

IBM Positioned in Leaders Quadrant in New Analyst Report

Completeness of vision and ability to execute place IBM in Leaders Quadrant in Business Intelligence Platforms Report

January 2009—IBM (NYSE: IBM) today announced it is positioned in the Leaders quadrant of Gartner, Inc.'s new 2009 Business Intelligence Platforms Magic Quadrant.* Gartner evaluates vendors based on completeness of vision and ability to execute.

IBM Cognos' business intelligence capabilities help customers like Arbeitmarktservice (AMS), Austria's public employment service, reduce costs, improve customer service, streamline reporting and operations and deliver higher-value information to improve decision-making and increase productivity.

AMS helps job-seekers find employment and supports organizations in their recruitment efforts. The organization's 4500 employees, associated research institutes and members of the public use IBM Cognos business intelligence capabilities together on top of an SAP business warehouse for greater control of resources and reliable insight for efficient management decision-making.

"We have to quickly respond to changing employment market conditions," said Dr. Johannes Kopf LL.M, Member of the AMS Board. "IBM Cognos software effectively met our ambitious requirements. For example, we can now quickly conduct employment market analysis which combines employment data by region, economic sector, socio-demographics and pinpoints the areas in which job seekers have the greatest chances of finding work. This key analysis also contributes to forecasting the labor market and setting employment policy, allowing, for example, early identification of groups at risk of losing their jobs. Our IBM Cognos business intelligence software lets us proactively address our business challenges – and that is invaluable in these tough economic times."

"For the past year, we've maintained our laser focus on the innovations that matter most for our customers, while growing our business inside IBM," said Rob Ashe, general manager, BI and Performance Management, IBM. "We believe this placement is testimony to our continued BI market leadership as we help our customers' navigate these challenging times by deriving actionable insight from their information to optimize processes and make better business decisions."

IBM Cognos 8 BI delivers the complete range of BI capabilities on a single, service-oriented architecture (SOA). Business people can author, share, define and use reports, dashboards or scorecards that draw on data across all enterprise sources to create their own views of trusted performance information and explore it when and how it suits them best.

IBM has also been positioned in the leaders quadrant in Gartner's 2008 Magic Quadrant for CPM Suites and the Magic Quadrant for Data Warehouse Database Management Systems.

*Sources: Magic Quadrant for Business Intelligence Platforms, 2008, by J. Richardson, K. Schlegel, B. Hostmann, R. Sallam, January 16, 2009. Gartner, Inc., "Magic Quadrant for CPM Suites" by Nigel Rayner et al, December 19, 2008. Gartner, Inc., "Magic Quadrant for Data Warehouse Database Management Systems," by Donald Feinberg and Mark A. Beyer, December 23, 2008.

About the Magic Quadrant

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