

APPENDIX 2

This appendix includes the categorization of the studied web pages of the localized IBM websites.

- Canada: the following table shows the web pages of the Canadian site that have been removed, kept without changes, adapted, replaced, or created in comparison to the studied pages of the US site. A √ is inserted under the correspondent categories of pages.

US website	Canadian website	Removed pages	Pages kept without changes	Adapted pages	Replaced pages	Newly created pages
Homepage: http://www.ibm.com/us-en/	Homepage: http://www.ibm.com/ca-en/			√		
Analytics: https://www.ibm.com/analytics/us/en/	Analytics: http://www.ibm.com/analytics/ca/en/				√	
Cloud computing: http://www.ibm.com/cloud-computing/	Cloud computing: http://www.ibm.com/cloud-computing/ca/en/				√	
Commerce: http://www.ibm.com/commerce/us-en/	Commerce: http://www.ibm.com/commerce/ca-en/			√		
IT Infrastructure: http://www.ibm.com/it-infrastructure/us-en/	IT Infrastructure: http://www.ibm.com/it-infrastructure/ca-en/			√		

MobileFirst: http://www.ibm.com/mobilefirst/	MobileFirst: http://www.ibm.com/mobilefirst/ca/en/				√	
Security: http://www-03.ibm.com/security/	Security: http://www-03.ibm.com/security/ca-en/		√			
Watson: http://www.ibm.com/smarterplanet/us/en/ibmwatson/	Watson: http://www.ibm.com/smarterplanet/us/en/ibmwatson/?lnk=buwa-caen		√			
Marketplace: https://www.ibm.com/marketplace/cloud/us/en-us?lnk=hmmp	Marketplace: https://www.ibm.com/marketplace/cloud/us/en-us?lnk=fdi-caen		√			
Products: http://www.ibm.com/products/en-us/?lnk=hmpr	Products: http://www.ibm.com/products/ca/en/?lnk=fdi-caen				√	
Services: http://www.ibm.com/services/en-us/	Services: http://www.ibm.com/technologyservices/ca/en/?lnk=fdi-caen			√		
Industries: http://www.ibm.com/industries/en-us/	Industries: http://www.ibm.com/solutions/ca/en/?lnk=fdi-caen			√		

Social business: https://www.ibm.com/social-business/us-en/	Social business: http://www.ibm.com/social-business/ca/en/?lnk=hmbuso				√	
Careers: http://www-03.ibm.com/employment/	Careers: http://www-03.ibm.com/employment/ca/en/?lnk=fab-caen				√	
PartnerWorld: https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?lnk=fif	PartnerWorld: https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?lnk=fif-caen		√			
Investor relations: http://www.ibm.com/investor/	Investor relations: http://www.ibm.com/investor/?lnk=fab-caen		√			
DeveloperWorks: http://www.ibm.com/developerworks/	DeveloperWorks: http://www.ibm.com/developerworks/?lnk=caenhpv18hcwh4		√			
Federal and State Contracts: http://www-304.ibm.com/shop/americas/content/home/en_US/government-contracts.html?lnk=fif	-	√				
Privacy statement:	Privacy statement:			√		

http://www.ibm.com/privacy/us/en/	http://www.ibm.com/privacy/ca/en/?Ink=flg-priv-caen?Ink=flg					
Terms of use: http://www.ibm.com/legal/us/en/	Terms of use: http://www.ibm.com/legal/ca/en/?Ink=flg-tous-caen?Ink=flg		√			
About IBM: http://www.ibm.com/ibm/us/en/	About IBM: http://www.ibm.com/ibm/ca/en/?Ink=fab-caen			√		
Corporate responsibility: http://www.ibm.com/ibm/responsibility/	Corporate responsibility: http://www.ibm.com/ibm/responsibility/?Ink=fab-caen		√			
Contact: http://www.ibm.com/contact/us/en/	Contact: http://www.ibm.com/contact/ca/en/?Ink=flg-cont-caen?Ink=flg			√		
Accessibility: http://www.ibm.com/accessibility/us/en/	Accessibility: http://www.ibm.com/accessibility/ca/en/?Ink=flg-acce-caen?Ink=flg				√	
Redbooks: http://www.redbooks.ibm.com/	Redbooks: http://www.redbooks.ibm.com/		√			

Support: http://www.ibm.com/support/en-us/	Support: http://www.ibm.com/support/ca/en/?Ink=fcw-caen			√		
Support portal: https://www-947.ibm.com/support/entry/portal/support?Ink=ushpv18hcwh2&Ink2=support	Support portal: http://www-05.ibm.com/support/operations/ca/en/overview.html?Ink=caenhpv18hcwh1				√	
Knowledge Center: http://www.ibm.com/support/knowledgecenter/	Knowledge Center: http://www.ibm.com/support/knowledgecenter/		√			
Connect with a sales representative: http://www.ibm.com/connect/ibm/us/en/	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	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/us/en/corp/?Ink=fdi	Case studies: http://www-03.ibm.com/software/businesscasestudies/ca-en/corp/?Ink=fdi-caen		√			
Latest news: http://www-03.ibm.com/press/us/en/index.wss?Ink=fa	Latest news: http://www.ibm.com/news/ca/en/?Ink=f			√		

b	ab-caen					
Sign-In: https://idaas.iam.ibm.com/idaas/mtfim/sps/authsvc?PolicyId=urn:ibm:security:authentication:asf:basicldapuser	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?lnk=fab-caen					√
Total in each category		1	13	11	8	1

Table 1: categories of the pages of the Canadian website studied

- Australia: the following table shows the web pages of the Australian site that have been removed, kept without changes, adapted, replaced, or created in comparison to the studied pages of the US site. A √ is inserted under the correspondent categories of pages.

US website	Australian website	Removed pages	Pages kept without changes	Adapted pages	Replaced pages	Newly created pages
Homepage: http://www.ibm.com/us-en/	Homepage: http://www.ibm.com/au-en/			√		

Analytics: https://www.ibm.com/analytics/us/en/	Analytics: https://www.ibm.com/analytics/au/en/?Ink=bua-auen				√	
Cloud computing: http://www.ibm.com/cloud-computing/	Cloud computing: http://www.ibm.com/cloud-computing/au/en/?Ink=bucl-auen				√	
Commerce: http://www.ibm.com/commerce/us-en/	Commerce: http://www.ibm.com/commerce/au-en/?Ink=buco-auen			√		
IT Infrastructure: http://www.ibm.com/it-infrastructure/us-en/	IT Infrastructure: http://www.ibm.com/it-infrastructure/au-en/?Ink=buit-auen			√		
MobileFirst: http://www.ibm.com/mobilefirst/	MobileFirst: http://www.ibm.com/mobilefirst/au/en/?Ink=bumf-auen				√	
Security: http://www-03.ibm.com/security/	Security: http://www-03.ibm.com/security/au/en/?Ink=bus-e-auen				√	
Watson: http://www.ibm.com/smarterplanet/us	Watson: http://www.ibm.com/smarterplanet/u		√			

/en/ibmwatson/	s/en/ibmwatson/?lnk=hmbuwa-auen					
Marketplace: https://www.ibm.com/marketplace/cloud/us/en-us?lnk=hmp	Marketplace: https://www.ibm.com/marketplace/cloud/au/en-au?lnk=hmp			√		
Products: http://www.ibm.com/products/en-us/?lnk=hmp	Products: http://www.ibm.com/products/au/en/?lnk=hmm-auen				√	
Services: http://www.ibm.com/services/en-us/	Services: http://www.ibm.com/technologyservices/au/en/?lnk=hmm-auen			√		
Industries: http://www.ibm.com/industries/en-us/	Industries: http://www.ibm.com/solutions/au/en/?lnk=hmm-auen			√		
Social business: https://www.ibm.com/social-business/us-en/	Social business: http://www.ibm.com/social-business/au/en/?lnk=hmbuso				√	
Careers: http://www-03.ibm.com/employment/	Careers: http://www-07.ibm.com/employment/au/?lnk=fab-auen				√	

PartnerWorld: https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?lnk=fif	PartnerWorld: https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?lnk=hmm-auen			√		
Investor relations: http://www.ibm.com/investor/	Investor relations: http://www.ibm.com/investor/?lnk=fab-auen		√			
DeveloperWorks: http://www.ibm.com/developerworks/	DeveloperWorks: http://www.ibm.com/developerworks/?lnk=fif-auen		√			
Federal and State Contracts: http://www-304.ibm.com/shop/americas/content/home/en_US/government-contracts.html?lnk=fif	-	√				
Privacy statement: http://www.ibm.com/privacy/us/en/	Privacy statement: http://www.ibm.com/privacy/au/en/?lnk=flg-priv-auen?lnk=flg			√		
Terms of use: http://www.ibm.com/legal/us/en/	Terms of use: http://www.ibm.com/legal/au/en/?lnk=flg-priv-auen?lnk=flg			√		

	k=flg-tous-aue?lnk=flg					
About IBM: http://www.ibm.com/ibm/us/en/	About IBM: http://www.ibm.com/ibm/au/en/?lnk=flg			√		
Corporate responsibility: http://www.ibm.com/ibm/responsibility/	Corporate responsibility: http://www-07.ibm.com/ibm/au/responsibility/				√	
Contact: http://www.ibm.com/contact/us/en/	Contact: http://www.ibm.com/contact/au/en/?lnk=flg-cont-aue?lnk=flg			√		
Accessibility: http://www.ibm.com/accessibility/us/en/	Accessibility: http://www.ibm.com/accessibility/au/en/?lnk=flg-acce-aue?lnk=flg				√	
Redbooks: http://www.redbooks.ibm.com/	Redbooks: http://www.redbooks.ibm.com/		√			
Support: http://www.ibm.com/support/en-us/	Support: http://www.ibm.com/support/au/en/?lnk=hmm-aue			√		
Support portal: https://www-947.ibm.com/support/entry/portal/su	Support portal: https://www-947.ibm.com/support/entry/portal/su		√			

port?lnk=ushpv18hcwh2&lnk2=support	pport?lnk=auhpv18hcwh2					
Knowledge Center: http://www.ibm.com/support/knowledgecenter/	Knowledge Center: http://www.ibm.com/support/knowledgecenter		√			
Connect with a sales representative: http://www.ibm.com/connect/ibm/us/en/	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	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/us/en/corp/?lnk=fdi	Case studies: http://www-03.ibm.com/software/businesscasestudies/au/en/corp/?lnk=fdi-auen		√			
Latest news: http://www-03.ibm.com/press/us/en/index.wss?lnk=fab	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	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/					√
Total in each category		1	9	13	10	1

Table 2: categories of the pages of the Australian website studied

- New Zealand: the following table shows the web pages of the New Zealand's site that have been removed, kept without changes, adapted, replaced, or created in comparison to the studied pages of the US site. A √ is inserted under the correspondent categories of pages.

US website	New Zealand's website	Removed pages	Pages kept without changes	Adapted pages	Replaced pages	Newly created pages
Homepage: http://www.ibm.com/us-en/	Homepage: http://www.ibm.com/nz-en/			√		
Analytics: https://www.ibm.com/analytics/us/en/	Analytics: https://www.ibm.com/analytics/nz/en/?lnk=bua-nzen				√	
Cloud computing: http://www.ibm.com/cloud-computing/	Cloud computing: http://www.ibm.com/cloud-				√	

	computing/nz/en/?lnk=bucl-nzen					
Commerce: http://www.ibm.com/commerce/us-en/	Commerce: http://www.ibm.com/commerce/nz-en/?lnk=buco-nzen			√		
IT Infrastructure: http://www.ibm.com/it-infrastructure/us-en/	IT Infrastructure: http://www.ibm.com/it-infrastructure/nz-en/?lnk=buit-nzen			√		
MobileFirst: http://www.ibm.com/mobilefirst/	MobileFirst: http://www.ibm.com/mobilefirst/nz/en/?lnk=bumf-nzen				√	
Security: http://www-03.ibm.com/security/	Security: http://www-03.ibm.com/security/nz/en/?lnk=bus-e-nzen				√	
Watson: http://www.ibm.com/smarterplanet/us/en/ibmwatson/	Watson: http://www.ibm.com/smarterplanet/us/en/ibmwatson/?lnk=hmbuwa-nzen		√			
Marketplace: https://www.ibm.com/marketplace/cloud/us/en-us?lnk=hmp	Marketplace: https://www.ibm.com/marketplace/cloud/nz/en-nz?lnk=hmp			√		

Products: http://www.ibm.com/products/en-us/?lnk=hmpr	Products: http://www.ibm.com/products/nz/en/?lnk=hmm-nzen				√	
Services: http://www.ibm.com/services/en-us/	Services: http://www.ibm.com/technologyservices/nz/en/?lnk=hmm-nzen			√		
Industries: http://www.ibm.com/industries/en-us/	Industries: http://www.ibm.com/solutions/nz/en/?lnk=hmm-nzen			√		
Social business: https://www.ibm.com/social-business/us-en/	Social business: http://www.ibm.com/social-business/nz/en/?lnk=hmbuso				√	
Careers: http://www-03.ibm.com/employment/	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	PartnerWorld: https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?lnk=fif			√		
Investor relations:	Investor relations:		√			

http://www.ibm.com/investor/	http://www.ibm.com/investor/					
DeveloperWorks: http://www.ibm.com/developerworks/	DeveloperWorks: http://www.ibm.com/developerworks/		√			
Federal and State Contracts: http://www-304.ibm.com/shop/americas/content/home/en_US/government-contracts.html?lnk=fif	-	√				
Privacy statement: http://www.ibm.com/privacy/us/en/	Privacy statement: http://www.ibm.com/privacy/nz/en/?lnk=flg-priv-nzen?lnk=flg			√		
Terms of use: http://www.ibm.com/legal/us/en/	Terms of use: http://www.ibm.com/legal/nz/en/?lnk=flg-tous-nzen?lnk=flg			√		
About IBM: http://www.ibm.com/ibm/us/en/	About IBM: http://www.ibm.com/ibm/nz/en/?lnk=flg			√		
Corporate responsibility: http://www.ibm.com/ibm/responsibility/	Corporate responsibility: http://www-07.ibm.com/ibm/nz/responsibility/				√	

Contact: http://www.ibm.com/contact/us/en/	Contact: http://www.ibm.com/contact/nz/en/?lnk=flg-cont-nzen?lnk=flg			√		
Accessibility: http://www.ibm.com/accessibility/us/en/	Accessibility: http://www.ibm.com/accessibility/nz/en/?lnk=flg-acce-nzen?lnk=flg				√	
Redbooks: http://www.redbooks.ibm.com/	Redbooks: http://www.redbooks.ibm.com/		√			
Support: http://www.ibm.com/support/en-us/	Support: http://www.ibm.com/support/nz/en/?lnk=hmm-nzen			√		
Support portal: https://www-947.ibm.com/support/entry/portal/support?lnk=ushpv18hcwh2&lnk2=support	Support portal: https://www-947.ibm.com/support/entry/portal/support?lnk=nzhpv18hcwh2		√			
Knowledge Center: http://www.ibm.com/support/knowledgecenter/	Knowledge Center: http://www.ibm.com/support/knowledgecenter/		√			
Connect with a sales representative: http://www.ibm.com/connect/ibm/us/en/	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	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/us/en/corp/?lnk=fdi	Case studies: http://www-03.ibm.com/software/businesscasestudies/nz/en/corp/?lnk=fdi-nzen		√			
Latest news: http://www-03.ibm.com/press/us/en/index.wss?lnk=fab	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	Sign-In: https://idaas.iam.ibm.com/idaas/mtfim/sps/authsvc?PolicyId=urn:ibm:security:authentication:asf:basicldapuser		√			
Total in each category		1	9	13	10	0

Table 3: categories of the pages of the New Zealand's website studied

- United Kingdom: the following table shows the web pages of the New Zealand's site that have been removed, kept without changes, adapted, replaced, or created in comparison to the studied pages of the US site. A √ is inserted under the correspondent categories of pages.

US website	UK website	Removed pages	Pages kept without changes	Adapted pages	Replaced pages	Newly created pages
Homepage: http://www.ibm.com/us-en/	Homepage: http://www.ibm.com/uk-en/			√		
Analytics: https://www.ibm.com/analytics/us/en/	Analytics: https://www.ibm.com/analytics/uk/en/?lnk=bua-uk-en				√	
Cloud computing: http://www.ibm.com/cloud-computing/	Cloud computing: http://www.ibm.com/cloud-computing/uk/en/?lnk=bucl-uk-en				√	
Commerce: http://www.ibm.com/commerce/us-en/	Commerce: http://www.ibm.com/commerce/uk-en/?lnk=buco-uk-en			√		
IT Infrastructure: http://www.ibm.com/it-infrastructure/us-en/	IT Infrastructure: http://www.ibm.com/it-infrastructure/uk-en/?lnk=buil-uk-en			√		
MobileFirst: http://www.ibm.com/mobilefirst/	MobileFirst: http://www.ibm.com/mobilefirst/uk/en/?lnk=bumf-uk-en				√	

Security: http://www-03.ibm.com/security/	Security: http://www-03.ibm.com/security/uk/en/?lnk=bus-e-uk-en				√	
Watson: http://www.ibm.com/smarterplanet/us/en/ibmwatson/	Watson: http://www.ibm.com/smarterplanet/us/en/ibmwatson/?lnk=hmbuwa-uk-en		√			
Marketplace: https://www.ibm.com/marketplace/cloud/us/en-us?lnk=hmp	Marketplace: https://www.ibm.com/marketplace/cloud/uk/en-uk?lnk=hmp			√		
Products: http://www.ibm.com/products/en-us/?lnk=hmp	Products: http://www.ibm.com/products/uk/en/?lnk=hmm-uk-en			√		
Services: http://www.ibm.com/services/en-us/	Services: http://www.ibm.com/technologyservices/uk/en/?lnk=hmm-uk-en			√		
Industries: http://www.ibm.com/industries/en-us/	Industries: http://www.ibm.com/solutions/uk/en/?lnk=hmm-uk-en			√		
Social business: https://www.ibm.com/social-	Social business: http://www.ibm.com/social-				√	

business/us-en/	business/uk/en/?lnk=hmbuso					
Careers: http://www-03.ibm.com/employment/	Careers: http://www-05.ibm.com/employment/uk/?lnk=fab-uken				√	
PartnerWorld: https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?lnk=fif	PartnerWorld: https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?lnk=fif-uken			√		
Investor relations: http://www.ibm.com/investor/	Investor relations: http://www.ibm.com/investor/		√			
DeveloperWorks: http://www.ibm.com/developerworks/	DeveloperWorks: http://www.ibm.com/developerworks/		√			
Federal and State Contracts: http://www-304.ibm.com/shop/americas/content/home/en_US/government-contracts.html?lnk=fif	-	√				
Privacy statement: http://www.ibm.com/privacy/us/en/	Privacy statement: http://www.ibm.com/privacy/uk/en/?lnk=flg-priv-uken?lnk=flg			√		

Terms of use: http://www.ibm.com/legal/us/en/	Terms of use: http://www.ibm.com/legal/uk/en/?Ink=flg-tous-uken?Ink=flg			√		
About IBM: http://www.ibm.com/ibm/us/en/	About IBM: http://www.ibm.com/ibm/uk/en/?Ink=fab			√		
Corporate responsibility: http://www.ibm.com/ibm/responsibility/	Corporate responsibility: http://www-05.ibm.com/uk/ondemandcommunity/?Ink=fab-uken				√	
Contact: http://www.ibm.com/contact/us/en/	Contact: http://www.ibm.com/contact/uk/en/?Ink=flg-cont-uken?Ink=flg			√		
Accessibility: http://www.ibm.com/accessibility/us/en/	Accessibility: http://www.ibm.com/accessibility/uk/en/?Ink=flg-acce-uken?Ink=flg				√	
Redbooks: http://www.redbooks.ibm.com/	Redbooks: http://www.redbooks.ibm.com/		√			
Support: http://www.ibm.com/support/en-us/	Support: http://www.ibm.com/support/uk/en/?Ink=hmm-uken			√		

Support portal: https://www-947.ibm.com/support/entry/portal/support?lnk=ushpv18hcwh2&lnk2=support	Support portal: https://www-947.ibm.com/support/entry/portal/support?lnk=ushpv18hcwh2		√			
Knowledge Center: http://www.ibm.com/support/knowledgecenter/	Knowledge Center: http://www.ibm.com/support/knowledgecenter/		√			
Connect with a sales representative: http://www.ibm.com/connect/ibm/us/en/	Connect with a sales representative: http://www.ibm.com/connect/ibm/uk/en/?lnk=fcw-uken			√		
Find a business partner: https://www-356.ibm.com/partnerworld/wps/bplocator/search.jsp?lnk=fcw	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/us/en/corp/?lnk=fdi	Case studies: http://www-03.ibm.com/software/businesscasestudies/uk/en/corp/?lnk=fdi-uken		√			
Latest news: http://www-03.ibm.com/press/us/en/index.wss?lnk=fab	Latest news: http://www-03.ibm.com/press/uk/en/index.wss?lnk=fab-uken			√		
Sign-In: https://idaas.iam.ibm.com/idaas/mtfi	Sign-In: https://idaas.iam.ibm.com/idaas/mtfi		√			

m/sps/authsvc?PolicyId=urn:ibm:security:authentication:asf:basicldapuser	m/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/					√
Total in each category		1	9	15	8	2

Table 4: categories of the pages of the UK website studied

- Ireland: the following table shows the web pages of the Irish site that have been removed, kept without changes, adapted, replaced, or created in comparison to the studied pages of the US site. A √ is inserted under the correspondent categories of pages.

US website	Irish website	Removed pages	Pages kept without changes	Adapted pages	Replaced pages	Newly created pages
Homepage: http://www.ibm.com/us-	Homepage: http://www.ibm.com/ie-				√	

en/	en/					
Analytics: https://www.ibm.com/analytics/us/en/	Analytics: https://www.ibm.com/analytics/ie/en/?lnk=bua-ieen				√	
Cloud computing: http://www.ibm.com/cloud-computing/	Cloud computing: http://www.ibm.com/cloud-computing/ie/en/?lnk=bucl-ieen				√	
Commerce: http://www.ibm.com/commerce/us-en/	Commerce: http://www.ibm.com/commerce/ie-en/?lnk=buco-ieen			√		
IT Infrastructure: http://www.ibm.com/it-infrastructure/us-en/	-	√				
MobileFirst: http://www.ibm.com/mobilefirst/	MobileFirst: http://www.ibm.com/mobilefirst/ie/en/?lnk=bumf-ieen				√	
Security: http://www-03.ibm.com/security/	Security: http://www-03.ibm.com/security/ie/en/?lnk=buse-ieen				√	

Watson: http://www.ibm.com/smarterplanet/us/en/ibmwatson/	Watson: http://www.ibm.com/smarterplanet/us/en/ibmwatson/?lnk=hmbuwa-ieven		√			
Marketplace: https://www.ibm.com/marketplace/cloud/us/en-us?lnk=hmp	Marketplace: https://www.ibm.com/marketplace/cloud/ie/en-ie?lnk=hmp			√		
Products: http://www.ibm.com/products/en-us?lnk=hmp	Products: http://www.ibm.com/products/ie/en/?lnk=hmm-ieven				√	
Services: http://www.ibm.com/services/en-us/	Services: http://www.ibm.com/technologyservices/ie/en/?lnk=hmm-ieven				√	
Industries: http://www.ibm.com/industries/en-us/	Industries: http://www.ibm.com/solutions/ie/en/?lnk=hmm-ieven				√	
Social business: https://www.ibm.com/social-business/us-en/	Social business: http://www.ibm.com/social-business/us-en/?lnk=hmbuso		√			
Careers: http://www-03.ibm.com/employment/	Careers: http://www-05.ibm.com/employment/ie/				√	

PartnerWorld: https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?lnk=fif	PartnerWorld: https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public			√		
Investor relations: http://www.ibm.com/investor/	Investor relations: http://www.ibm.com/investor/		√			
DeveloperWorks: http://www.ibm.com/developerworks/	DeveloperWorks: http://www.ibm.com/developerworks/		√			
Federal and State Contracts: http://www-304.ibm.com/shop/americas/content/home/en_US/government-contracts.html?lnk=fif	-	√				
Privacy statement: http://www.ibm.com/privacy/us/en/	Privacy statement: http://www.ibm.com/privacy/ie/en/			√		
Terms of use: http://www.ibm.com/legal/us/en/	Terms of use: http://www.ibm.com/legal/ie/en/			√		
About IBM: http://www.ibm.com/ibm/us/en/	About IBM: http://www.ibm.com/ibm/ie/en/			√		

Corporate responsibility: http://www.ibm.com/ibm/responsibility/	Corporate responsibility: http://www.ibm.com/ibm/responsibility/		√			
Contact: http://www.ibm.com/contact/us/en/	Contact: http://www.ibm.com/contact/ie/en/			√		
Accessibility: http://www.ibm.com/accessibility/us/en/	Accessibility: http://www-03.ibm.com/able/?lnk=flg-acce-teen?lnk=flg				√	
Redbooks: http://www.redbooks.ibm.com/	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	Support portal: https://www-947.ibm.com/support/entry/portal/support?lnk=ushpv18hcwh2		√			
Knowledge Center: http://www.ibm.com/support/knowledgecenter/	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	Find a business partner: https://www-356.ibm.com/partnerworld/wps/bplocator/search.jsp?lnk=fcw-uk-en		√			
Case studies: http://www-03.ibm.com/software/businesscasestudies/us/en/corp/?lnk=fdi	Case studies: http://www-03.ibm.com/software/businesscasestudies/ie/en/corp/?lnk=fdi-ie-en		√			
Latest news: http://www-03.ibm.com/press/us/en/index.wss?lnk=fab	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	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					√
Total in each category		4	11	8	10	3

Table 5: categories of the pages of the Irish website studied

- Italy: the following table shows the web pages of the Italian site that have been removed, kept without changes, translated, adapted, replaced, or created in comparison to the studied pages of the US site. A √ is inserted under the correspondent categories of pages.

US website	Italian website	Removed pages	Pages kept without changes	Translated pages	Adapted pages	Replaced pages	Newly created pages
Homepage: http://www.ibm.com/us-en/	Homepage: http://www.ibm.com/it-it/				√		
Analytics: https://www.ibm.com/analytics/us/en/	Analytics: http://www.ibm.com/analytics/it/it/?lnk=bua					√	
Cloud computing: http://www.ibm.com/cloud-	Cloud computing: http://www.ibm.com/cloud-					√	

computing/	computing/it/it/index.html?lnk=bucl						
Commerce: http://www.ibm.com/commerce/us-en/	Commerce: http://www.ibm.com/commerce/it-it/?lnk=buco				√		
IT Infrastructure: http://www.ibm.com/it-infrastructure/us-en/	<i>Infrastruttura IT:</i> http://www.ibm.com/it-infrastructure/it-it/?lnk=buil				√		
MobileFirst: http://www.ibm.com/mobilefirst/	MobileFirst: http://www.ibm.com/mobilefirst/it/it/?lnk=bumf					√	
Security: http://www-03.ibm.com/security/	<i>Sicurezza:</i> http://www-03.ibm.com/security/it/it/?lnk=buse					√	
Watson: http://www.ibm.com/smarterplanet/us/en/ibmwatson/	Watson: http://www.ibm.com/smarterplanet/us/en/ibmwatson/?lnk=hbuitm		√				
Marketplace: https://www.ibm.com/marketplace/	Marketplace: https://www.ibm.com/marketplace/		√				

ce/cloud/us/en-us?lnk=hmp	ace/cloud/us/en-us?lnk=fdi-it						
Products: http://www.ibm.com/products/en-us/?lnk=hmp	<i>Prodotti:</i> http://www.ibm.com/products/it/it/					√	
Services: http://www.ibm.com/services/en-us/	<i>Servizi:</i> http://www.ibm.com/technology services/it/it/				√		
Industries: http://www.ibm.com/industries/en-us/	<i>Settori:</i> http://www-935.ibm.com/industries/it/it/index.html					√	
Social business: https://www.ibm.com/social-business/us-en/	Social business: http://www.ibm.com/social-business/it/it/?lnk=hmbuso					√	
Careers: http://www-03.ibm.com/employment/	<i>Lavora con noi:</i> http://www-05.ibm.com/employment/it/					√	
PartnerWorld: https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public?lnk=fif	PartnerWorld: https://www-356.ibm.com/partnerworld/wps/servlet/ContentHandler/partnerworld-public		√				

Investor relations: http://www.ibm.com/investor/	<i>Per gli investitori:</i> http://www.ibm.com/investor/		√				
DeveloperWorks: http://www.ibm.com/developerworks/	<i>Sviluppatori:</i> http://www.ibm.com/developerworks/		√				
Federal and State Contracts: http://www-304.ibm.com/shop/americas/content/home/en_US/government-contracts.html?lnk=fif	-	√					
Privacy statement: http://www.ibm.com/privacy/us/en/	Privacy statement: http://www.ibm.com/privacy/it/it/?lnk=flg			√			
Terms of use: http://www.ibm.com/legal/us/en/	<i>Condizioni di utilizzo:</i> http://www.ibm.com/legal/it/it/?lnk=flg-tous-itit?lnk=flg			√			
About IBM: http://www.ibm.com/ibm/us/en/	<i>Informazioni su IBM:</i> http://www.ibm.com/ibm/it/it/?lnk=fab				√		
Corporate responsibility:	Corporate citizenship in IBM:		√				

http://www.ibm.com/ibm/responsibility/	http://www.ibm.com/ibm/responsibility/?lnk=fab						
Contact: http://www.ibm.com/contact/us/en/	Contatta: http://www.ibm.com/contact/it/it/?lnk=flg				√		
Accessibility: http://www.ibm.com/accessibility/us/en/	Accessibilità: <a href="http://www.ibm.com/accessibility/it/it/?lnk=flg-acces-
sit?lnk=flg?lnk=flg">http://www.ibm.com/accessibility/it/it/?lnk=flg-acces- sit?lnk=flg?lnk=flg					√	
Redbooks: http://www.redbooks.ibm.com/	Redbooks: http://www.redbooks.ibm.com/		√				
Support: http://www.ibm.com/support/en-us/	Supporto: 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&lnk2=support	Portale di supporto: https://www-947.ibm.com/support/entry/portal/support?lnk=ushpv18hcwh2			√			
Knowledge Center:	Knowledge Center:			√			

http://www.ibm.com/support/knowledgecenter/	https://www.ibm.com/support/knowledgecenter/it/?lnk=ushpv18hcwh4						
Connect with a sales representative: http://www.ibm.com/connect/ibm/us/en/	<i>Trova un responsabile delle vendite:</i> http://www-935.ibm.com/industries/it/it/in-sidesales/index.html					√	
Find a business partner: https://www-356.ibm.com/partnerworld/wps/bplocator/search.jsp?lnk=fcw	<i>Trova un business partner:</i> 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	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	<i>Ultime novità:</i> 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:b	Sign-In: https://idaas.iam.ibm.com/idaas/mtfim/sps/authsvc?PolicyId=urn:ibm:security:authentication:asf:b		√				

asicldapuser	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/						√
Total in each category		1	9	5	7	11	2

Table 6: categories of the pages of the Italian website studied