



IBM

90 years in Brazil



Rogério Oliveira
IBM Brazil General Manager

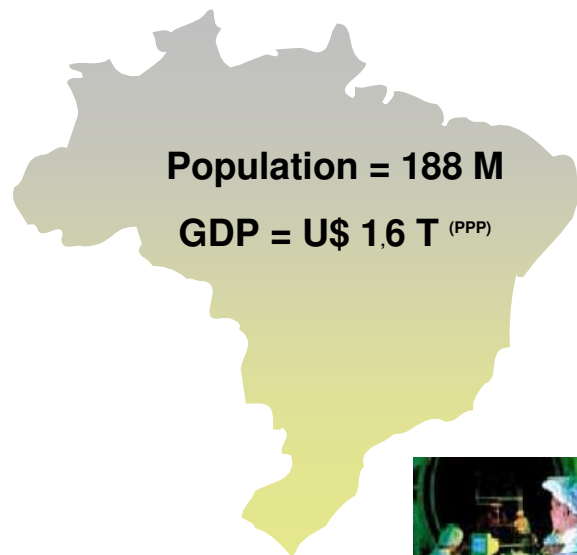
AGENDA

Brazil Review

IBM Brazil

90 years of Business and Success

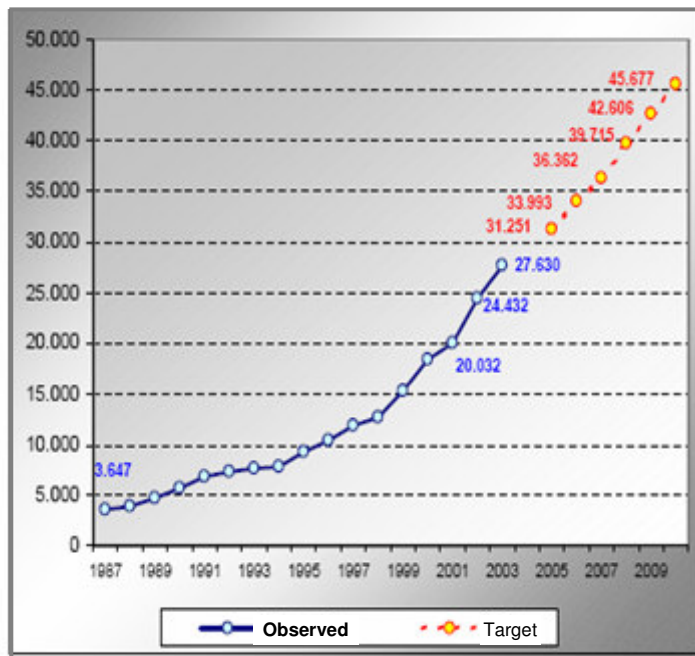
Brazil: about 35% of total LA GDP. The world's 10th largest economy in Purchasing Power Parity. One of the world largest democracy with full range elections for more than 20 years; no territorial, religious or ethnic conflicts



- **World's 5th largest country in size and population**
 - **Larger than Europe or Continental US**
 - **40% of Latin America population**
- **Largest Japanese Population outside Japan**
- **São Paulo City: world's fifth largest Metropolitan Area with estimated population of 18 million**
- **Brazil ranks 11th in Internet users**
- **There are 100 million cell phones in operation in Brazil**

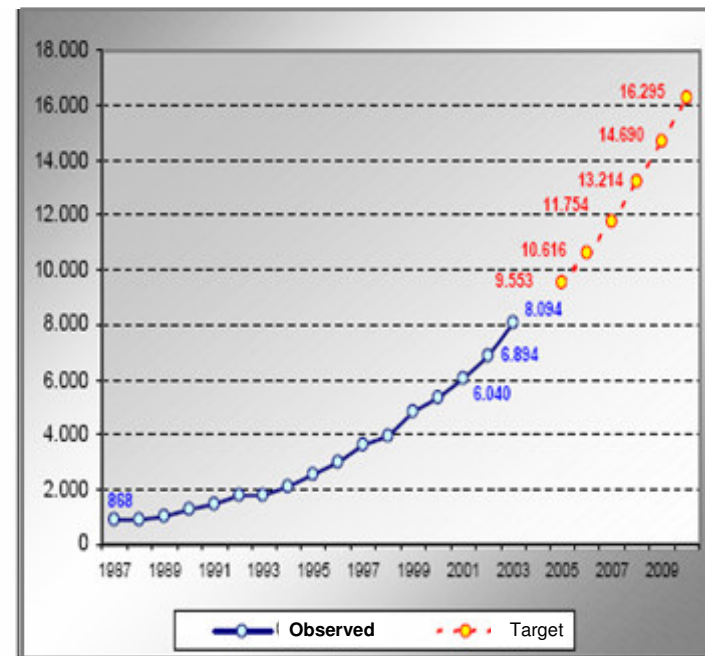
Brazil: keeping growth trend of people concluding graduation and post-graduation per year

Masters Degree, 1987-2009



Source : CAPES

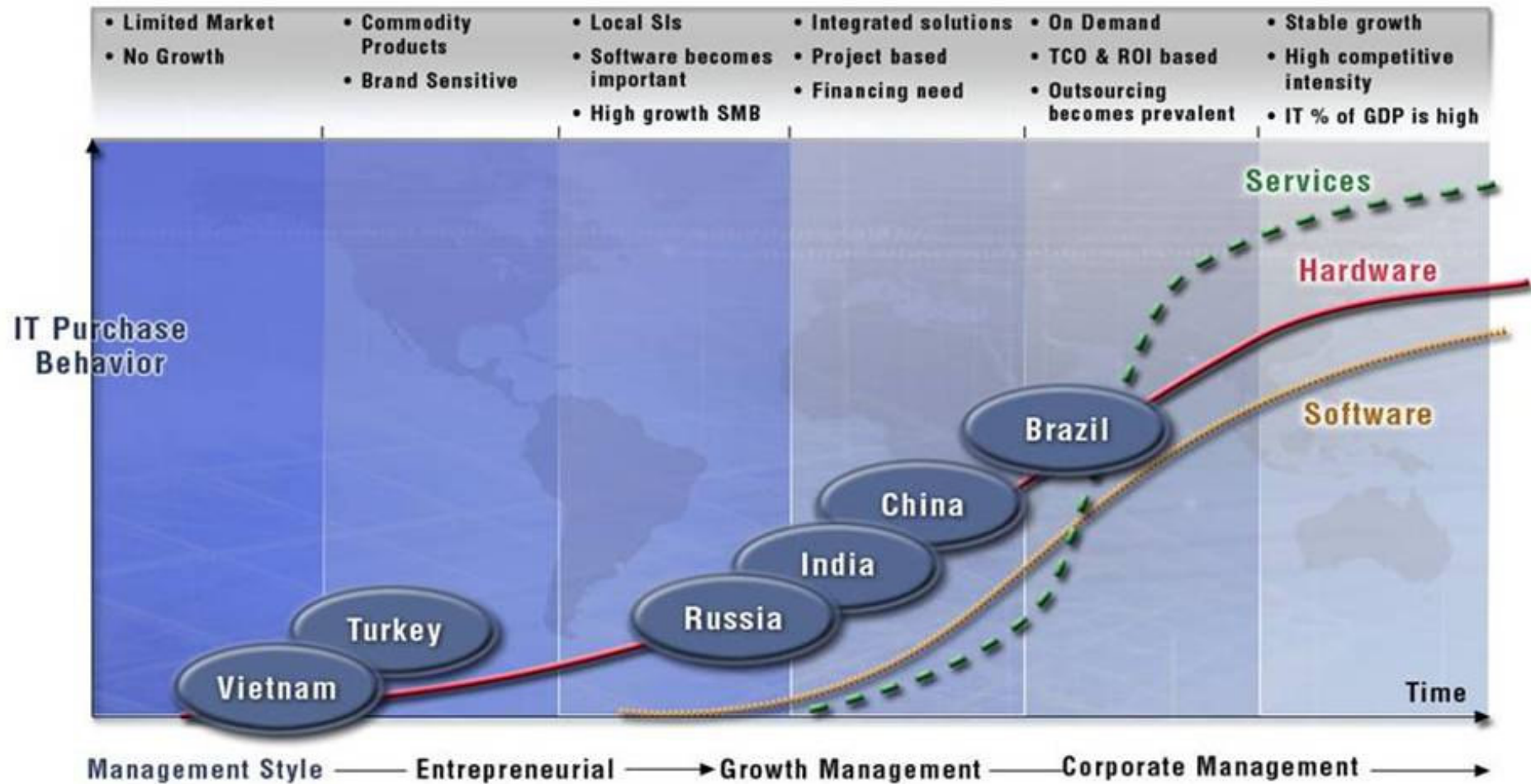
Doctorates Degree, 1987-2009



Source : CAPES

- 1,500 Universities
- 500,000 graduates/year, 50,000 in technology

IBM Experience: emerging markets technology evolution




IBM Brazil


90 years of Business and Success

IBM Brazil: 90 years company in Brazil, IBM is committed to every client success through continuous innovation


1917
1917: IBM open in Brazil its first office outside US



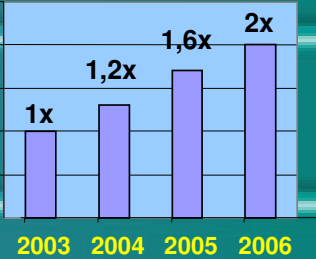
1939
1939: First IBM Plant in Latin America opens in Rio



1971
1971: Hortolandia Plant is built, home of today's Services Delivery Center



Workforce:
13,000



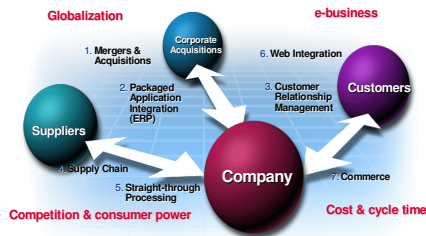
Revenue

Year	Revenue
2003	1x
2004	1,2x
2005	1,6x
2006	2x

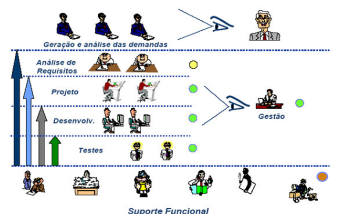
2007

IBM Brazil

Complete and integrated offerings portfolio



EAI
Enterprise Application
Integration

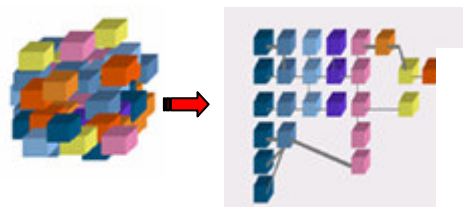


Outsourcing

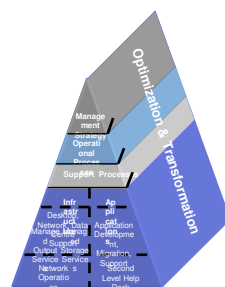
**Application Maintenance
& Support with SLA**



Software Factory
AD projects – Mainframe, Midrange



**Legacy
Transformation**



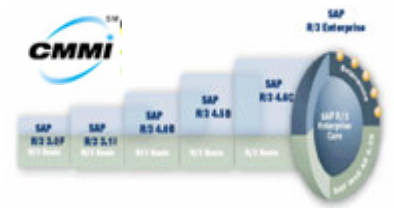
**Advisory
Services**
App. Portfolio Mgmt, AD
Effectiveness



Web Appl – Portal
Web sphere, Dot Net, Web Logic



Infrastructure
Hardware, Software and Services



**Package Services
Maintenance,
Implementation**
ERP Configuration, Abap Swf
Siebel, Oracle, Help desk

IBM Brazil

Skills and capabilities

Innovation

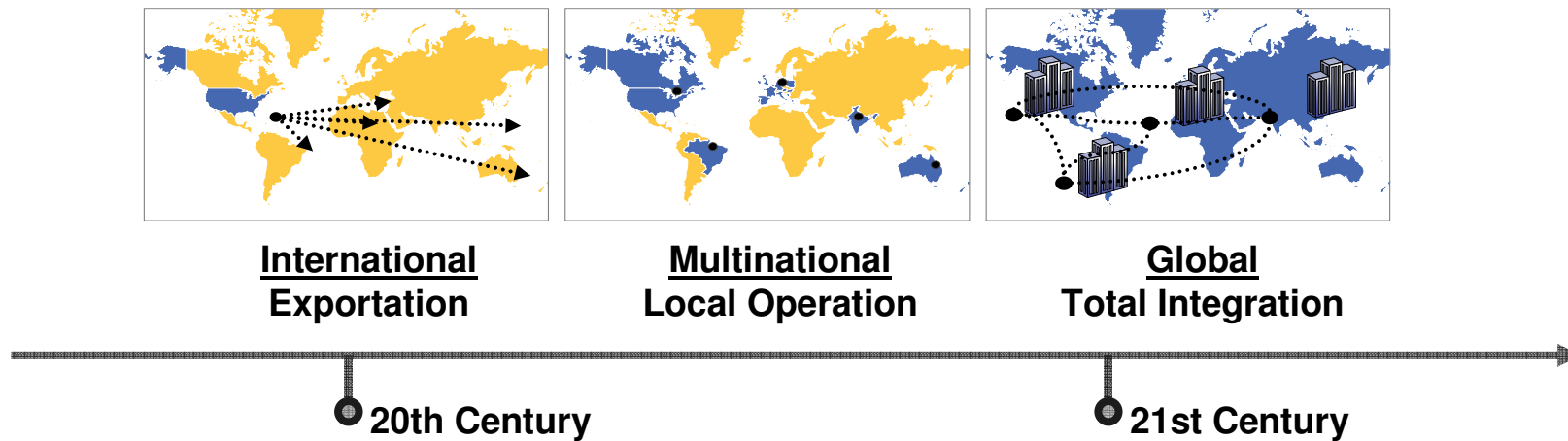
- **Linux Technology Center**
 - Two labs in Brazil (Hortolandia and Campinas)
 - One of the five largest in the world
- **IBM Innovation Center**
 - Only Innovation Center in Latin America
 - Thought leadership for Financial Sector
- **HIPODS**
- **IBM Technology Leadership Council**
 - Provide technical leadership to IBM Brazil
 - Works closely with IBM Academy of Technology
- **Accessibility Center**
 - Offers solutions to people with disabilities
- **Ecosystem Initiative**
 - On-demand business model managed through partnerships.
 - IBM technology to mid-market by forging strong relationship and alliances with key ISVs and SIs

Execution

- **Domestic Sales**
 - No. 1 position in Hardware, Software (middleware) and IT services
- **Global Application Service**
 - Support global clients in application maintenance and ERP implementation
 - CMM/CMMI Level 5 and PCMM level 5 certified
- **Global Service Delivery Center**
 - End-to-end infrastructure services for global clients
- **Global Command Center**
 - Command Center for all outsourcing operations that Brazil provides for customers within the country and throughout the world
- **Business Transformation Outsourcing**
 - Business process support for global clients
- **IBM Bank**
 - Finances Hardware, Software and Service contracts, including consultancy.

IBM Brazil

Integrated Global Delivery Model and Hortolandia



- IBM Hortolandia: supporting more than 150 customers

- 50 Global Customers
- IBM US

- Sophisticated client base and value added services

Thanks.