

# Introduction

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**IBM Investor Briefing**

# Agenda

## Morning Session

- Strategic Overview
- Financial Model

Sam Palmisano  
Mark Loughridge

## Afternoon Session

- Sales and Distribution
- Software
- Global Business Services
- Global Technology Services
- Systems and Technology
- Enterprise Productivity Initiatives
- Research
- Group Q&A

Ginni Rometty  
Steve Mills  
Frank Kern  
Mike Daniels  
Rod Adkins  
Linda Sanford  
John Kelly  
All

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