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The new global business



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## The globally integrated enterprise, in its own words



Global integration is reshaping the world's economies and societies — and giving rise to very new kinds of enterprises and institutions. The globally integrated enterprise of the 21st century is different in some basic ways from the “multinational corporation” of the 20th.

When everything's connected, work flows to wherever it can be done best — where the most advanced expertise and open environments enable the most powerful innovation.

But what about those who are doing that work? Here's how the people in one such integrated enterprise describe, in their own words, what they do on a global scale and what it's meant for their lives and careers.

[Watch this video](#) (3:30 min, 8.5MB)

*See page 2 for transcript*

# The globally integrated enterprise, in its own words

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**Brian Snitzer, Lancaster, Pennsylvania:**

Working here in this small home office here in a farming community in eastern Pennsylvania, I can also come into my office every morning and get on line and get the opportunity to work with some of the smartest people in the world all around the globe.

We work with developers in Austria, we work with technologists in New York and business people in Florida, we work with thinkers in Australia and Japan.

And it's a fantastic opportunity for me to be a part of this community of IBM, the technical community and the larger community that gets business in this company done.

It's exciting to be a part of it.

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**Agnes Tiong, Singapore:**

I have been with the company for 17 years, and I believe that I have grown and learned a lot from this company.

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**Nancy McTavish, Markham, Ontario:**

When I think about what brought me to IBM and what keeps me at IBM, it's the same thing.

Our values and our people. Definitely.

IBMers will go the extra mile for their colleagues and for our clients.

And it's something to be very proud of.

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**Vinod Abraham, Bangalore, India:**

The globally integrated company that we are allows us to work across various different countries and that, too, gives me immense opportunities to learn about different cultures, the way business is run in different places.

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**Sacha Goodson, Roswell, Georgia:**

I love how we can take a customer's idea, bring it to life and bring it forward to the real world for people to use.

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**Richard Finch, Poughkeepsie, New York:**

It's really my passion in the business, this driving on the new products and getting the right architecture there for us to be able to produce these products.

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**Regina Orlandi, Hortolandia, Brazil:**

To work for a company that has a huge passion for innovation, and there are so many professionals so capable and also so talented.

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**Mauro Marzorati, Lutz, Florida:**

One of the nice things about working for a company such as IBM: you get to travel around the world and do some very interesting things.

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**Kathleen Reilly, Somers, New York:**

I love the collaboration and the teamwork and moving the ball forward and getting the job done.

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**Martin Borch, Allerod, Denmark:**

I'm located in many different countries every day.

Just like thousands of my other IBM colleagues, I no longer go to work, I log onto work.

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**Logan Cowie, Research Triangle Park, North Carolina:**

Today's environment is very different from the traditional 8:00 a.m. to 5:00 p.m. role.

I find that we have to think differently today. The solutions are no longer extensions of old solutions.

We must keep an open mind and be prepared to break new ground.

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**Jennifer Richardson, Somers, New York:**

IBM's clients are global, so we have support them all over the world.

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**Jayanth Jagadeesen, Singapore:**

It's the single feeling of accomplishment at the end of every day's work at IBM, that really gets me out of bed to go to work for IBM every morning.

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**Clare Gardiner, Greenock, Scotland:**

I'm inspired and really enjoy coming to work in the morning, and I have to say this honestly. It has to be the people.

The people within IBM are different, they are special.

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**Jeri DeMar, Research Triangle Park, North Carolina:**

I'm a second generation IBMer.

I still remember the call I received 29 years ago offering me the job and how excited and enthusiastic I was to start my work with IBM.

And I still feel that same amount of energy and enthusiasm today.

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**Adrian Farquharson, Research Triangle Park, North Carolina:**

My son, when I talk to him about "What do you want to do when you grow up?" he doesn't say he wants to be a doctor or a lawyer or an engineer. He says, "I want to work at IBM — like my dad."

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