

Meeting the needs of the GLBT business community.



And we recognize, for our gay, lesbian, bisexual and transgender (GLBT) customers, working with a company committed to GLBT issues can be just as important.

We know that you prefer establishing relationships with vendors that give back to the GLBT community. Vendors that provide a level playing field in their workplaces for GLBT employees. And have openly GLBT staff working with customers. IBM takes our commitment to diversity and inclusion very seriously. That's why we've dedicated a global team—the first team of its kind in any Fortune 500 technology company—to focus on serving GLBT customers. And why we've engaged GLBT and GLBT-friendly IBM Business Partners.

Choosing the right technology products and solutions is a major step for your company, no matter its size. Your ability to remain competitive depends directly on your ability to build an effective e-business strategy. One that can address your unique business needs. Help you streamline operations. Lower costs. And deliver better service to your customers.

Delivering real business value today

At IBM, we know the importance of finding the right solution for your business. From a vendor that understands your business, your industry—and your community. Our priority is to deliver the superior products, services and solutions you need to help put your business ahead of the game. Acquire and retain customers. Cut costs. Plan, design, and build your IT strategy. All so you can capitalize on the wealth of opportunities in today's marketplace.



GLBT Diversity Timeline Highlights

IBM is among the first major companies to add sexual orientation to its United States (U.S.) non-discrimination policy.

IBM offers its U.S. employees same-sex domestic partner benefits.

IBM dedicates a full-time global procurement resource to focus on the identification and development of gay and lesbian suppliers, as part of IBM's ongoing commitment to its minority-supplier initiative.

1984

1995

1997

1998

1999

IBM Chairman and CEO Louis V. Gerstner commissions eight executive diversity task forces, including the IBM Executive Gay and Lesbian Task Force.

U.S. gay and lesbian employee group founded and adopts the name EAGLE—Employee Alliance for Gay and Lesbian Equality.

Out magazine names IBM as one of the "Top 100 Best Companies for Gay and Lesbian Employees" for the second year in a row.

IBM named one of The Advocate's "25 Top Companies to Work for Now" and one of Gay Financial Network's (gfn.com) "Most Powerful and Gay-friendly Publicly Traded Companies."

In today's ever-evolving business climate, good business means earning the trust of your customers—and making their overall satisfaction your first priority. IBM believes that successful business relationships begin—and flourish—with mutual trust. Common values. And a shared focus on building long-term success. With a dedicated GLBT sales team and almost 20 years of progressive policies and GLBT community support, IBM values customer relationships, not just deals. Our commitment to our GLBT customers and employees gives us a unique connection that lets us help you open new doors and discover unforeseen business opportunities.

IBM's mission is simple: to be the IT solutions provider of choice for GLBT-owned businesses—and for GLBT decision-makers in any business or industry. Whether your company is a small start-up or has many thousands

of employees. Our goal is to supply the right tools to help you meet your business challenges. To help you do your job more easily and more efficiently, with fewer resources. To respond quickly to customer, trading partner and supplier demand. So when you're playing the e-business game, you can play to win.

For more information

To learn more about how IBM's dedicated GLBT sales team can help your business grow, contact:

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GLBT Diversity Timeline Highlights

2000
IBM enhances its U.S. employee benefits package to include relocation expenses for domestic partners.

2001
IBM hosts its second Global GLBT Leadership Conference; 150 GLBT employees from around the world attend.

2002
IBM adds "gender identity or expression" to U.S. and Global Corporate Policy Statements on Diversity. "Sexual orientation" is also added to the global statement.

IBM voices support for the Employment Non-Discrimination Act (ENDA).

2003
IBM launches the first full-time, dedicated sales team among Fortune 500 technology companies to support the GLBT market.



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