

Name _____

Challenges and Transformation

IBM faced challenges in the 1990s, including financial setbacks and changes in the tech industry. The company underwent a transformation under the leadership of CEO Louis Gerstner. It shifted its focus towards services and consulting, and the sale of the PC division to Lenovo in 2005 marked a significant change in IBM's strategy.

Modern IBM

Today, IBM is a global technology and consulting company with a wide range of products and services. It offers cloud computing solutions, artificial intelligence (AI), data analytics, and blockchain technology. IBM's Watson, an AI platform, has been used in various industries, including healthcare and finance.

Business and Services

IBM's business model now includes cloud services, software development, and consulting. It provides solutions for businesses and governments worldwide, helping them leverage technology to solve complex problems.

Global Reach

IBM operates in more than 170 countries, with a presence in nearly every major city. It collaborates with clients and partners around the world to develop innovative solutions.

Research and Innovation

IBM has a strong focus on research and innovation. Its scientists and engineers work on cutting-edge technologies, contributing to advancements in fields like quantum computing and nanotechnology.

IBM's Commitment to Sustainability

IBM is dedicated to sustainability and environmental responsibility. It has set ambitious goals to reduce its carbon footprint and promote sustainability in its operations.

