

KOVAC OPEN

FOR THE ON24 NETWORK I'M MARC LICHTENFELD.

LAST MONTH I-B-M CEO LOU GERSTNER TOLD ANALYSTS THAT THE HARDWARE AND MAINFRAME GIANT WILL CONTINUE IT'S SUBSTANTIAL PUSH INTO THE I-T SERVICES ARENA.

THIS NEW FOCUS ON SERVICES WAS APPARENT WHEN BIG BLUE FORMALLY JUMPED INTO THE BIOINFORMATICS SECTOR ALMOST A YEAR AGO.

GIVEN THE HISTORIC ADVANCES BEING MADE IN THE LIFE SCIENCES COMMUNITY...NAMELY THE MAPPING OF THE HUMAN GENOME... ANALYSTS SAY THIS IS ONE SECTOR THAT IS RIPE FOR I-BM'S I-T SERVICES.

WITH US TODAY IS DR. CAROLINE KOVAC, VICE PRESIDENT OF IBM'S LIFE SCIENCES DIVISION.

WELCOME TO ON24 DR. KOVAC.

Last August IBM created this new unit to its business plan with an initial investment of 100 million research dollars. So how's the report card so far?

Analysts, for the most part agree, the marriage of science and technology translates into the development of lucrative commercial drugs. But where does IBM see its return? What are the products? What are the services?

And the new joint venture, Blueprint Worldwide where IBM ponied up several million dollars for the formation of the nonprofit company to collect and freely distribute genetic information...again where is the return?