemicals & Petroleum	32	1%
Consumer Products	160	4%
Education	111	3%
Electronics	32	1%
Energy and Utilities Services	146	4%
Financial Markets	278	7%
Government-Central/Federal	162	4%
Government-State/Provincial/Regional	73	2%
Healthcare	381	9%
Industrial Products	104	3%
Information Technology and Services	494	12%
Insurance - General	418	10%
Insurance - Health	164	4%
Life Sciences	72	2%
Media & Entertainment	107	3%
Retail	230	6%
Telecommunications	216	5%
Travel & Transportation	139	3%
Wholesale Distribution and Services	75	2%
YTD TOTAL:	**4066**	**100%**

CUSTOMERS BY INDUSTRY
- Aerospace & Defense
- Automotive
- Banking
- Chemicals & Petroleum
- Consumer Products
- Education
- Electronics
- Energy and Utilities Services
- Financial Markets
- Government-Central/Federal
- Government-State/Provincial/Regional
- Healthcare
- Industrial Products
- Information Technology and Services
- Insurance - General
- Insurance - Health
- Life Sciences
- Media & Entertainment
- Retail
- Telecommunications
- Travel & Transportation
- Wholesale Distribution and Services

Business Partners by Industry

BUSINESS PARTNERS BY INDUSTRY		
INDUSTRY	QTY	%
Aerospace & Defense	14	1%
Automotive	4	0%
Banking	59	3%
Chemicals & Petroleum	3	0%
Consumer Products	12	1%
Education	16	1%
Electronics	41	2%
Energy and Utilities Services	27	1%
Financial Markets	105	5%
Government-Central/Federal	42	2%
Government-State/Provincial/Regional	27	1%
Healthcare	52	3%
Industrial Products	8	0%
Information Technology and Services	1457	72%
Insurance - General	18	1%
Insurance - Health	4	0%
Life Sciences	12	1%
Media & Entertainment	14	1%
Retail	22	1%
Telecommunications	49	2%
Travel & Transportation	3	0%
Wholesale Distribution and Services	30	1%
YTD TOTAL:	2019	100%

BUSINESS PARTNERS BY INDUSTRY

Customer/Business Partners industry data by segment

CUSTOMERS BY INDUSTRY BY SEGMENT

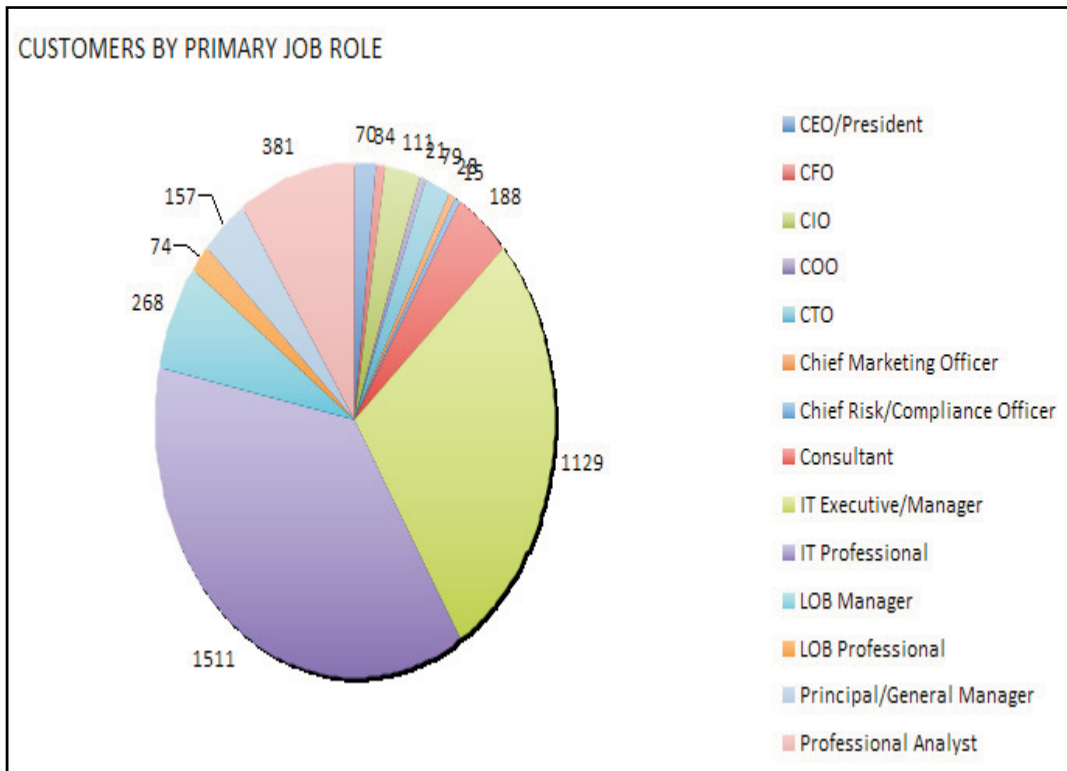| INDUSTRY	IM	BA	ECM	GBS	Total
Aerospace & Defense	20	87	6	1	114
Automotive	32	24	6	0	62
Banking	291	97	91	17	496
Chemicals & Petroleum	6	14	11	1	32
Consumer Products	50	90	14	6	160
Education	27	79	5	0	111
Electronics	13	13	3	3	32
Energy and Utilities Services	51	64	23	8	146
Financial Markets	146	79	48	5	278
Government-Central/Federal	64	70	27	1	162
Government-State/Provincial/Regional	26	24	22	1	73
Healthcare	183	153	38	7	381
Industrial Products	46	49	7	2	104
Information Technology and Services	255	177	58	4	494
Insurance - General	215	102	92	9	418
Insurance - Health	85	42	35	2	164
Life Sciences	11	57	3	1	72
Media & Entertainment	41	63	2	1	107
Retail	139	68	12	11	230
Telecommunications	93	107	10	6	216
Travel & Transportation	65	63	8	3	139
Wholesale Distribution and Services	27	41	2	5	75
YTD TOTAL:	1886	1563	523	94	4066

BUSINESS PARTNERS BY INDUSTRY BY SEGMENT

INDUSTRY	IM	BA	ECM	GBS	Total
Aerospace & Defense	3	9	2	0	14
Automotive	1	3	0	0	4
Banking	23	23	13	0	59
Chemicals & Petroleum	0	0	2	1	3
Consumer Products	5	7	0	0	12
Education	4	11	1	0	16
Electronics	8	32	1	0	41
Energy and Utilities Services	2	13	11	1	27
Financial Markets	50	32	20	3	105
Government-Central/Federal	10	18	14	0	42
Government-State/Provincial/Regional	3	11	13	0	27
Healthcare	17	26	9	0	52
Industrial Products	2	4	2	0	8
Information Technology and Services	483	681	293	0	1457
Insurance - General	8	3	7	0	18
Insurance - Health	0	0	4	0	4
Life Sciences	3	8	1	0	12
Media & Entertainment	7	5	1	1	14
Retail	10	12	0	0	22
Telecommunications	23	2	0	24	49
Travel & Transportation	3	0	0	0	3
Wholesale Distribution and Services	9	19	2	0	30
YTD TOTAL:	674	919	396	30	2019

Customer Job Role

CUSTOMERS BY PRIMARY JOB ROLE

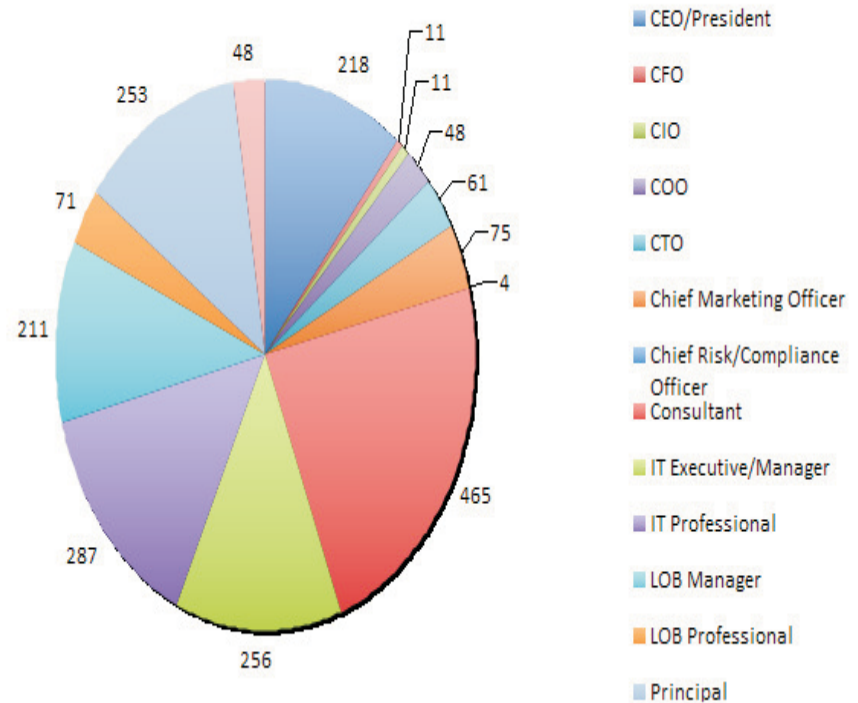| JOB ROLE	QTY	%
CEO/President	70	2%
CFO	34	1%
CIO	111	3%
COO	21	1%
CTO	79	2%
Chief Marketing Officer	28	1%
Chief Risk/Compliance Officer	15	0%
Consultant	188	5%
IT Executive/Manager	1129	28%
IT Professional	1511	37%
LOB Manager	268	7%
LOB Professional	74	2%
Principal/General Manager	157	4%
Professional Analyst	381	9%
YTD TOTAL:	4066	100%

CUSTOMERS BY PRIMARY JOB ROLE

Business Partners Job Role

BUSINESS PARTNERS BY PRIMARY JOB

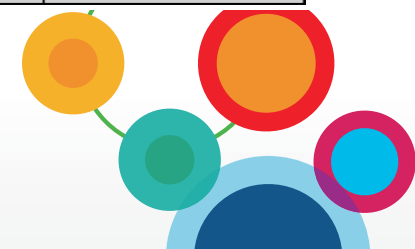| JOB ROLE	QTY	%
CEO/President	218	11%
CFO	11	1%
CIO	11	1%
COO	48	2%
CTO	61	3%
Chief Marketing Officer	75	4%
Chief Risk/Compliance Officer	4	0%
Consultant	465	23%
IT Executive/Manager	256	13%
IT Professional	287	14%
LOB Manager	211	10%
LOB Professional	71	4%
Principal	253	13%
Professional Analyst	48	2%
YTD TOTAL:	2019	100%

BUSINESS PARTNERS BY PRIMARY JOB ROLE QTY

Job Role by Segment

CUSTOMERS BY PRIMARY JOB ROLE BY SEGMENT

JOB ROLE	IM	BA	ECM	GBS	TOTAL
CEO/President	42	27	1	0	70
CFO	6	28	0	0	34
CIO	58	38	11	4	111
COO	7	13	1	0	21
CTO	40	20	18	1	79
Chief Marketing Officer	17	8	0	3	28
Chief Risk/Compliance Officer	5	7	3	0	15
Consultant	97	70	21	0	188
IT Executive/Manager	545	377	154	53	1129
IT Professional	839	452	206	14	1511
LOB Manager	78	138	42	10	268
LOB Professional	27	34	11	2	74
Principal	63	71	20	3	157
Professional Analyst	62	280	35	4	381
YTD TOTAL:	1886	1563	523	94	4066

BUSINESS PARTNERS BY PRIMARY JOB ROLE BY SEGMENT

JOB ROLE	IM	BA	ECM	GBS	TOTAL
CEO/President	68	106	44	0	218
CFO	2	9	0	0	11
CIO	4	4	2	1	11
COO	7	26	15	0	48
CTO	29	22	10	0	61
Chief Marketing Officer	19	37	19	0	75
Chief Risk/Compliance Officer	2	1	1	0	4
Consultant	139	251	75	0	465
IT Executive/Manager	102	96	53	5	256
IT Professional	144	97	46	0	287
LOB Manager	55	103	53	0	211
LOB Professional	15	36	20	0	71
Principal	75	125	53	0	253
Professional Analyst	11	30	7	0	48
YTD TOTAL:	672	943	398	6	2019

Enrollment Source

ENROLL SOURCE	QTY	%
Business Partner	635	10%
Colleague	1215	20%
E-mail	538	9%
IBM Conference	550	9%
IBM Database Magazine	32	1%
IBM Newsletter	227	4%
IBM Rep	1896	31%
Internet	510	8%
Mail	56	1%
Non-IBM Conference	15	0%
Other	297	5%
Social Media	12	0%
Telemarketing	3	0%
User Group	99	2%
YTD TOTAL:	6085	100%

CUSTOMERS & BUSINESS PARTNERS BY ENROLLMENT SOURCE