



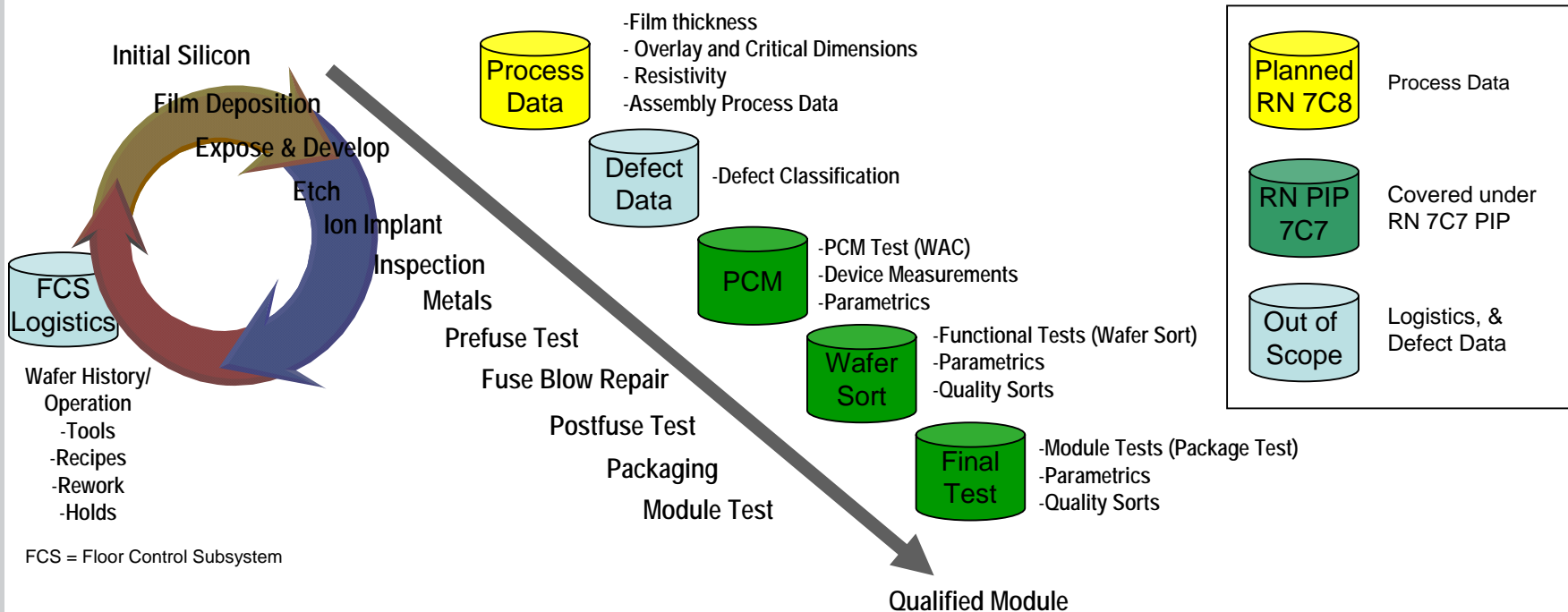
IBM's B2B Transformation

Mike Hyder IBM
RosettaNet Global Partner Conference
April 19, 2006 Tokyo, Japan



Data Standardization Speeds Business Decisions

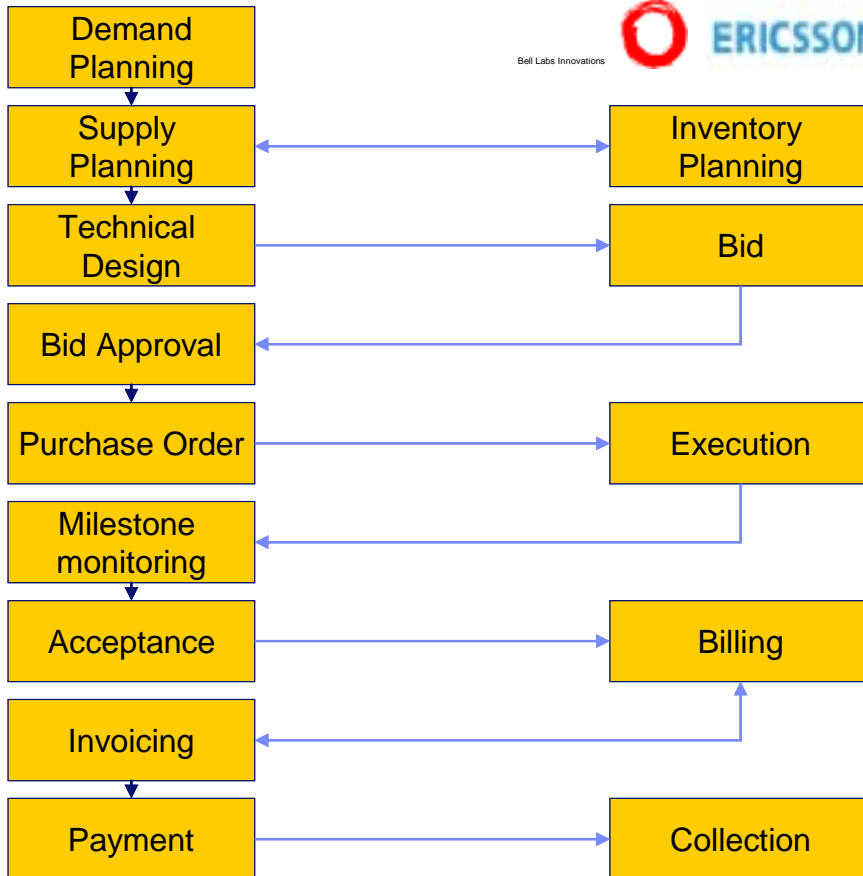
- Enable foundries, suppliers, other manufacturers to deliver semiconductor data to chip designers for data analysis
- Gain efficiencies in collecting and transmitting data
- Reduce design development time by providing data in a timely manner



IBM embraces RosettaNet standards in other Sectors



Telefonica



- Again reflecting market demand, IBM's consulting practice often works on RN issues for its clients.
- For example, we helped Telefónica to create a RosettaNet/web cluster to integrate with its major suppliers.
- Benefits include:
 - Process cost reduction
 - Lead time reduction
 - Error elimination
- Demand continues to grow