"Excellence can be attained if you:
  Care more than others think wise
  Risk more than others think safe
  Dream more than others think practical
  Expect more than others think possible"
Wherever IBM operates around the world, we strive to conduct our business in a fair and equitable manner. Consistent with this objective, we follow local laws and customs of the countries in which we operate, and we actively seek to establish close working relationships with businesses indigenous to those countries. The policy of the IBM Corporation is to provide diverse businesses the opportunity to participate in all areas of IBM’s marketing, procurement, and contracting activities.

This policy applies to all firms or institutions regardless of the business owner’s race, color, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age or status as a special disabled veteran or other veteran.

This policy applies to all areas of expenditures, whether for products or services. Action should be taken by all IBM organizations to ensure that this policy is implemented and that there are programs which ensure IBM’s performance against this commitment.

Corporate Policy 137, IBM's Commitment to diverse business relationships
- IBM Policy Letter, Number: 137B
- Signed: 20th, January 2014 by Ginni Rometty, Chairman and Chief Executive Officer

“Men and women will do the same kind of work for equal pay. They will have the same treatment, the same responsibilities and the same opportunities for advancement.”

Thomas J Watson Sr. - 1953
IBM’s Supplier Diversity program is a strategic business initiative that spans the globe promoting the utilization of diverse owned suppliers in every country where IBM operates.

IBM works to further increase the economic development of the communities in which it works and operates and adheres to local laws and regulations regarding the implementation of global Supplier Diversity objectives.

1. **Foundation**
   - Policy
   - Mission
   - Vision

2. **Goals & Reporting**
   - Commodity
   - Constituency
   - Domestic/Global
   - Annual Goals
   - Monthly Reporting

3. **Opportunity**
   - 1st Tier/2nd Tier
   - Global
   - Commodity

4. **Outreach**
   - Supplier
   - Government
   - NGO

5. **Supplier Development**
   - Universities
   - Town Halls
   - Mentors
   - Scholarships

"None of us is as strong as all of us"
BUYING FOR IMPACT

IBM 2015 DIVERSITY SPEND:
$2.1B with Global 1st Tier Suppliers
$500M with Global 2nd Tier Suppliers
500 WBE's, 64 Countries

“It’s impossible to realize our goals while discriminating against half the human race. As study after study has taught us, there is no tool for development more effective than the empowerment of women”
KOFI ANNAN, UN SECRETARY GENERAL 2006
SUPPLIER DIVERSITY “IS” STRATEGIC SOURCING “GLOBALLY”

First Tier Initiative
- Customer requirement that has significant revenue impact
- Requests for Proposal MUST include at least one diverse supplier
- Diverse status certification/verification required and subject to audit

Second Tier Initiative
- Drive supplier diversity requirements throughout the supply chain
- Require first tier suppliers to have supplier diversity programs
- Require first tier suppliers to report performance

Global Initiative
- Define diversity globally
- Some constituencies (such as women, LGBT, black, people with disabilities) apply globally
- Further definition required at country level (Assess local laws)
- Manage comprehensive range of diversity definitions
- Jointly set aggressive goals and monitor performance

"THE ROAD TO SUCCESS IS ALWAYS UNDER CONSTRUCTION"

What we buy from Diversity Businesses
- Technical Services
- Software
- Marketing Communications
- Facilities Maintenance
- Connectivity
- IT Equipment
- Travel
- Business Services
- Complementary Workforce
- Facilities Services, Operating Supplies & Printing Services
- Manufacturing Equipment
- Printing Services
- Electronic Card Assembly Test (ECAT)
- Memory
- Mechanicals
- Tapes/Media
- Cables/Connectors
- Chemicals
- Panels
- Transportation Services
DREAMS REALIZED – GIBBS S3

President, Farida Gibbs
Doing business with IBM since 2012
Started as Tier 1 Core supplier with IBM in 2015
Tier 2 supplier revenue was £700k
2016 revenue projection with IBM £2M

Achievements with IBM

- Joined as supplier in 2012 with dedicated team of 2
- Placed 50 resources for major client in 2 months due to significant project win
- Invited to tender for Data Centre Migration supplier in July 2013
- Gibbs S3 win Tier 1 supplier status for DCM in September 2013
- Invited to tender for 2nd tier status for Technology in March 2014
- Gibbs S3 win 2nd tier supplier status for Technology in October 2014
- Invited to tender for Core Supplier Status in June 2015
- Gibbs S3 win Core Supplier Status; go live March 2016
- Since IBM CSP win Gibbs have committed to a dedicated team of 12 professional to support the Core Supplier Programme
- Since IBM Vendor Neutral win Gibbs have committed to a dedicated team of 9 supporting IBM with supply chain management of PO, Invoicing and Timesheets across Software Group

“never grow a wishbone, daughter… where your backbone should be”
DREAMS REALIZED - SDI

SDI International
Sustainable Results.

President, Carmen Castillo
One of the most successful Minority & Women Owned Businesses
Doing business with IBM since 1992
IBM’s spend <$1Mio with SDI in 1993
IBM’s spend >$100Mio with SDI in 2015
Supports IBM in 33 countries covering all Geographies
Current Annual Revenue > $1B

Achievements with IBM
- SDI awarded core supplier status for Business Services in 1993
- SDI Integrator platform expanded to UK in 2008
- SDI expands its Integrator program in EMEA in 2015
- SDI executes new contracts with MARCOM and Smarter Workforce
- SDI helps IBM with its advanced IBM systems knowledge (EDI/WOI/SAP)
- SDI’s EMEA Category Expertise from Business & Professional Services to Educational Services, Financial Services, HR Services, IT Services, and Marketing
- Today, innovation in partnership is the hallmark of IBM and SDI’s relationship

“never grow a wishbone, daughter... where your backbone should be”