



Content Spectrum: Current sites by category

We evaluated current IBM Web sites to see where they fell on the spectrum from product to non-product content. The chart below organizes the results by category.

EXISTING WEB SITES	PRODUCT					NON-PRODUCT					
	Services / support	Product specs	Product edit	Company info	Case study	IBM events	Tools / apps	Industry editorial	Sponsorships	Philanthropy	Work for hire
ibm.com (home page) www.ibm.com	●										
Business partners www.ibm.com/Partners/	●										
ShopIBM direct.boulder.ibm.com/	●										
Support www.ibm.com/support/	●										
Web professional www.ibm.com/webprofessional/	●										
AntiVirus Online www.av.ibm.com/current/FrontPage/		●									
e-business www.ibm.com/e-business/			●								
Human-Computer Interaction www.ibm.com/IBM/HCI			●								
Year 2000 www.ibm.com/IBM/year2000			●								
1996 Annual Report www.ibm.com/AnnualReport/1996/				●							
Employment www.empl.ibm.com				●							
Investor relations www.ibm.com/Investor/				●							
Philanthropy www.ibm.com/IBM/ibmgives/				●							
Research www.research.ibm.com/				●							
IBM at Nagano www.olympic.ibm.com					●						
Internet solutions www.ibm.com/internetsolutions/					●						
Santa site (not available)					●						