

APPENDIX 1

This appendix contains a list of the studied web pages of the US website and the localized IBM websites.

- US website:

Homepage	http://www.ibm.com/us-en/
Analytics	https://www.ibm.com/analytics/us/en/
Cloud computing	http://www.ibm.com/cloud-computing/
Commerce	http://www.ibm.com/commerce/us-en/
IT Infrastructure	http://www.ibm.com/it-infrastructure/us-en/
MobileFirst	http://www.ibm.com/mobilefirst/
Security	http://www-03.ibm.com/security/
Watson	http://www.ibm.com/smarterplanet/us/en/ibmwatson/
Marketplace	https://www.ibm.com/marketplace/cloud/us/en-us?lnk=hmmp
Products	http://www.ibm.com/products/en-us/?lnk=hmp
Services	http://www.ibm.com/services/en-us/
Industries	http://www.ibm.com/industries/en-us/
Social business	https://www.ibm.com/social-business/us-en/
Careers	http://www-03.ibm.com/employment/
PartnerWorld	https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?lnk=fif
Investor relations	http://www.ibm.com/investor/
DeveloperWorks	http://www.ibm.com/developerworks/
Federal and	http://www-304.ibm.com/shop/americas/content/home/en_US/government-

State Contracts	contracts.html?lnk=fif
Privacy statement	http://www.ibm.com/privacy/us/en/
Terms of use	http://www.ibm.com/legal/us/en/
About IBM	http://www.ibm.com/ibm/us/en/
Corporate responsibility	http://www.ibm.com/ibm/responsibility/
Contact	http://www.ibm.com/contact/us/en/
Accessibility	http://www.ibm.com/accessibility/us/en/
Redbooks	http://www.redbooks.ibm.com/
Support	http://www.ibm.com/support/en-us/
Support portal	https://www-947.ibm.com/support/entry/portal/support?lnk=ushpv18hcwh2&lnk2=support
Knowledge Center	http://www.ibm.com/support/knowledgecenter/
Connect with a sales representative:	http://www.ibm.com/connect/ibm/us/en/
Find a business partner	https://www-356.ibm.com/partnerworld/wps/bplocator/search.jsp?lnk=fcw
Case studies	http://www-03.ibm.com/software/businesscasestudies/us/en/corp/?lnk=fdi
Latest news	http://www-03.ibm.com/press/us/en/index.wss?lnk=fab
Sign-In	https://idaas.iam.ibm.com/idaas/mtfim/sps/authsvc?PolicyId=urn:ibm:security:authentication:asf:basicldapuser

- Canadian website

Homepage	http://www.ibm.com/ca-en/
Analytics	http://www.ibm.com/analytics/ca/en/
Cloud computing	http://www.ibm.com/cloud-computing/ca/en/
Commerce	http://www.ibm.com/commerce/ca-en/
IT Infrastructure	http://www.ibm.com/it-infrastructure/ca-en/
MobileFirst	http://www.ibm.com/mobilefirst/ca/en/
Security	http://www-03.ibm.com/security/ca-en/
Watson	http://www.ibm.com/smarterplanet/us/en/ibmwatson/?Ink=buwa-caen
Marketplace	https://www.ibm.com/marketplace/cloud/us/en-us?Ink=fdi-caen
Products	http://www.ibm.com/products/ca/en/?Ink=fdi-caen
Services	http://www.ibm.com/technologyservices/ca/en/?Ink=fdi-caen
Industries	http://www.ibm.com/solutions/ca/en/?Ink=fdi-caen
Social business	http://www.ibm.com/social-business/ca/en/?Ink=hmbuso
Careers	http://www-03.ibm.com/employment/ca/en/?Ink=fab-caen
PartnerWorld	https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?Ink=fif-caen
Investor relations	http://www.ibm.com/investor/?Ink=fab-caen
DeveloperWorks	http://www.ibm.com/developerworks/?Ink=caenhpv18hchw4
Privacy statement	http://www.ibm.com/privacy/ca/en/?Ink=flg-priv-caen?Ink=flg
Terms of use	http://www.ibm.com/legal/ca/en/?Ink=flg-tous-caen?Ink=flg
About IBM	http://www.ibm.com/ibm/ca/en/?Ink=fab-caen

Corporate responsibility	http://www.ibm.com/ibm/responsibility/?Ink=fab-caen
Contact	http://www.ibm.com/contact/ca/en/?Ink=flg-cont-caen?Ink=flg
Accessibility	http://www.ibm.com/accessibility/ca/en/?Ink=flg-acce-caen?Ink=flg
Redbooks	http://www.redbooks.ibm.com/
Support	http://www.ibm.com/support/ca/en/?Ink=fcw-caen
Support portal	http://www-05.ibm.com/support/operations/ca/en/overview.html?Ink=caenhpv18hcwh1
Knowledge Center	http://www.ibm.com/support/knowledgecenter
Connect with a sales representative:	http://www.ibm.com/connect/ibm/ca/en/?Ink=fcw-caen
Find a business partner	https://www-356.ibm.com/partnerworld/wps/bplocator/search.jsp?Ink=fcw-caen
Case studies	http://www-03.ibm.com/software/businesscasestudies/ca-en/corp/?Ink=fdi-caen
Latest news	http://www.ibm.com/news/ca/en/?Ink=fab-caen
Sign-In	https://idaas.iam.ibm.com/idaas/mtfim/sps/authsvc?PolicyId=urn:ibm:security:authentication:asf:basicldapuser
Info Hub	http://www.ibm.com/news/ca/en/info_hub.html?Ink=fab-caen

- Australian website

Homepage	http://www.ibm.com/au-en/
Analytics	https://www.ibm.com/analytics/au/en/?Ink=bua-auen
Cloud computing	http://www.ibm.com/cloud-computing/au/en/?Ink=bucl-auen

Commerce	http://www.ibm.com/commerce/au-en/?Ink=buco-auen
IT Infrastructure	http://www.ibm.com/it-infrastructure/au-en/?Ink=buit-auen
MobileFirst	http://www.ibm.com/mobilefirst/au/en/?Ink=bumf-auen
Security	http://www-03.ibm.com/security/au/en/?Ink=buse-auen
Watson	http://www.ibm.com/smarterplanet/us/en/ibmwatson/?Ink=hmbuwa-auen
Marketplace	https://www.ibm.com/marketplace/cloud/au/en-au?Ink=hmmp
Products	http://www.ibm.com/products/au/en/?Ink=hmm-auen
Services	http://www.ibm.com/technologyservices/au/en/?Ink=hmm-auen
Industries	http://www.ibm.com/solutions/au/en/?Ink=hmm-auen
Social business	http://www.ibm.com/social-business/au/en/?Ink=hmbuso
Careers	http://www-07.ibm.com/employment/au/?Ink=fab-auen
PartnerWorld	https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?Ink=hmm-auen
Investor relations	http://www.ibm.com/investor/?Ink=fab-auen
DeveloperWorks	http://www.ibm.com/developerworks/?Ink=fif-auen
Privacy statement	http://www.ibm.com/privacy/au/en/?Ink=flg-priv-auen?Ink=flg
Terms of use	http://www.ibm.com/legal/au/en/?Ink=flg-tous-auen?Ink=flg
About IBM	http://www.ibm.com/ibm/au/en/?Ink=fab
Corporate responsibility	http://www-07.ibm.com/ibm/au/responsibility/
Contact	http://www.ibm.com/contact/au/en/?Ink=flg-cont-auen?Ink=flg

Accessibility	http://www.ibm.com/accessibility/au/en/?lnk=flg-acce-auen?lnk=flg
Redbooks	http://www.redbooks.ibm.com/
Support	http://www.ibm.com/support/au/en/?lnk=hmm-auen
Support portal	https://www-947.ibm.com/support/entry/portal/support?lnk=auhpy18hcwh2
Knowledge Center	http://www.ibm.com/support/knowledgecenter
Connect with a sales representative:	http://www-07.ibm.com/au/myrep/
Find a business partner	https://www-356.ibm.com/partnerworld/wps/bplocator/search.jsp?lnk=fcw-auen
Case studies	http://www-03.ibm.com/software/businesscasestudies/au/en/corp/?lnk=fdi-auen
Latest news	http://www-03.ibm.com/press/au/en/index.wss?lnk=fab-auen
Sign-In	https://idaas.iam.ibm.com/idaas/mtfim/sps/authsvc?PolicyId=urn:ibm:security:authentication:asf:basicldapuser
Australia Development Laboratory (ADL)	http://www-07.ibm.com/au/adl/

- New Zealand's website

Homepage	http://www.ibm.com/nz-en/
Analytics	https://www.ibm.com/analytics/nz/en/?lnk=bua-nzen
Cloud computing	http://www.ibm.com/cloud-computing/nz/en/?lnk=bucl-nzen
Commerce	http://www.ibm.com/commerce/nz-en/?lnk=buco-nzen
IT Infrastructure	http://www.ibm.com/it-infrastructure/nz-en/?lnk=buit-nzen

MobileFirst	http://www.ibm.com/mobilefirst/nz/en/?lnk=bumf-nzen
Security	http://www-03.ibm.com/security/nz/en/?lnk=buse-nzen
Watson	http://www.ibm.com/smarterplanet/us/en/ibmwatson/?lnk=hmbuwa-nzen
Marketplace	https://www.ibm.com/marketplace/cloud/nz/en-nz?lnk=hmmp
Products	http://www.ibm.com/products/nz/en/?lnk=hmm-nzen
Services	http://www.ibm.com/technologyservices/nz/en/?lnk=hmm-nzen
Industries	http://www.ibm.com/solutions/nz/en/?lnk=hmm-nzen
Social business	http://www.ibm.com/social-business/nz/en/?lnk=hmbuso
Careers	http://www-07.ibm.com/employment/nz/?lnk=fab-nzen
PartnerWorld	https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?lnk=fif
Investor relations	http://www.ibm.com/investor/
DeveloperWorks	http://www.ibm.com/developerworks/
Privacy statement	http://www.ibm.com/privacy/nz/en/?lnk=flg-priv-nzen?lnk=flg
Terms of use	http://www.ibm.com/legal/nz/en/?lnk=flg-tous-nzen?lnk=flg
About IBM	http://www.ibm.com/ibm/nz/en/?lnk=fab
Corporate responsibility	http://www-07.ibm.com/ibm/nz/responsibility/
Contact	http://www.ibm.com/contact/nz/en/?lnk=flg-cont-nzen?lnk=flg
Accessibility	http://www.ibm.com/accessibility/nz/en/?lnk=flg-acce-nzen?lnk=flg
Redbooks	http://www.redbooks.ibm.com/

Support	http://www.ibm.com/support/nz/en/?lnk=hmm-nzen
Support portal	https://www-947.ibm.com/support/entry/portal/support?lnk=nzhpv18hcwh2
Knowledge Center	http://www.ibm.com/support/knowledgecenter/
Connect with a sales representative:	http://www-07.ibm.com/nz/myrep/
Find a business partner	https://www-356.ibm.com/partnerworld/wps/bplocator/search.jsp?lnk=fcw-nzen
Case studies	http://www-03.ibm.com/software/businesscasestudies/nz/en/corp/?lnk=fdi-nzen
Latest news	http://www-03.ibm.com/press/nz/en/index.wss?lnk=fab-nzen
Sign-In	https://idaas.iam.ibm.com/idaas/mtfim/sps/authsvc?PolicyId=urn:ibm:security:authentication:asf:basicldapuser

- UK website

Homepage	http://www.ibm.com/uk-en/
Analytics	https://www.ibm.com/analytics/uk/en/?lnk=bua-uken
Cloud computing	http://www.ibm.com/cloud-computing/uk/en/?lnk=bucl-uken
Commerce	http://www.ibm.com/commerce/uk-en/?lnk=buco-uken
IT Infrastructure	http://www.ibm.com/it-infrastructure/uk-en/?lnk=buit-uken
MobileFirst	http://www.ibm.com/mobilefirst/uk/en/?lnk=bumf-uken
Security	http://www-03.ibm.com/security/uk/en/?lnk=buse-uken
Watson	http://www.ibm.com/smarterplanet/us/en/ibmwatson/?lnk=hmbuwa-uken
Marketplace	https://www.ibm.com/marketplace/cloud/uk/en-uk?lnk=hmmp

Products	http://www.ibm.com/products/uk/en/?Ink=hmm-uken
Services	http://www.ibm.com/technologyservices/uk/en/?Ink=hmm-uken
Industries	http://www.ibm.com/solutions/uk/en/?Ink=hmm-uken
Social business	http://www.ibm.com/social-business/uk/en/?Ink=hmbuso
Careers	http://www-05.ibm.com/employment/uk/?Ink=fab-uken
PartnerWorld	https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?Ink=fif-uken
Investor relations	http://www.ibm.com/investor/
DeveloperWorks	http://www.ibm.com/developerworks/
Privacy statement	http://www.ibm.com/privacy/uk/en/?Ink=flg-priv-uken?Ink=flg
Terms of use	http://www.ibm.com/legal/uk/en/?Ink=flg-tous-uken?Ink=flg
About IBM	http://www.ibm.com/ibm/uk/en/?Ink=fab
Corporate responsibility	http://www-05.ibm.com/uk/ondemandcommunity/?Ink=fab-uken
Contact	http://www.ibm.com/contact/uk/en/?Ink=flg-cont-uken?Ink=flg
Accessibility	http://www.ibm.com/accessibility/uk/en/?Ink=flg-acce-uken?Ink=flg
Redbooks	http://www.redbooks.ibm.com/
Support	http://www.ibm.com/support/uk/en/?Ink=hmm-uken
Support portal	https://www-947.ibm.com/support/entry/portal/support?Ink=ushpv18hcwh2
Knowledge Center	http://www.ibm.com/support/knowledgecenter/
Connect with a sales	http://www.ibm.com/connect/ibm/uk/en/?Ink=fcw-uken

representative:

Find a business partner	https://www-356.ibm.com/partnerworld/wps/bplocator/search.jsp?lnk=fcw-uken
Case studies	http://www-03.ibm.com/software/businesscasestudies/uk/en/corp/?lnk=fdi-uken
Latest news	http://www-03.ibm.com/press/uk/en/index.wss?lnk=fab-uken
Sign-In	https://idaas.iam.ibm.com/idaas/mtfim/sps/authsvc?PolicyId=urn:ibm:security:authentication:asf:basicldapuser
Computer Services Industry (CSI)	http://www-935.ibm.com/industries/uk/en/CSI/?lnk=fif-uken
Managed Service Provider	http://www.ibm.com/connect/ibm/access/msphub/uk/en/

- Irish website

Homepage	http://www.ibm.com/ie-en/
Analytics	https://www.ibm.com/analytics/ie/en/?lnk=bua-ieen
Cloud computing	http://www.ibm.com/cloud-computing/ie/en/?lnk=bucl-ieen
Commerce	http://www.ibm.com/commerce/ie-en/?lnk=buco-ieen
MobileFirst	http://www.ibm.com/mobilefirst/ie/en/?lnk=bumf-ieen
Security	http://www-03.ibm.com/security/ie/en/?lnk=buse-ieen
Watson	http://www.ibm.com/smarterplanet/us/en/ibmwatson/?lnk=hmbuwa-ieen
Marketplace	https://www.ibm.com/marketplace/cloud/ie/en-ie?lnk=hmmmp
Products	http://www.ibm.com/products/ie/en/?lnk=hmm-ieen
Services	http://www.ibm.com/technologyservices/ie/en/?lnk=hmm-ieen

Industries	http://www.ibm.com/solutions/ie/en/?lnk=hmm-ieven
Social business	https://www.ibm.com/social-business/us-en/
Careers	http://www-05.ibm.com/employment/ie/
PartnerWorld	https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public
Investor relations	http://www.ibm.com/investor/
DeveloperWorks	http://www.ibm.com/developerworks/
Privacy statement	http://www.ibm.com/privacy/ie/en/
Terms of use	http://www.ibm.com/legal/ie/en/
About IBM	http://www.ibm.com/ibm/ie/en/
Corporate responsibility	http://www.ibm.com/ibm/responsibility/
Contact	http://www.ibm.com/contact/ie/en/
Accessibility	http://www-03.ibm.com/able/?lnk=flg-acce-ieven?lnk=flg
Redbooks	http://www.redbooks.ibm.com/
Support portal	https://www-947.ibm.com/support/entry/portal/support?lnk=ushpv18hcwh2
Knowledge Center	http://www.ibm.com/support/knowledgecenter/
Find a business partner	https://www-356.ibm.com/partnerworld/wps/bplocator/search.jsp?lnk=fcw-uken
Case studies	http://www-03.ibm.com/software/businesscasestudies/ie/en/corp/?lnk=fdi-ieven
Latest news	http://www-03.ibm.com/press/ie/en/index.wss

Sign-In <https://idaas.iam.ibm.com/idaas/mtfim/sps/authsvc?PolicyId=urn:ibm:security:authentication:asf:basicldapuser>

IBM Ireland Lab <https://www-01.ibm.com/software/ie/irelandlab/>

IBM Research – Ireland <http://www.research.ibm.com/labs/ireland/index.shtml>

IBM locations in Ireland <http://www-05.ibm.com/ie/ibm/codetail.html>

- Italian website

Homepage <http://www.ibm.com/it-it/>

Analytics <http://www.ibm.com/analytics/it/it/?lnk=bua>

Cloud computing <http://www.ibm.com/cloud-computing/it/it/index.html?lnk=bucl>

Commerce <http://www.ibm.com/commerce/it-it/?lnk=buco>

IT Infrastructure
(*Infrastruttura IT*) <http://www.ibm.com/it-infrastructure/it-it/?lnk=buit>

MobileFirst <http://www.ibm.com/mobilefirst/it/it/?lnk=bumf>

Security
(*Sicurezza*) <http://www-03.ibm.com/security/it/it/?lnk=buse>

Watson <http://www.ibm.com/smarterplanet/us/en/ibmwatson/?lnk=hmbuitm>

Marketplace <https://www.ibm.com/marketplace/cloud/us/en-us?lnk=fdi-itit>

Products
(*Prodotti*) <http://www.ibm.com/products/it/it/>

Services (*Servizi*) <http://www.ibm.com/technologyservices/it/it/>

Industries
(*Settori*) <http://www-935.ibm.com/industries/it/it/index.html>

Social business <http://www.ibm.com/social-business/it/it/?lnk=hmbuso>

Careers (<i>Lavora con noi</i>)	http://www-05.ibm.com/employment/it/
PartnerWorld	https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public
Investor relations (<i>Per gli investitori</i>)	http://www.ibm.com/investor/
DeveloperWorks (<i>Sviluppatori</i>)	http://www.ibm.com/developerworks/
Privacy statement	http://www.ibm.com/privacy/it/it/?lnk=flg
Terms of use (<i>Condizioni di utilizzo</i>)	http://www.ibm.com/legal/it/it/?lnk=flg-tous-itit?lnk=flg
About IBM (<i>Informazioni su IBM</i>)	http://www.ibm.com/ibm/it/it/?lnk=fab
Corporate responsibility (<i>Corporate citizenship in IBM</i>)	http://www.ibm.com/ibm/responsibility/?lnk=fab
Contact (<i>Contatta</i>)	http://www.ibm.com/contact/it/it/?lnk=flg
Accessibility (<i>Accessibilità</i>)	http://www.ibm.com/accessibility/it/it/?lnk=flg-acce-itit?lnk=flg?lnk=flg
Redbooks	http://www.redbooks.ibm.com/
Support (<i>Supporto</i>)	http://www-935.ibm.com/services/it/gts/html/maintenance_tech_support.html
Support portal	https://www-947.ibm.com/support/entry/portal/support?lnk=ushpv18hcwh2

(Portale di
supporto)

Knowledge Center <https://www.ibm.com/support/knowledgecenter/it/?lnk=ushpv18hcwh4>

Connect with a sales representative
(Trova un responsabile delle vendite) <http://www-935.ibm.com/industries/it/it/insidesales/index.html>

Find a business partner (Trova un business partner) https://www-356.ibm.com/partnerworld/wps/bplocator/search.jsp?search_cc=it&lnk=fcw

Case studies <http://www-03.ibm.com/software/businesscasestudies/us/en/corp/?lnk=fdi>

Latest news (Ultime novità) <http://www-03.ibm.com/press/it/it/index.wss>

Sign-In <https://idaas.iam.ibm.com/idaas/mtfim/sps/authsvc?PolicyId=urn:ibm:security:authentication:asf:basicldapuser>

Settore pubblico <http://www-05.ibm.com/it/egov-center-rome/>

Managed Service Provider <http://www.ibm.com/connect/ibm/access/msphub/it/it/>