

# IBM case study

Business



American computer manufacturer, founded by Thomas J. Watson (born 1874-02-17).

IBM is also known as "Big Blue" after the color of its logo. The company has made everything from mainframes to personal computers and has been immensely successful selling business computers. International Business Machines is an IT giant nowadays, stretching its hands. The IBM nowadays provides a wide range of data storage devices as well as servers with enormous storage and secure database.

IBM is now aiming for automation, consolidation which saves a wide range of physical assets.

IBM has also made good contributions in space research like IBM Thinking 750. MM has established much software for environment management and protection like in 1999 the environment monitoring software's. VM's system/390 is the world's most powerful main-frame computer. IBM introduced various cost-effective technologies like instead of pure silicon chip, introduced a blend of silicon and germanium. IBM designed the website for Angina Olympic winter games, the website made 650 million hits from around the world that is one of the world records.

IBM earns more profit than the next nine computer firms generated in total sales, spending more on research and development than they made in earnings. IBM History - The Beginning On June 16, 1911, three successful 19th century companies decided to merge, marking the beginnings of IBM history. The Tabulating Machine Company, the International Time Recording Company, and the Computing Scale Company of America joined together to

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incorporate and form one company, the Computing Tabulating Recording Company. In 1914, Thomas J.

Watson Senior joined CTR as CEO and held that title for the next twenty years, turning the company into the multi-national entity. In 1924, Watson changed the company's name to International Business Machines Corporation or IBM.

From the beginning, IBM defined itself not by selling products, which ranged from commercial scales to punch card tabulators, but, by its research and development. IBM History - Business Computers IBM began designing and manufacturing calculators in the 1930s, using the technology of their own punch card processing equipment.

In 1944, IBM together with Harvard University financed the invention of the Mark 1 computer, the first machine to compute long calculations automatically. By 1953, IBM was ready to independently produce their own computers, which began with the IBM 701 EDM, their first commercially successful general-purpose computer.

And the 701 was just the beginning. IBM History - Personal Computers In July 1980, Microsoft's Bill Gates agreed to create an operating system for IBM's new computer for the home consumer, which IBM released on August 12, 1981. The first IBM PC ran on an Intel 8088 microprocessor.

IBM had now stepped into the home consumer market, sparking the computer revolution. Outstanding IBM Electrical Engineer David Bradley joined IBM immediately upon graduation. In September 1951, Bradley became

one of the “ original 12” engineers working on the IBM Personal Computer and was responsible for the ROOM BIOS code. SLOGAN THINK was a one-word slogan developed by IBM founder Thomas J. Watson, Sr. It appeared in IBM offices, plants and company publications in the sass and in the early sass began to take precedence over other slogans in MM.

It eventually appeared in wood, stone and bronze, and was published in company newspapers, magazines, calendars, photographs, medallions even New Yorker cartoons and it remained for years the name of Vim’s employee publication. You can still find echoes of Watson motto in the brand name of Vim’s popular notebook computers: the Thinking. This photograph shows a number of THINK signs rendered in a variety of languages for display by IBM employees around the world Bambino I IBM has one of the world’s most recognizable logos. It is simple yet very appealing and a prefect visual representation of the brand/multinational.

The 8-bar blue IBM logo is more than just a signature to the Company’s ads or an image to embrace its products and service packs.

For customers, the IBM logo is a promise that symbolizes rust, value, quality and advanced technology. In a world of integrated IT systems, the IBM logo is uniquely reassuring, conveying authenticity, reliability and quality of the brand and its mechanics. The Company was incorporated in New York on June 15, 1911 as the Computing-Tabulating-Recording Company (C-T-R). The lock autograph recorder, the first complete school time control system, and the Electric Accounting Machine were all introduced in 1920.

The Carroll Rotary Press was developed in 1924 to produce cards at high speed, thereby increasing the punched card capacity. The expansion of C-T-Or's activities made the Company's old name too restricted, and thus, on February 14, 1924, C-T-Or's name was formally changed to International Business Machines Corporation, or MM, adapting the globe version of the IBM logo.

Len the 96 years of the Company's existence, the IBM logo has been changed and improved many times. Over the years, the Company has used a series of IBM logos on products, stationery, vehicles, service packs, flags etc. O promote immediate recognition of the brand throughout the world. Hence we trace the graphic evolution of IBM logos. The iris IBM logo was created in year 1924, when the Computing-Tabulating-Recording Company changed its name to International Business Machines Corporation. As part of their transformation, the creators of the company decided to the replace the previous ornate, rococo letters of the " CTR" logo into more modern wording of " Business Machines" in sans-serif font.

The 1924 IBM logo was given a globe shape girded by the word " International" to suggest the company's worldwide expansion.

The globe shape IBM logo failed to accomplish the friendly and caring image of the company as it was faceless, bureaucratic, and cold. Hence, the firm's elution to the image problem was to come up with something effective, yet reinforcing the user-friendly attribute of the company. Thus, the company changed M logo to ten newly patted logotype. Surprisingly, Tanat Klan AT change was ten first in the company's 22 years of business profile. The

previously designed globe was altered to the simple lettering of “ IBM” in a typeface called Betony Bold.

In May 1956, Tom Watson Jr. took over the company as the new Chief Executive after his father passed away. In steps to exemplify the new management and technological era, the company endured subtle changes in its IBM logo. Hired by Tom Watson Jr. himself, the new IBM logo was created by the famous graphic designer, Paul Rand. That IBM logo was replaced by another typeface, known as City Medium, from the earlier Betony Bold typography, boasting a more solid, grounded and balanced look.

In 1972, a new version of IBM logo was introduced, again designed by Paul Rand.

The solid letters were replaced by horizontal stripes, suggesting speed and dynamism. The graphic evolution of IBM logo shows that the IBM logo is an excellent example of a company that uses capitalized block lettering to establish authority without alienating its audience. The IBM logo stands so absolute it looks like it was made by machine, instead of by hand. It is recognized as the powerhouse of high-quality computer products and services. The IBM logo is an image of expertise, innovation, service and trust, thereby reinforcing the strength of IBM in the industry.

If observed closely, the IBM logo, also known as “ Big Blue”, generates a message of “ Equality”. The Big Blue IBM logo, with its lower right parallel lines, highlights in the shape of an “ equals” sign. Furthermore, the term “ BIG” in the Big Blue IBM logo refers to the company’s size in the market share, whereas, the “ BLUE” is the official color of the eight-bar IBM logo. The <https://assignbuster.com/ibm-case-study/>

evolution of IBM logo depicts the company's promise of commitment to its principles. The IBM logo continues to define the company's management behavior and its adherence to it, while providing the IBM logo a competitive advantage in the marketplace.

I STRATEGIC ANALYSIS: Vision statement At MM, we strive to lead in the invention, development and manufacture of the industry's most advanced information technologies, including computer systems, software, storage systems and microelectronics. We translate these advanced cosmologies into value for our customers through our professional solutions, services and consulting businesses worldwide. Mission statement main activity is to find solutions to its wide range of clients using advanced information technology.

Its clients are individual users, specialized businesses, and institutions such as government, science, defense, spatial and educational organizations. To meet and respond to its customers' needs, IBM creates, develops and manufactures many of the world's most advanced technologies, ranging from computer systems and software to networking systems, storage devices and coreligionists. (Lunch, 1997) Through this mission statement IBM is striving to dynamically galvanism their props in various field and trying to maintain a stabilize balance between all above aspect title clients, government, educational organization etc.

The main strategy of IBM is to delivers their high value added services (or software)to customers through their server product. And it can be divided into 4 places as Tools: 1 . Reallocating resources to enhance their server product business and reduce operation costs and optimize the efficiency. 2.

To pursue an innovation agenda with TTS clients, partners and in other relationships, and to continue refining its portfolio to achieve higher value. 3.

Acquiring businesses that contribute strategically to its portfolio 4.