

$E=mc^2$ or SO_2

He would recognize
the driving forces of
Strategic Outsourcing –
would you

- Increased cost pressure
- Changed market and competitive conditions
- e-sourcing strategy

Use this opportunity – join in.

SO that you can be a
trendsetter!

w3.ibm.com/services/emea/central

**Strategic
Outsourcing**
will be the main
topic in 2002 for
your customers.

Use this opportunity – join in.