THE MARKET
IBM has been setting the industry agenda for over 90 years. In late 1995, IBM launched the concept of e-business and effectively associated that concept with the IBM brand. Extending this vision, IBM recently launched its e-business on demand strategy, describing an “on demand” business as one with the ability to respond with agility and speed to any customer demand, market opportunity, or competitive threat, through processes integrated end-to-end across the company and with key partners, suppliers and customers. Among IT vendors, IBM is uniquely positioned to help organizations become on-demand businesses.

Here in Singapore, IBM has consistently maintained a strong market share amidst a highly competitive technology market. Singapore has been the fastest adopter of e-business in the ASEAN/South Asia region as a result of strong government support and the large number of multi-national companies who make this island their regional headquarters and implement technology to improve their businesses.

This has provided IBM Singapore with a remarkable opportunity to cultivate the use and development of IT in Singapore, as well as mirror the Government’s objective of making the country a regional and global hub of knowledge-based industries. IBM’s influence and technology leadership is pervasive, reaching across industries and even filtering down to everyday life - for example, more than half the ATMs in Singapore are powered by IBM technology.

ACHIEVEMENTS
All around the world, IBM is recognized as a leading player in its field and is an integral part of the Singapore IT story. IBM Singapore has a long list of achievements that reflect the talent of its team, the strength of its brand and also its core brand values.

In 1981, the National University of Singapore and the Singapore National Computer Board approached IBM to help drive Singapore’s national computerization programme, at a time when Singapore was trying to speed up the adoption of computer technology. The partnership spawned the Institute of Systems Science (ISS). As the first step towards enlarging the small pool of systems analysts and designers, the ISS offered a Diploma in Systems Analysis. The ISS also offered courses to help business managers and executives understand computer technology and encourage them to play an active role in ensuring the successful adoption of IT in their businesses.

IBM provided hardware, software and the expertise of overseas assignees, visiting researchers and scientists to help the ISS fulfill a crucial role in developing IT manpower for Singapore’s national computerization programme. To date, thousands of professionals from a wide range of industries have been trained by the ISS in IT skills.

IBM was awarded Operational Headquarters (OHQ) status by the Economic Development Board (EDB) in 1991. Several IBM divisions have chosen to locate their regional headquarters in Singapore. The ASEAN/ South Asia headquarters was set up in Singapore in 1991, followed by the headquarters for Asia Pacific Global Logistics in 1995, Asia Pacific Technology Group in 1997, and Asia Pacific Treasury in 1999.

In 2001, IBM Singapore joined in the Infocomm Development Authority of Singapore’s Local Industry Upgrading Programme (LIUP). Under the programme, the company works closely with the Data Storage Institute and others to develop a leading-edge, industry training course to develop the skills required for the industry’s future opportunities.

HISTORY
IBM was incorporated in 1911 (in New York) as the Computer-Tabulating-Recording Company, with a product line that included clocks, scales and punch card tabulators. In 1914, the company changed its name to International Business Machines (IBM), reflecting its growing operations in Europe, South America, Australia and Asia.

The key figure behind IBM’s success was Thomas J. Watson. Upon joining the company, Watson drew upon his sales experience and implemented a series of innovative strategies that propelled IBM to its current position as a leading technology provider. Watson’s leadership and innovative approach laid the foundation for IBM’s enduring success.
of effective business tactics: generous sales incentives, a focus on customer service, an insistence on well-groomed, dark-suited salesmen and an evangelical fervor for instilling company pride and loyalty in every worker. Watson preached a positive outlook, and his favorite slogan, “THINK”, became a mantra for employees. The values that Watson instilled in his employees remain and flourish to this very day and have played a central role in the success and growth of IBM Singapore, even from the early days.

IBM’s history in Singapore dates back to 1953, when IBM World Trade Corporation established a branch office in Singapore to market and service its range of data processing equipment. IBM Singapore originally opened its doors for business with just three employees but today boasts 4,500 IBMers, comprising a growing Singapore team, as well as members of the ASEAN/South Asia Pacific team.

IBM Singapore’s growth has been quite extraordinary. In 1975, IBM Singapore Pte Ltd was registered as a subsidiary of IBM World Trade Corporation and by 1990 the headquarters of IBM ASEAN’s headquarters was established in Singapore. Just two years later, the Singapore Government awarded IBM Singapore Operational Headquarters status.

THE PRODUCT

As a company, IBM strives to lead in the creation, development and manufacture of the industry’s most advanced information technologies, including computer systems, software, networking systems, storage devices and microelectronics. Its worldwide network of solutions and services professionals translate these advanced technologies into business value for its customers.

IBM uses its deep understanding of its target group to build products that meet the needs of developed and emerging industries around the globe. In Singapore, IBM Global Services makes up the largest and fastest growing part of IBM’s business. About 2,000 IBM employees of diverse backgrounds and talent work in IBM Singapore’s professional and support functions. This multicultural workforce, as broad and diversified as the customer base IBM Singapore serves, keeps IBM on the leading edge of technology and business in the region.

RECENT DEVELOPMENTS

Over the years, IBM has developed a reputation for innovation. On September 13, 2002, IBM announced the establishment of the IBM Open Computing Centre, a major initiative aimed at helping industries, government institutions and users move to IT operating environments based on open standards. The Centre receives technical direction and engagement support from IBM’s worldwide Linux Integration Centres, IBM R&D facilities developing web services software and IBM Industry Solution Labs, and also implements computing for IBM customers in the ASEAN and South Asia region.

On July 22, 2002, IBM Singapore and the Singapore Institute of Management launched the Asia Pacific regional hub of the Cynefin Centre for Organizational Complexity. The Centre is aimed at satisfying the growing need for a more pragmatic multi-disciplinary approach to knowledge management and supporting the Government’s thrust towards transforming Singapore into a knowledge-based economy.

On March 28, 2002, IBM announced the establishment of Changi Business Park as the new location of its ASEN/ South Asia and Asia Pacific Technology Group headquarters. With over 138,000 square feet leased over an initial ten year period, the new headquarters is the first custom-built IBM facility in the region and will serve as IBM’s regional executive and corporate offices.

In 2000, IBM set up an e-business hosting centre designed to meet the increasing demand for e-business services in Singapore and the region. The centre, the second e-business hosting site IBM has established in the Asia Pacific after Japan, provides a managed and secure operating environment for the outsourcing of Web servers and hosting services for applications and data management needed for continuous and secure e-business operations.

IBM’s e-business on demand strategy brings its innovations in open standards, virtualization, grid and autonomic computing together to meet its customers’ most profound objectives — speed, agility, efficiency and the ability to connect with customers, partners and employees in new ways.

Among IT vendors, IBM is uniquely positioned to help organizations become on-demand businesses. e-business on demand leads to increased choice in how customers acquire new capabilities, as well as a clearer understanding of the value of investments. For one, customers are freer to choose suppliers for best-of-breed solutions, instead of being tethered to inaction by concerns over proprietary systems and technological compatibility.

PROMOTION

The IBM brand is one of the most well known in Singapore, however, it does not rely on this alone to maintain its high levels of brand awareness. The use of effective and innovative marketing communications helps strengthen the brand and reinforce its core brand values. IBM maintains a broad range of traditional advertising, sponsorship and marketing activities and was one of the first companies to harness the power of the internet as an advertising and brand communication medium. IBM’s marketing efforts have played a significant role in the evolution of the company from building awareness to generating extraordinary levels of brand loyalty.

BRAND VALUES

The original IBM culture that was driven by Thomas J. Watson’s now famous set of beliefs - customer service, respect for people, and striving for perfection - is still very much a part of IBM corporate culture.

IBM’s Principles are represented by the eight bars of the company’s logo.

The Marketplace is the driving force behind everything IBM does.

At its core, IBM is a technology company with an overriding commitment to quality.

IBM’s primary measures of success are customer satisfaction and shareholder value.

IBM operates as an entrepreneurial organization with minimum bureaucracy and a never-ending focus on productivity.

IBM never loses sight of its strategic vision.

IBM thinks and acts with a sense of urgency.

Outstanding, dedicated people make it all happen, particularly when they work together as a team.

IBM is sensitive to the needs of all employees and the communities in which it operates.

For more information, please visit our website at www.ibm.com/sg.

THINGS YOU DIDN’T KNOW ABOUT IBM

• IBM actively contributes in the areas of education, research and the transfer of technology to aid in upgrading the IT skills and resources of Singapore. To date, the company’s contribution totals over S$10 million in equipment and more than 20 years of staff time.

• IBM Singapore is a founding sponsor of the Singapore Quality Award (SQA). The award is instituted as a part of Singapore’s national strategy to establish the country’s reputation as a producer of quality goods and services. It also aims at motivating companies to achieve quality excellence. The Prime Minister is the patron of the Award.

• Since 2000, IBM and the Ministry of Education (MOE) have been collaborating on ways to enhance teaching and learning in Singapore classrooms. IBM has been supporting the MOE’s vision of “Thinking Schools, Learning Nation” through Reinventing Education, a global IBM initiative designed to help support school reform efforts and raise student achievement using technology solutions.