

**IBM Information**

>>> On Demand

**2007**



# IBM Information On Demand 2007 Speaker Preparation Webcast

July 10, 2007



***Act.Right.Now.***

**IBM INFORMATION ON DEMAND 2007**  
**October 14 - 19, 2007**  
**Mandalay Bay**  
**Las Vegas, Nevada**

# 2007 Conference Theme

**IBM Information**  
>>> On Demand

**2007**

For businesses that are trying to improve the use of information assets, IBM's Information On Demand solutions enable organizations to **act** on emerging opportunities or risks by providing the **right** information to the **right** people, **right** processes, or **right** applications at the **right** time. Also provides the **right** version of the truth and enables businesses to make the **right** decisions.

## 2007 Theme

# ***Act.Right.Now.***

**Act.** On emerging business opportunities. Competitive threats. Changing market conditions.

**Right.** By having the Right information. Right context. Right process. Right controls.

**Now.** Make the Right business decisions. Right now.

*Integrated. Innovative. Trusted.*



# IBM Information On Demand 2007

[ibm.com/events/InformationOnDemand](http://ibm.com/events/InformationOnDemand)



## IBM Information On Demand 2007 October 14-19, 2007 Las Vegas, Nevada

- The premier information management event for business and IT executives, managers, professionals, DBA's and developers.
- Select from over 700 sessions: a 2-1/2 day business leadership track with 120 sessions, a 5 day technical track with 550 sessions, and over 85 Hands-on Labs.
- Latest strategy and product announcements
- Huge Expo Solution Center
- One-on-ones with executives and specialists
- Birds of a Feather roundtables

## Why attend:

- Participate in discussions on the future of Information Management
- Experience the entire Information Management portfolio – Software, Hardware and Services
- Learn how to unlock business value and drive competitive advantage
- Hear how your peers are realizing ROI
- Understand the roadmap to long term strategic advantage
- Learn best practices in your industry
- Receive the best in technical education and free certification testing
- Extensive opportunities for networking with both your peers and industry experts



# Information On Demand 2007 – Week-at-a-Glance

SATURDAY 10/13	SUNDAY 10/14	MONDAY 10/15	TUESDAY 10/16	WEDNESDAY 10/17	THURSDAY 10/18	FRIDAY 10/19
<p>Conference Registration 07:00a–06:00p</p>	<p>Conference Registration 6:30a–07:00p</p>	<p>Conference Registration 06:30a–07:00p</p>	<p>Conference Registration 6:30a–07:00p</p>	<p>Conference Registration 06:30a–07:00p</p>	<p>Conference Registration 06:30a–06:00p</p>	<p>Conference Registration 06:30a–11:45a</p>
	<p>PRE-CONF/ TECHNICAL EDUCATION 08:30a–04:30p</p>	<p>GRAND OPENING SESSION 08:00a–09:45a</p>	<p>GENERAL SESSION 08:00a–09:00a</p>	<p>GENERAL SESSION 08:00a–09:00a</p>	<p>GENERAL SESSION 08:00a–09:30a</p>	<p><b>ELECTIVE 19</b> 08:00a–09:00a</p>
		<p><b>ELECTIVE 1 or FEAT KEYNOTE 1</b> Enterprise Content Management 10:15a–11:15a</p>	<p><b>ELECTIVE 4</b> 09:30a–10:30a</p>	<p><b>ELECTIVE 9</b> 09:30a–10:30a</p>	<p><b>ELECTIVE 14</b> 10:00a–11:00a</p>	<p><b>ELECTIVE 20</b> 09:30a–10:30a</p>
<p>2007 INFORMATION ON DEMAND GOLF CLASSIC 11:00a–04:00p Reception at Golf Course 04:30–06:00p Business Partners Only</p>	<p>BUSINESS PARTNER BUSINESS DEVELOPMENT DAY 07:00a–03:00p</p>	<p><b>PRESS CONF</b> 11:30a–12:30p</p>	<p><b>ELECTIVE 5</b> 10:45a–11:45a</p>	<p><b>ELECTIVE 10</b> 10:45a–11:45a</p>	<p><b>ELECTIVE 15</b> 11:15a–12:15p</p>	<p><b>ELECTIVE 21</b> 10:45a–11:45a</p>
	<p>How to Navigate Conference 01:00p–04:30p</p>	<p>EXPO OPEN 11:15a–2:00p</p>	<p>EXPO OPEN 11:00a–06:30p</p>	<p>BL Sessions End Tech Sessions Cont.</p>	<p><b>ELECTIVE 16</b> 01:15p–02:15p</p>	
	<p>Mock Trial- Compliance 01:30p–04:30p</p>	<p><b>ELECTIVE 2 or FEAT KEYNOTE 2</b> Data Servers 02:15p–03:15p</p>	<p><b>ELECTIVE 6</b> 01:15p–02:15p</p>	<p>EXPO OPEN 12:00p–03:45p</p>	<p><b>ELECTIVE 17</b> 02:30p–03:30p</p>	
	<p>EXPO CENTER GRAND OPENING DINNER RECEPTION 05:00p–07:00p</p>	<p><b>ELECTIVE 3 or FEAT KEYNOTE 3</b> Information Platform &amp; Solutions 03:45p–04:45p</p>	<p><b>ELECTIVE 7</b> 02:30p–03:30p</p>	<p><b>ELECTIVE 11</b> 01:15p–02:15p</p>	<p><b>ELECTIVE 18</b> 04:00p–05:00p</p>	
	<p>COMMUNITY RECEPTIONS 07:00p–09:00p</p>	<p>EXPO RECEPTION 05:00p–07:00p</p>	<p><b>ELECTIVE 8</b> 04:00p–05:00p</p>	<p><b>ELECTIVE 12</b> 02:30p–03:30p</p>	<p>PIZZA DINNER 05:15p–06:45p</p>	
		<p>BEACH PARTY DINNER 07:00p–11:00p</p>	<p>EXPO DINNER RECEPTION 04:30p–06:30p</p>	<p><b>ELECTIVE 13 or BOF</b> 04:00p–05:00p</p>	<p><b>BIRDS-OF-A- FEATHER</b> 05:30p–06:30p</p>	
			<p>ENTERTAINMENT Donna Summer 07:15p–08:30p</p>	<p>Demo 'til You Drop 07:00p–10:00p</p>	<p><b>BIRDS-OF-A- FEATHER</b> 06:40p–07:40p</p>	<p>Note: Some lunch tables throughout week will be set for BOFs</p>
				<p>Open Evening</p>		





# IBM's Information On Demand Strategy



# Key Points

- **Leveraging information is key to taking action and creating business value.**
  - Customer Service, Product and Service Optimization, Regulatory Compliance, Risk Management, Workforce Productivity...
- **Information management must deliver the right information.**
  - Flexibly serving trusted information is central.
  - Warehousing and Business Intelligence is moving to the next generation.
  - Content is becoming an enterprise-wide asset.
  - Providing a flexible, resilient, high-performance infrastructure while controlling the costs of managing data & content over its lifecycle remains a priority.
- **IBM is providing the industry's most comprehensive solution portfolio.**
  - Technology & Know-how
    - Services: Strategy, Planning & Implementation
    - Platforms: Information Management Software , Middleware, Servers & Storage
    - Solutions: Industry Specific
  - Based on open standards and flexible architectures
  - Derived from innovative research, targeted acquisitions, organic development, strong partnerships and extensive experience with clients



# Companies Need to Leverage Information.

## **Business Triggers**

*Globalization, Mergers & Acquisitions, Supply Chain Complexities*

*Customer Loyalty*

*Risk & Compliance*

*Cost Optimization...*

*60%+ of CEOs: Need to do a better job leveraging information*



**Leveraging Information**

**5X more value creation by organizations using information effectively**

## **Information Issues**

- *Expanding application needs*
- *Poor access to trusted information in context*
- *Information liabilities*
- *Challenging service level & growth needs*
- *Proliferation of tools*
- *Storage management cost & complexity*

*70% of people's time can be spent searching for relevant information*



# Key Business Initiatives Need to Leverage Information...





...Resulting in Information-centric IT projects.



# Information On Demand

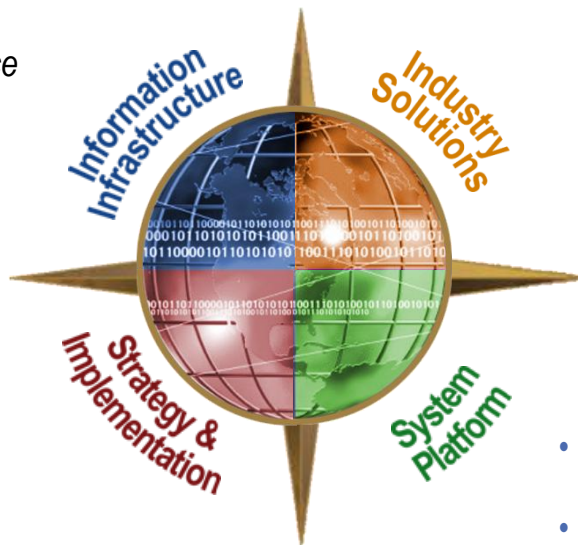
*Leveraging Information with Technology, Know how & Expertise*

## **Delivering Information In Context**

- Data Management
- Enterprise Content Management
- Information Integration
- Master Data Management
- Search, Discovery & Business Intelligence
- Content-centric Business Process Mgmt.

## **Guiding Plans and Execution**

- Information Strategy
- IT Strategy and Architecture
- Governance
- Design, Planning and Implementation
- Managed Operations
- Financing



## **Creating New Business Value & Innovation**

- Customer Centricity
- Operational Intelligence
- Product and Service Optimization
- Risk and Compliance
- Threat and Fraud Intelligence
- Industry Models

## **Providing a Resilient Foundation**

- Scalable System Platforms & Operating Environments
- Storage Systems & Management Software
- System Optimization & Virtualization
- Network, System & Application-level Security
- IT Service Management
- Development Services & Tools

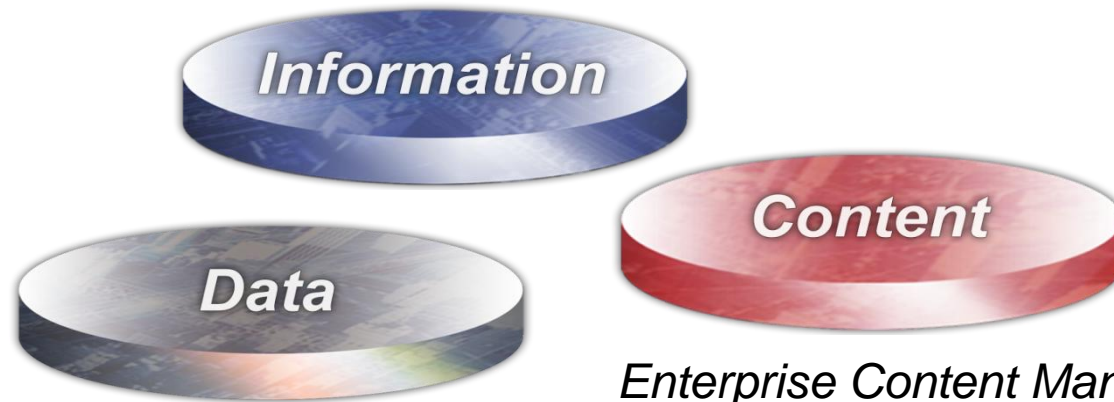


# IBM Information Management Software

*Delivering Information in Context*



*Meta-Data Driven Information Integration,  
Multi-form Master Data Management,  
Industry Models...*



*Dynamic Warehousing,  
SOA Data Serving,  
SAP and ISV Optimization...*

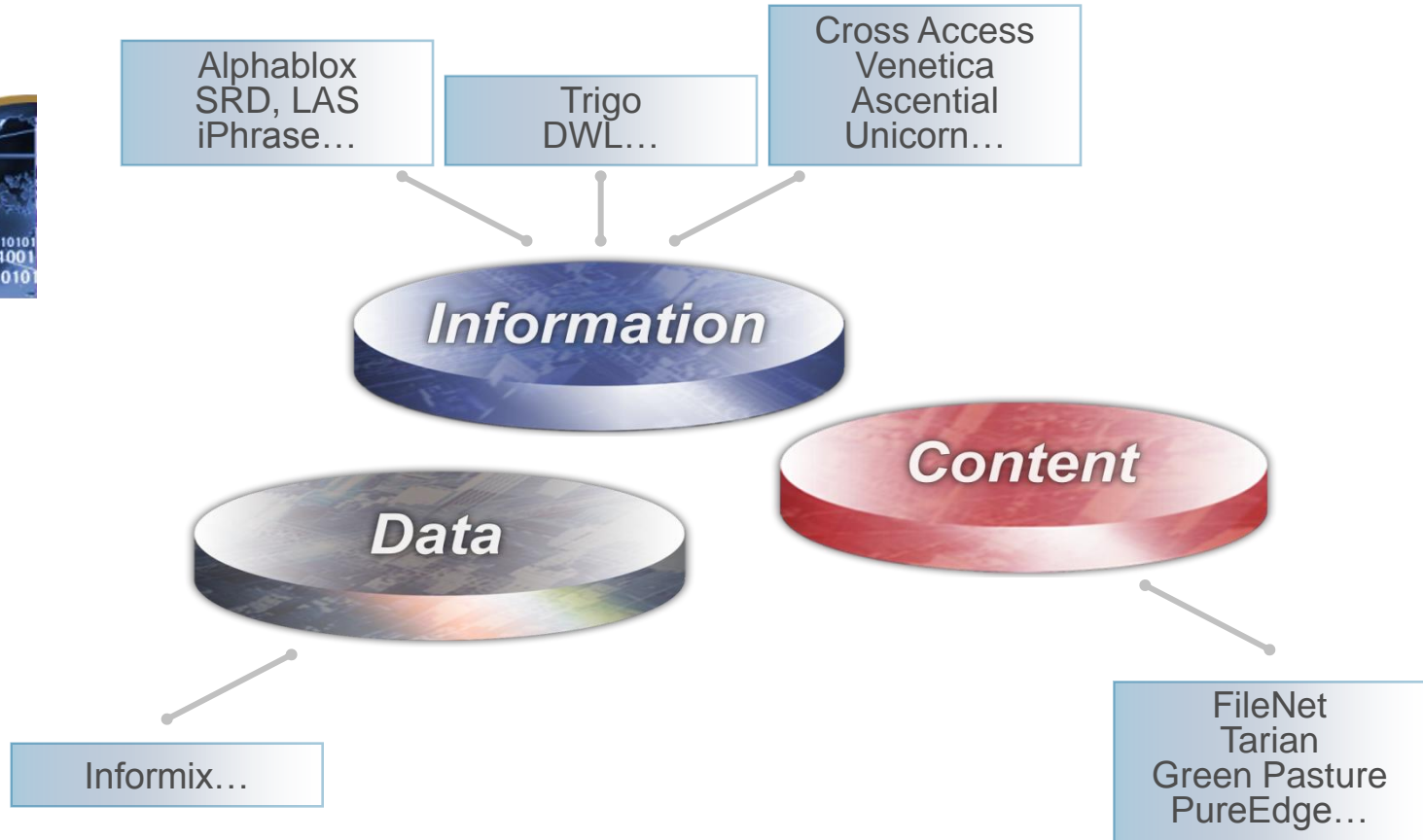
*Enterprise Content Management,  
Content-Centric BPM,  
Compliance...*

***Open Standards...Services Oriented Architecture...Meta-data Driven***



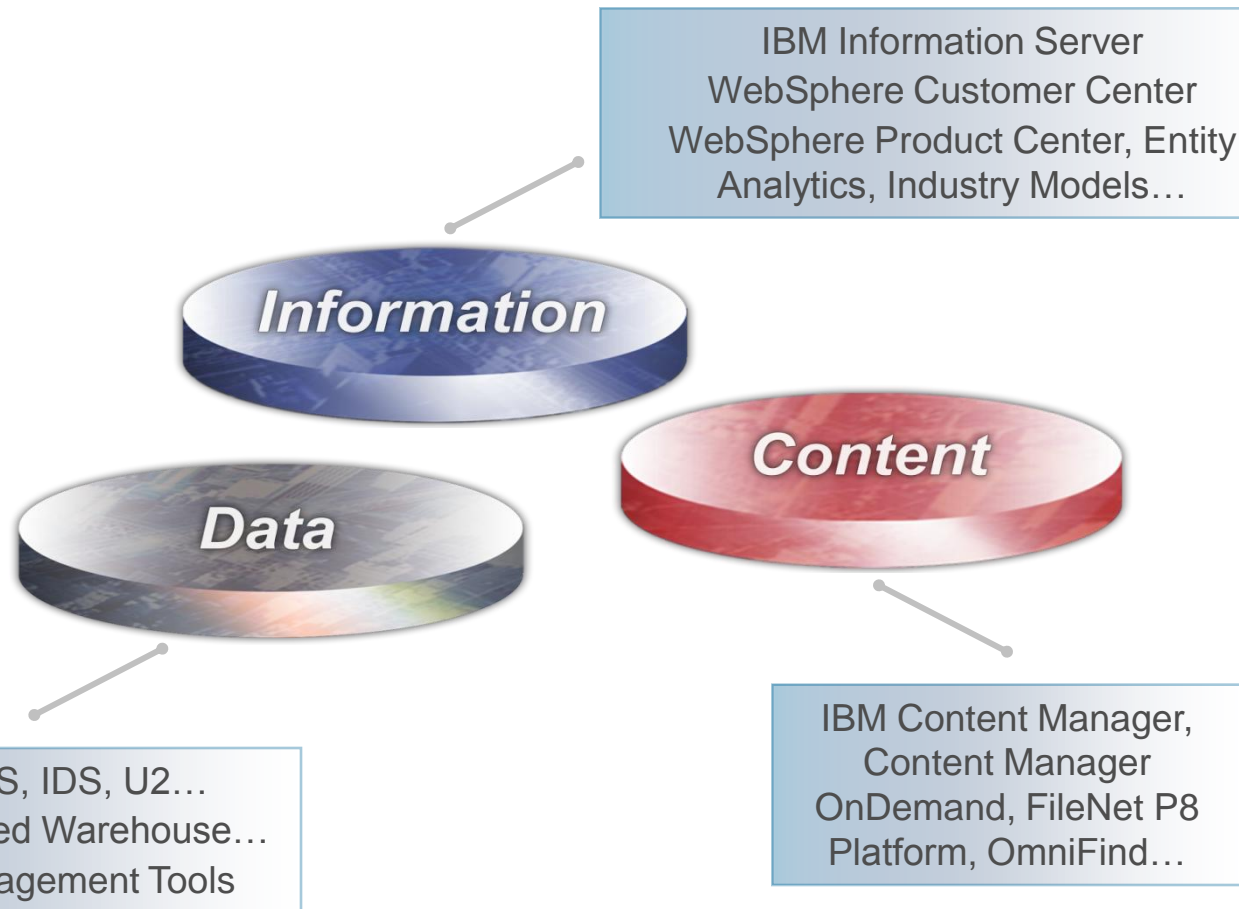
# IBM Information Management Software

*Acquisitions have Complemented IBM Organic Development*



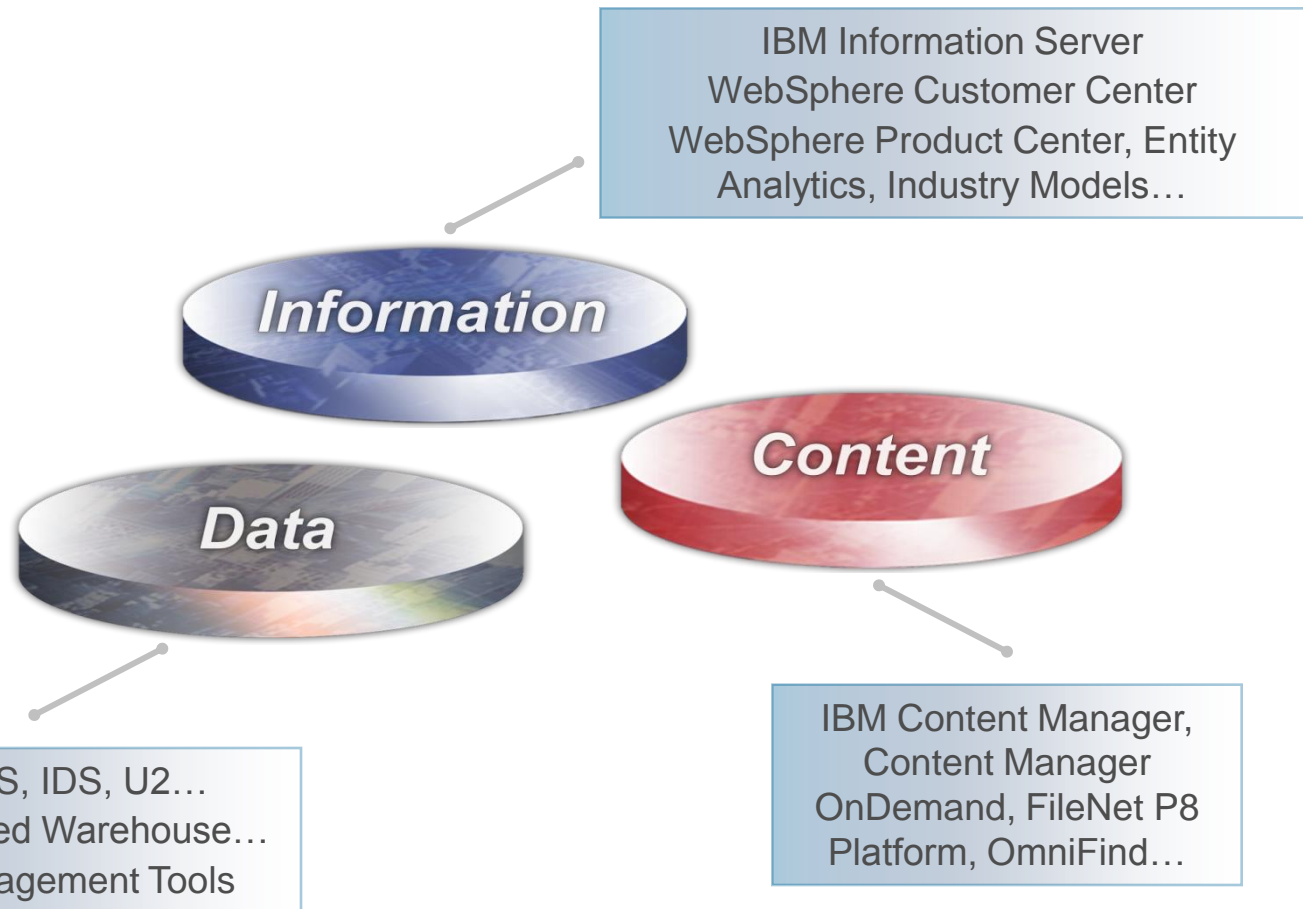
# IBM Information Management Software

*Resulting in a Comprehensive Software Portfolio*



# IBM Information Management Software

*Resulting in a Comprehensive Software Portfolio*



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# Training the Trainer

Chuck Barouch, Key Ally  
IBM Business Partner





# Speaker Info & Logistics

*TAKE BACK* **CONTROL**



# Key Dates

- Today—Register for conference
  - Registration will show at current price; customer speakers will be converted to \$0.00 once confirmed; no fee entitlements for BPs
- July 31-August 12—Presentation drafts due
  - Earlier than in 2006 for DVD of conference proceedings
- August 15—Online enrollment opens
  - All activities/roadmaps displayed for personal schedules
- September 2—IBM comments due to presenters
- September 16—FINAL presentations due from presenters
  - Presentations received after 9/16 can not be included on DVD
- October 14—Conference begins



# Presentation Submissions

- Enrollment opens August 15
  - Speakers MUST enroll in own sessions
  - Presentations attached to activities in enrollment system
- Sessions are 60 minutes each
  - 45 minutes lecture, 15 minutes Q&A
- Laptop screen settings to 1024x768 for best projector resolution
- Non-IBMers send presentations to [iodspkr@us.ibm.com](mailto:iodspkr@us.ibm.com)
  - Attachments must be < 25MB
  - IBMers upload presentations directly to database D25DBW06/25/A/IBM, filename extranet\iod07cms.nsf
- Legal review is highly recommended
- Slide design must be IOD presentation format from <ftp://ftp.software.ibm.com/software/data/conf/219.zip>



# Presentation Format

- ***IBM IOD\_TEMPLATE.pot***
  - All presenters are required to utilize the conference title slide
  - Presenters may optionally convert all of their other slides to the conference presentation design
    - No other IBM or external conference templates
  - Windows users should save the file to
    - Program Files-->Microsoft Office-->Templates-->Presentation Designs
    - To convert existing slides to the conference presentation design, open your existing presentation slides, choose Format and then Slide Design. A Slide Design window will appear on the right side. Run your cursor over the available designs to find "IBM IOD\_TEMPLATE.pot" or choose Browse at the bottom of the Slide Design window and search for "IBM IOD\_TEMPLATE.pot".



# Other Logistics

- Connectivity
  - Wireless connectivity provided at Mandalay Bay Convention Center, but not guaranteed
  - Must submit request for hard wire connectivity to session coordinator to apply to session record
- Laptops
  - Speakers must provide own laptop plus backup presentation on extra storage device such as USB key
- Shipping Address
  - See conference FAQs under “Hotel”
- Book signings and stocking requests
  - To Susan Visser, [svisser@ca.ibm.com](mailto:svisser@ca.ibm.com)
  - All requests must include Title, Author, ISBN



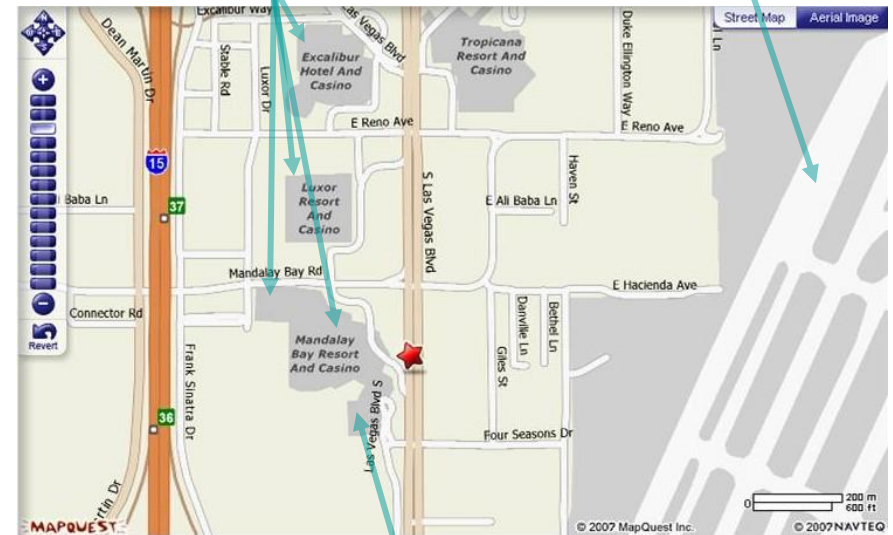
# Hotel and Travel

- Complimentary conference pass for all customer speakers
  - IBMers must present 2 or more qualifying sessions
- Customer speakers to be reimbursed on master account
  - 3 hotel nights for North America based speakers
  - 4 hotel nights for non-North America based speakers
  - Must stay at Mandalay Bay, THEhotel, Luxor or Excalibur
  - Hotel choices are first come, first served at time of registration
  - Travel, ground, incidentals, extra nights remain speaker responsibility
- See FAQ Web page for more travel details or [www.mccarran.com](http://www.mccarran.com)

## CONFERENCE HOTELS

- Mandalay Bay
- THEhotel
- Luxor
- Excalibur

McCarran  
Airport (LAS)



**Mandalay Bay Convention  
Center**

**3950 Las Vegas Blvd S Las  
Vegas, NV 89119, USA**



Thank  
YOU

