



## Transition: The IBM Story

Transition chronicles the steps IBM implemented to transform itself from Australia's leading exporter of elaborately transformed manufactured goods in the mid 1990s, to the leading exporter of IT services a decade later.

Interestingly the story begins in Wangaratta in 1975 with the opening of the IBM plant to produce the 'Golfball' electric typewriter. With the cessation of significant IBM manufacturing exports from Australia in 2001 it was the beginning of a major transition by IBM to become Australia's leading exporter of IT services.

To illustrate the story of this transition journey, John Harvey collaborated with 13 leaders in the Australian IT industry, academia and government, thus producing a fascinating account of the collaborative investment model which has created the stunning success of IBM's IT services today.

### About the Author

John Harvey is currently Corporate Affairs Executive in IBM A/NZ. He is a leading advocate of IT in Australia having worked in the industry for over 40 years.

He has held senior positions with IBM both in Australia and in the United States and Japan and in 1995 was named an Executive Director to the board of IBM in Australia.

All nett proceeds from the sale of the book are to be donated to establish post-graduate IT scholarships at the University of Ballarat.

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