1.1 Company Name

1.1.1 Company Name Basic Information, Manufacturing Base, Sales Area, and Competitors

TABLE 1 Company Name Basic Information, Manufacturing Base, Sales Area, and Its Competitors

Sr. No.	Item	Description
1	Company Name	**Company Name**
2	Website	www.company.com
3	Established Date	[illegible]
4	Headquartered	[illegible]
5	Market Position/ History	[illegible]

		IBM Corporation, founded in 1911 as CTR, was renamed International Business Machines in 1924 and is headquartered in Armonk, New York. Key milestones include the launch of the IBM System/360 in 1964 and the invention of the magnetic stripe card in 1969. The company has evolved through major acquisitions, such as PwC Consulting in 2002, the sale of its PC business to Lenovo in 2005, and the acquisition of SPSS in
6	Sales Area	stripe card in 1969
7	Ticker	stripe card in 1969
8	No. of Employees	stripe card
9	Competitors	• Microsoft Corporation • Amazon Web Services, Inc. • NVIDIA Corporation • Zoho Corporation Pvt. Ltd. • Jaspar AI, Inc.
10	CEO	stripe card in
11	Ownership Type	milestones
12	Contact Information	magnetic stripe card in 1969. The company has evolved through major acquisitions, such as PwC

1.1.2 Business Segment/ Overview:

IBM Corporation is a US-based technology company that offers a range of products and services, including computer hardware, software, and consulting. IBM operates in more than 175 countries around the world. IBM operates in four primary business segments, each contributing to the company's hybrid cloud and AI-driven strategy. These segments work together to provide a comprehensive suite of solutions, driving business transformations and delivering client value across various industries. Here's an overview of each segment:

Software

The Software segment offers comprehensive software solutions to help clients optimize their hybrid cloud environments, improve business processes, and enhance security. This segment is divided into two key areas:

- **Hybrid Platforms & Solutions**: Provides solutions infused with AI to optimize IT resources and business processes in hybrid, multi-cloud environments. Key offerings include:
    - **Red Hat**: Enterprise open-source solutions for hybrid, multi-cloud environments (e.g., Red Hat Enterprise Linux, OpenShift, Ansible).
    - **Automation**: AI-powered software to optimize workflows and IT operations.
    - **Data & AI**: AI-driven solutions to accelerate data consumption, lifecycle management, and enterprise analytics.
    - **Security**: Real-time threat insights and automated responses with a zero-trust security approach.
- **Transaction Processing**: Supports mission-critical, on-premise workloads across industries (e.g., banking, retail) with software solutions like IBM's Customer Information Control System, Db2, and WebSphere.

Consulting

The Consulting segment focuses on helping clients transform their businesses through AI, hybrid cloud, and automation technologies. IBM Consulting delivers industry-specific expertise and technology implementation services. It is divided into three main areas:

- **Business Transformation**: Strategy, process design, and system implementation services that leverage AI and automation to improve business processes. IBM partners with major players like Adobe, Oracle, and Salesforce to offer comprehensive solutions.
- **Technology Consulting**: Helps clients architect solutions across cloud platforms (e.g., Amazon, Microsoft, IBM) and deploy strategies for data transformation and application modernization using IBM technologies such as **watsonx** and **Red Hat OpenShift**.
- **Application Operations**: Focuses on operationalizing and managing applications and data workloads across hybrid cloud platforms, optimizing both custom applications and ISV packages.

Infrastructure

The Infrastructure segment provides trusted, secure solutions designed for hybrid cloud environments and AI-enabled workloads. It offers cutting-edge platforms for high-volume transaction processing and mission-critical workloads. The segment consists of:

- **Hybrid Infrastructure**: Solutions to meet hybrid, multi-cloud requirements for enterprise AI workloads. Key components include:
    - **zSystems (IBM Z)**: Optimized for mission-critical transaction workloads with advanced security and scalability. Includes platforms like **z/OS** and **LinuxONE**.
    - **Distributed Infrastructure**: Includes high-performance servers like **Power**, storage solutions, and **IBM Cloud IaaS**.
- **Infrastructure Support**: Provides proactive, AI-enabled maintenance and support services to optimize clients' IT infrastructure, both on-premises and in the cloud.

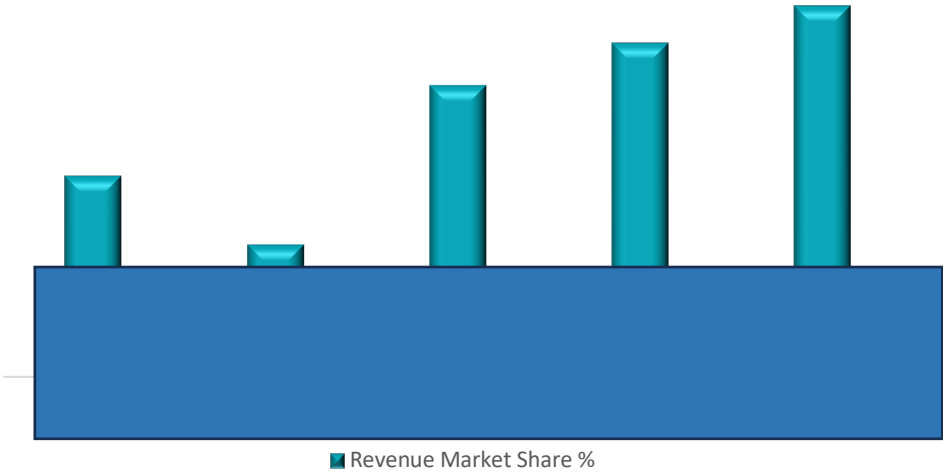
IBM Financing offers financial solutions that enable clients to acquire the necessary IT systems and services. This segment focuses on both client and commercial financing, helping organizations acquire infrastructure, software, and services through flexible financing models.

1.1.3 Financials

TABLE 2 Company Name Revenue (USD Million) and Market Share (%) (2021-2024)

Value	2021	2022	2023	2024
Revenue	[illegible]	[illegible]	[illegible]	[illegible]

FIG. 1 Company Name Revenue Market Share (%) (2021-2024)

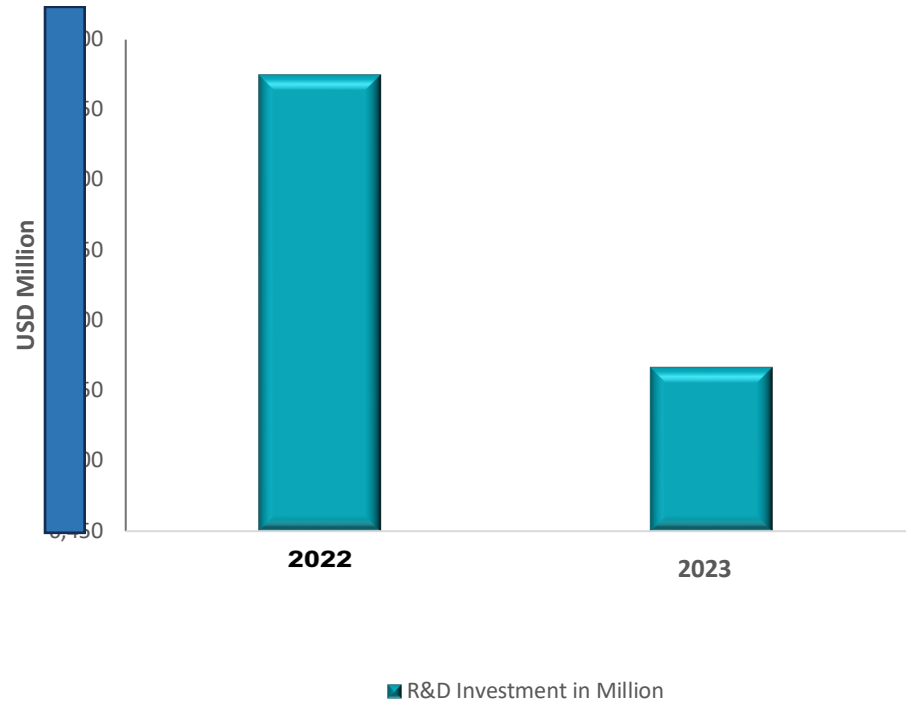


Source: Secondary Research, Interviews, and Expert Analysis

1.1.4 Investment in Research and Development

Research and development costs incurred and charged to income for the fiscal years ended December 31, 2023 and 2022 were USD 6,775 million and USD 6,387 million respectively.

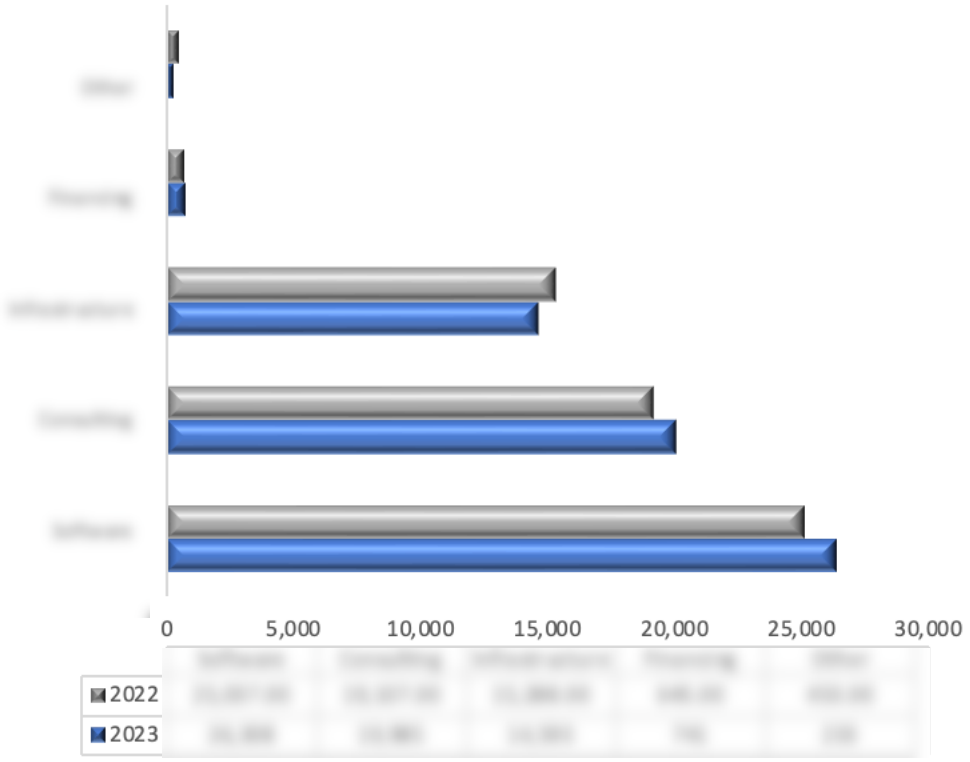
FIG. 2 Company Name R&D Investment (USD Million) (2022-2023)



Source: Secondary Research, Interviews, and Expert Analysis

1.1.5 Company Name Net Sales, By Segments (2022-2023)

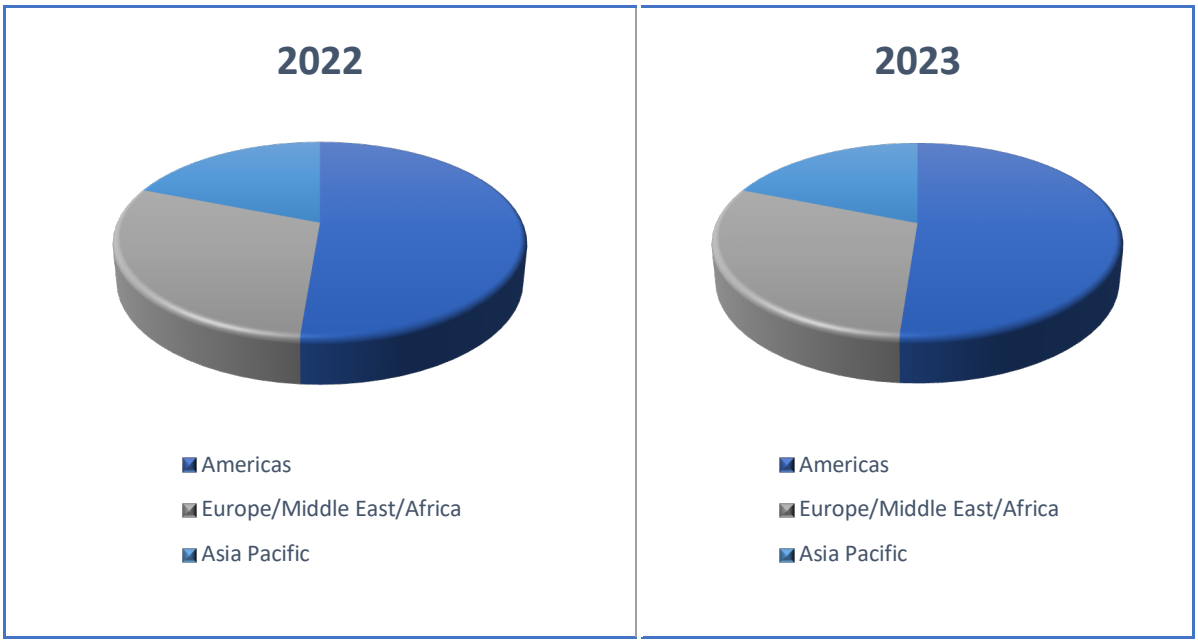
FIG. 3 Company Name Net Sales, By Segments (2022-2023) (USD Million)



Source: Secondary Research, Interviews, and Expert Analysis

1.1.6 Company Name Net Sales, By Region (2022-2023)

FIG. 4 Company Name Net Sales, By Region (2022-2023)



Source: Secondary Research, Interviews, and Expert Analysis

1.1.7 Product Specification

Product	Product Description
[redacted]	[redacted]

[redacted]

1.1.8 Recent Developments:

Year	Latest News
[redacted]	[redacted]
[redacted]	[redacted]

1.1.9 Business Strategy

1.1.10 Management Change

[redacted]

1.1.11 S.W.O.T Analysis

Strength

[redacted]

Weakness

[redacted]

Opportunity

[redacted]

Threats

[redacted]