

## IBM Table of Contents

---

What's new	1
Corporate overview	1
Key executives	2
Financial performance	2
Organization	5
Sales and marketing tactics	6
Strategic goals and major claims	7
Major (overall corporate level) claims made by IBM	7
Product family positioning	10
Competitive performance positioning	12
AS/400	14
RS/6000	23
ES/9000	36
Quotes	45

### Figures

IBM financial highlights (nine months)	3
IBM financial highlights (fiscal year)	3
Revenue for nine months ended September 30	4
IBM revenue by region	4
IBM new business distribution by product line	11
HP 3000 competitive positioning	12
Lo-end competitive positioning	12
High-end competitive positioning	13
AS/400 shipment demographics	15
AS/400 installations by industry	16
RS/6000 model mix by units	23
RS/6000 revenues by market segment	24
RS/6000 revenues by channel	24
RS/6000 revenues by industry segment	25

### Appendix

Cost of ownership comparisons	1
RS/6000 POWERstation configuration summary	5
RS/6000 graphics comparison	7
HP Series 700 graphics capabilities	7
RS/6000 versus HP 9000 Series 700 system comparison	8
POWERserver specifications	12
AS/400 specifications	15
ES/9000 specifications	17

### Support

Service mission/target market	1
Service offerings	1
Service delivery	3