2016 Segment Structure

2015 Structure

Software
- Key Branded Middleware
- Other Middleware
- Operating Systems

Global Business Services

Global Technology Services

Systems Hardware

Global Financing

Software value shifting to new areas

Software
- Solutions Software
- Transaction Processing Software
- Integration Software
- Operating Systems

2016 Structure

Cognitive Solutions
- Solutions Software
- Transaction Processing Software

Global Business Services

Technology Services & Cloud Platforms
- Global Technology Services
- Integration Software

Systems
- Systems Hardware
- Operating Systems

Global Financing

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Agenda

8:30 – 12:30
- Strategic Overview
- Cognitive Solutions
- Global Business Services
- Technology Services and Cloud Platforms
- Q&A

12:30 – 1:30
- Networking Lunch

1:30 – 3:30
- Systems
- Research
- Financial Discussion
- Q&A

3:30 – 4:00
- Reception

Lead Presenters
- Ginni Rometty
- John E. Kelly III
- Bridget van Kralingen
- Robert LeBlanc, Martin Jetter
- Tom Rosamilia
- Arvind Krishna
- Martin Schroeter
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