

## **IBM fête ses cent ans !**

**Le PDG Samuel J. Palmisano déclare qu'un management sur le long terme est le facteur clé de la croissance pour les cent prochaines années. IBM lance un film autour du centenaire signé par un réalisateur vainqueur aux oscars. Les dirigeants d'IBM sonnent la cloche d'ouverture à la bourse de New York. Les IBMers font un don de plus de 2,5 millions d'heures de service citoyen.**

**Paris - 16 juin 2011:** IBM célèbre aujourd'hui le centième anniversaire de sa création le 16 juin 1911. Afin de célébrer cet événement, l'entreprise lance un nouveau film, « Wild Ducks », et marque l'anniversaire en sonnant la cloche d'ouverture de la bourse de New York.

Durant ce premier siècle, IBM a joué un rôle prépondérant dans la transformation de l'économie, des sciences et de la société. L'histoire de l'entreprise peut être perçue comme une succession d'événements clés – de l'investissement dans un centre de recherche pendant la Grande Dépression jusqu'au développement du premier disque dur à l'origine de l'industrie du stockage de donnée, en passant par la collaboration avec le gouvernement des Etats-Unis pour développer le système de sécurité sociale. Cela a continué avec de grands paris tels que le système 360 – un modèle informatique radicalement nouveau, l'invention du code barre ou celle du premier ordinateur personnel qui fut à l'origine de la révolution du PC, ou bien encore avec le récent développement de Watson, l'ordinateur qui a remporté le jeu télévisé Jeopardy!

*“En cent ans, la technologie a permis d'accomplir d'innombrables progrès sociaux et économiques et catalysera ceux des prochaines décennies. En 2011 comme en 1911, IBM est une entreprise qui se réinvente en permanence grâce à ses clients et à ses collaborateurs et qui est prête à relever les défis de la société de demain »* déclare **Alain Bénichou, Président d'IBM France**. »

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### **IBM TURNS 100**

*Chairman and CEO Samuel J. Palmisano Says  
Managing for the Long Term Will Drive Growth for Next 100 Years;  
IBM Debuts Centennial Film by Oscar®-Winning Director;  
IBM Executives Ring The Opening Bell<sup>SM</sup> at the New York Stock Exchange;*

*Employees Donate 2.5 Million Hours in Volunteer Service Activities*

**ARMONK, N.Y., - 16 Jun 2011:** IBM (NYSE: [IBM](#)) today is marking the 100th anniversary of its founding on June 16, 1911. To celebrate the milestone, the company is debuting a new film, "Wild Ducks," and ringing the Opening Bell at the New York Stock Exchange.

During its first century, IBM has played a leading role in transforming business, science and society. The company's history can be seen as a succession of key milestones – from investing in a research lab in the depths of the Great Depression, to developing the first hard disk drive that created the data storage industry, to working with the U.S. government to develop the Social Security System. It continued with such "big bets" as a radical new computing model, the System/360 mainframe; the invention of the UPC code; the invention of the

IBM Personal Computer that launched the PC revolution; and the recent development of Watson, the computer that triumphed on the TV game show *Jeopardy!*.

**Chairman of the Board, President and CEO Samuel J. Palmisano** identified the key lesson IBM has learned over 100 years: In order to succeed for the long term, you must manage for the long term.

*"For IBMers, long-term thinking means continually moving to the future," he said. "IBM has survived and thrived for 100 years by remaining true to our core values, while being ready to change everything else. This has allowed us to transform technology, business and society through our first century, and we believe it will enable us to achieve even more in our second."*

One of the oldest living IBM alumni, **Luis A. Lamassonne** is 105 years old and resides in Miami, Florida. He joined IBM in 1933 and worked at the company for 38 years, rising to become an executive in Latin America. Reflecting on IBM's Centennial today, **Lamassonne** said, *"IBM has always been one of the best companies. The company is special because of the people. I have faith that IBM will survive for many more years, for another century."*

### ***Series of IBM Centennial Initiatives Planned***

IBM will use its Centennial to engage with business leaders, academia, clients and local communities in the 170 countries the company does business through a year-long initiative. IBM Centennial celebration highlights include:

- Films – IBM is debuting short [films](#) throughout the year to celebrate the company's corporate culture and innovations. IBM is debuting "[Wild Ducks](#)," a tribute to IBM clients who have defied conventional wisdom through new approaches to building their businesses. They include Howard Shapiro, chief scientist at the Mars Corporation, and Sunil Mittal, founder and CEO of Bharti Enterprises, the largest telecom company in India. "Wild Ducks" was directed by Davis Guggenheim, an Oscar® winner for the documentary "An Inconvenient Truth." The new film follows two other IBM Centennial films this year: "[100 x 100](#)" - a fast-paced, year-by-year chronicle of IBM's history, and "[They Were There](#)," which explores significant moments in IBM history told through first-person accounts by key innovators, including the invention of the UPC code, helping to put a man on the moon, and developing the Personal Computer.
- Celebration of Service -- Throughout the year, IBM employees worldwide will significantly increase [service](#) in their local communities. On June 15, more than 300,000 IBM employees, retirees, their families and clients donated more than 2.5 million hours of service -- the equivalent of 850 years of service -- applying their business skills and work experience to address community challenges and societal needs. Additionally, the company is expanding its community service [grants](#) by 140 percent over the previous year for not for profit organizations globally that partner with IBMers in their service activities.
- Icons of Progress -- IBM has curated 100 milestones that have shaped the company and the world in the last century – from the technology driving the Social Security System in the U.S., to the invention of the floppy disk, the creation of the first corporate science research laboratory, and the establishment of the Corporate Service Corps, a corporate version of the Peace Corps. Rich content and unique visual marks illustrate the 100 [Icons of Progress](#). The list is being revealed throughout the year.
- IBM Colloquia -- Through a series of business and academic [forums](#), IBM will convene key influencers to spur conversations about future advances in science and technology and how they will affect such fields as

health care, the environment and the information technology (IT) industry. The colloquia will convene scientists, academics, business and government leaders at IBM Research laboratories around the world to discuss how emerging trends will impact business and society. IBM will hold events in Australia, Brazil, China, India, Israel, Japan, Switzerland and the United States.

- IBM Lecture Series – IBM is partnering with leading universities around the world to engage tomorrow's leaders in discussions on what 100 years has taught it about driving progress in business, technology and society. The series includes [lectures](#) by senior IBM executives at universities such as Copenhagen Business School in Denmark, HEC Paris in France, Tsinghua University in Beijing, China, and the University of Chicago in the U.S.
- THINK: A Forum on the Future of Leadership – In September, IBM will engage and convene 700 leaders at a [forum](#) in New York City to discuss the forces that are making our planet smarter and creating enormous potential for economic growth and societal progress. The company will explore the role of the modern corporation in realizing this potential, and it will examine how our model of leadership must evolve to meet the challenges of the 21st century across business, technology and society.

Pour plus d'informations sur le centenaire d'IBM : [www.ibm100.com](http://www.ibm100.com)

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Les images historiques, les faits marquants, et l'historique de la société sont disponibles dans l'espace presse

<http://www-03.ibm.com/press/fr/fr/presskit/33870.wss>

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