

IBM Business Segment Revenues

Apr-11

Customer Revenue Only

| Revenues (\$ mill) | 2010 | % of Total | 10/09 Change | 2009 | % of Total | 2008 | % of Total | 2007 | % of Total | 2006 | % of Total | 5-year C.A.C. |
|---------------------------------|---------------|---------------|-----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------|
| | 11,619 | (servers) | 9.3% | 10,627 | (servers) | 12,717 | (servers) | 13,348 | (servers) | 13,144 | (servers) | |
| Systems & Technology | 17,973 | 18.0% | 11.0% | 16,190 | 16.9% | 19,287 | 18.8% | 21,317 | 21.8% | 21,970 | 24.2% | -4.9% |
| System z | 3,380 | 18.8% | 16.4% | 2,900 | 17.9% | 3,400 | 17.6% | 3,700 | 17.4% | 4,200 | 19.1% | -5.3% |
| System i | 100 | 0.6% | -75.0% | 400 | 2.5% | 800 | 4.1% | 1,200 | 5.6% | 1,300 | 5.9% | -47.3% |
| System p | 2,660 | 14.8% | -8.4% | 2,900 | 17.9% | 3,600 | 18.7% | 3,300 | 15.5% | 2,700 | 12.3% | -0.4% |
| System x | 5,479 | 30.5% | 27.4% | 4,300 | 26.6% | 4,917 | 25.5% | 5,148 | 24.1% | 4,944 | 22.5% | 2.6% |
| Retail | 674 | 3.8% | 22.3% | 551 | 3.4% | 741 | 3.8% | 872 | 4.1% | 761 | 3.5% | -3.0% |
| OEM | 1,938 | 10.8% | 25.0% | 1,550 | 9.6% | 1,862 | 9.7% | 2,589 | 12.1% | 2,930 | 13.3% | -9.8% |
| Technology Services | 321 | 1.8% | 12.6% | 285 | 1.8% | 355 | 1.8% | 383 | 1.8% | 499 | 2.3% | -10.4% |
| Storage | 3,420 | 19.0% | 7.6% | 3,177 | 19.6% | 3,612 | 18.7% | 3,738 | 17.5% | 3,558 | 16.2% | -1.0% |
| Printing Systems | | | | | 0.0% | | 0.0% | 386 | 1.8% | 1,050 | 4.8% | |
| Personal Systems Group | | | | | | | | | | | | |
| Desktops | | | | | | | | | | | | |
| Laptops, Other | | | | | | | | | | | | |
| Software | 22,485 | 22.5% | 5.1% | 21,396 | 22.3% | 22,089 | 21.5% | 19,982 | 20.4% | 18,161 | 20.0% | 5.5% |
| Operating Systems | 2,282 | 10.1% | 5.5% | 2,163 | 10.1% | 2,337 | 10.6% | 2,319 | 11.6% | 2,273 | 12.5% | 0.1% |
| zSeries | 1,300 | 5.8% | 0.0% | 1,300 | 6.1% | 1,350 | 6.1% | 1,350 | 6.8% | 1,350 | 7.4% | -0.9% |
| iSeries | 200 | 0.9% | 0.0% | 200 | 0.9% | 300 | 1.4% | 300 | 1.5% | 310 | 1.7% | -10.4% |
| pSeries | 600 | 2.7% | 0.0% | 600 | 2.8% | 610 | 2.8% | 610 | 3.1% | 610 | 3.4% | -0.4% |
| xSeries | 182 | 0.8% | | 63 | 0.3% | 77 | 0.3% | 59 | 0.3% | 3 | 0.0% | |
| Middleware-New | 13,876 | 61.7% | 10.8% | 12,524 | 58.5% | 12,392 | 56.1% | 10,827 | 54.2% | 9,369 | 51.6% | 10.3% |
| Middleware-Legacy | 4,568 | 20.3% | -0.7% | 4,602 | 21.5% | 4,912 | 22.2% | 4,678 | 23.4% | 4,522 | 24.9% | 0.3% |
| Other | 1,759 | 7.8% | -16.6% | 2,108 | 9.9% | 2,448 | 11.1% | 2,158 | 10.8% | 1,997 | 11.0% | -3.1% |

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|------------------------------------|---------------|--------------|--------------|---------------|--------------|----------------|---------------|---------------|---------------|---------------|---------------|--------------|
| Global Services | 56,424 | 56.5% | 2.6% | 55,000 | 57.4% | 58,891 | 57.3% | 54,144 | 55.3% | 48,291 | 53.2% | 4.0% |
| Services | 49,174 | 87.2% | 2.4% | 48,044 | 87.4% | 51,641 | 87.7% | 47,474 | 87.7% | 42,305 | 87.6% | 3.8% |
| Outsourcing | 19,971 | 35.4% | 3.3% | 19,340 | 35.2% | 20,183 | 34.3% | 18,701 | 34.5% | 17,044 | 35.3% | 4.0% |
| ITS | 8,714 | 15.4% | -0.6% | 8,771 | 15.9% | 9,283 | 15.8% | 8,438 | 15.6% | 7,448 | 15.4% | 4.0% |
| GBS | 18,223 | 32.3% | 3.2% | 17,653 | 32.1% | 19,628 | 33.3% | 18,041 | 33.3% | 15,969 | 33.1% | 3.4% |
| BPO | 2,270 | 4.0% | -0.4% | 2,280 | 4.1% | 2,550 | 4.3% | 2,294 | 4.2% | 1,844 | 3.8% | 5.3% |
| Maintenance | 7,250 | 12.8% | 4.2% | 6,956 | 12.6% | 7,250 | 12.3% | 6,670 | 12.3% | 5,986 | 12.4% | 4.9% |
| Other | 750 | | | 870 | | | | | | | | |
| Global Financing | 2,238 | 2.2% | -2.8% | 2,302 | 2.4% | 2,559 | 2.5% | 2,501 | 2.6% | 2,365 | 2.6% | -1.4% |
| Total (before eliminations) | 99,870 | 99.2% | 4.3% | 95,758 | 99.1% | 102,826 | 100.0% | 97,944 | 100.0% | 90,787 | 100.0% | 2.4% |
| Per Income Statement | 99,870 | | | 95,758 | | 102,827 | | 98,786 | | 91,424 | | 2.2% |
| Difference/eliminations | 0 | | | 0 | | 1 | | 842 | | 637 | | |

Source: Annex Research

C.A.C. = Compound Annual Change