

PRESS RELEASE

Sharp Electronics Europe Signs 7 Year Contract with IBM for Finance and Administration Services Outsourcing in Europe

IBM and Sharp Electronics Europe (Sharp) signed a seven-year business process services agreement to transform Sharp's European organisation in order to become more efficient, reduce cost and implement a standard process model across Europe. The contract includes the outsourcing of finance and administration services for Sharp's major European countries to IBM.

London, 4 December 2012 - IBM will deliver financial and administration services including Purchase to Pay, Order to Cash and Sales Administration Support from IBM centres in Poland and India. The Krakow delivery team will support nine different languages for twelve different countries.

"Speed and efficiency of implementation are key for Sharp, as we signal major change in our organisation. IBM has been able to engage quickly and start working with our teams" says Paul Molyneux, CEO for European Operation, Sharp Electronics. "On top of this, IBM brings strong business process knowledge, technical expertise and a flexible, responsive delivery model to optimise our business process performance, and guarantee additional savings in support of our core business. We have set aggressive efficiency targets of up to 40 percent."

With the implementation already underway, Sharp continues to underpin the cost optimisation programme the company is currently running.

"It has been a very strong partnership between the Sharp and IBM teams from the beginning." states Jason Dies, General Manager IBM Global Process Services Europe. "We will support Sharp achieving the benefits and agility required for their transformational journey."

About Sharp

Sharp is a leader in the research and development of high-quality technological products. The Japanese electronics company's consumer electronics range extends from LCD TVs and audio systems to white goods (e.g. fridges and microwaves) and on to air purifiers which ensure a perfect room climate. New developments such as the Steamwave (3-in-1 steam oven), Quattron technology in LCD TVs and plasma-cluster ion technology used in white goods underline the company's innovation leadership claim. In addition, the corporate environmental strategy is one of the core items in its philosophy and is central to the development and manufacture of all products. Our resource-friendly raw materials, low energy consumption and good recyclability are state-of-the-art.

About IBM Global Process Services:

IBM Global Process Services delivers global scale, deep process expertise and operational excellence combined with innovative tools, technology and best practices in a global network of more than 70 Service Delivery Centers covering more than 40 languages. The portfolio ranges from Finance & Administration, Procurement and Supply Chain, Human Resources and Customer Relationship Management Services.

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