

# Business Partner **Summit**

October 22–23, 2011

# **Information** On Demand **2011**

October 23–27, 2011

**An Event Guide for IBM Business Partners**

***Turn Insight into Action***

Mandalay Bay | Las Vegas, Nevada

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

## Welcome

The information landscape is changing dramatically— and the pace of change will only continue to accelerate. This transformation is creating extraordinary growth opportunities for IBM Business Partners, as clients across all industries turn to you for solutions and services.

Our close collaboration is helping companies around the world to work smarter, create competitive advantage, fuel innovation, optimize business processes, and, quite simply, better anticipate and manage change. But how do you keep up with the velocity and volume of what's unfolding before us? What can you do to keep your finger on the pulse of the hottest marketplace, to go after the richest opportunities, and to meet the people who are leading change?

The answer is to join us for the Business Partner Summit and Information On Demand 2011. The perfect prelude to the conference, the Business Partner Summit sets the stage for Information On Demand 2011. Insight is offered into the wealth of programs, resources and support at your disposal to grow your business as an IBM Business Partner.

You'll learn about plans, directions, market place trends, competitive strategies, and new and innovative technologies to provide new value to clients. You'll have access to IBM executives and experts influencing IBM's direction in key marketplace and opportunity areas.

After the two-day Business Partner Summit, you'll be ready to connect with thousands of clients and prospects who will join us for Information On Demand 2011—companies looking to you for help in turning insight into action. At the conference, we'll explore:

- Innovations throughout our Business Analytics (BA), Enterprise Content Management (ECM) and Information Management portfolios—tools, technologies and services that can help clients optimize their business and use information as a meaningful differentiator to drive new levels of productivity and growth.
- Industry-specific solutions that get to the heart of challenges clients are facing today—and tomorrow.
- A product and services EXPO, where you can interact with the latest advances in information technology and get answers from experts addressing your clients' most pressing challenges. This also is the perfect place to network with IBM clients and executives, and to meet other Business Partners.

Throughout the conference, you'll hear from IBM clients who are maximizing the value of their information investments. You'll discover exciting new avenues they're pursuing to drive continued growth. You'll have opportunities to network, too. You can meet with thought leaders, subject matter experts and other IBM Business Partners who will share the benefit of their experience with you.

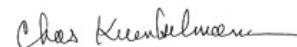
We look forward to seeing you in Las Vegas. Thank you for your continued collaboration with IBM.



Rupert Bonham-Carter  
Director, Worldwide Channel Sales, Information Management



Mel Zeledon  
Vice President, Worldwide Channels and Mid Market Business Analytics



Chas Kunkelmann  
Vice President, Worldwide Enterprise Content Management Channel

## Business Partner Summit

Find out how you can position your firm to capture new business and collaborate even more effectively with IBM by attending the Business Partner Summit. New this year, the Business Partner Summit offers access to wide-ranging content and relationship-building activities. Learn about unprecedented opportunities in Business Analytics, Information Management, and Enterprise Content Management — all at one program designed to help you maximize performance and drive better business results.

More than 80 sessions will be hosted across Business Analytics, Enterprise Content Management and Information Management tracks. Choose sessions that align with your vision, business strategies and objectives.

The Business Partner Summit (Saturday and Sunday) is complimentary; however, you must register to join us.

### Highlights

- A combined General Session explores growth and opportunity in Business Analytics, Information Management, and Enterprise Content Management.
- More than 40 Business Analytics breakout sessions feature marketing, competitive strategies, predictive analytics, product updates and more.
- A slate of 27+ Information Management breakout sessions feature best practices, industry roundtables, strategies and techniques for competing and winning.
- Enterprise Content Management breakout sessions feature channel strategies, growth opportunities, competitive insights, product updates and more.
- Explore product roadmaps, interact with demos and participate in technical deep-dives that can help you answer clients' most compelling questions.
- Cross-brand sessions cover a range of hot topics — cloud computing, industry sessions, strengthening your sales pipeline\ and much more.
- Meet one-on-one with key IBM executives and peers.
- Access formidable expertise in person — thought leaders, technical gurus and other subject matter experts.

## Agenda at a Glance

### Saturday, October 22

|                       |   |
|-----------------------|---|
| 8:15 a.m.–8:45 a.m.   | Breakfast   |
| 9:00 a.m.–10:30 a.m.  | Business Analytics Keynote and Welcome  |
| 11:00 a.m.–12:00 p.m. | Business Analytics Super Sessions (two concurrent sessions)   |
| 12:00 p.m.–1:00 p.m.  | Lunch   |
| 1:00 p.m.–5:45 p.m.   | Tracks/Breakout Sessions – running concurrently for Business Analytics, Information Management and Cross-Brand. |
| 7:30 p.m.–9:30 p.m.   | Business Partner Networking Reception   |

### Sunday, October 23

|                       |   |
|-----------------------|---|
| 8:15 a.m.–8:45 a.m.   | Breakfast   |
| 9:00 a.m.–10:30 a.m.  | General Session   |
| 11:00 a.m.–12:00 p.m. | Tracks/Breakout Sessions – Running concurrently for Business Analytics, Enterprise Content Management and Information Management              |
| 12:00 p.m.–1:00 p.m.  | Lunch   |
| 1:00 p.m.–4:30 p.m.   | Tracks/Breakout Sessions – Running concurrently for Business Analytics, Enterprise Content Management, Information Management and Cross-Brand |
| 6:00 p.m.–8:00 p.m.   | Grand Opening Welcome Reception in the EXPO   |
| 8:00 p.m.–10:00 p.m.  | Community Receptions  |

*“What’s valuable is the contact with the IBM team and the breadth of client base that’s attracted to the event. Also, you can go to training courses, and also meet with programmers, talk to the people who developed the products and find out where they see the offering going. That is really powerful and you can’t get that anywhere else — nowhere.”*

— Ced Bufton, CEO,  
Buy Time, Ltd., an IBM Business Partner

## Sessions

Choose from an array of sessions in Business Analytics, Information Management, Enterprise Content Management and cross-brand content across the two-day Business Partner Summit. Select the subjects that are most meaningful to your business and clients — the opportunities, tools or programs that can help you sell more, grow more and take your business to new levels.

[Go to SmartSite and build your agenda today.](#)

### General Session (Combined)

#### The Time to Turn Insight into Action is NOW

**Sunday, October 23, 2011**  
**9:00 a.m.–10:30 a.m.**

This general session will bring together Business Analytics, Enterprise Content Management and Information Management Business Partners to learn about opportunities for Business Partners to make more money by working closely with IBM and helping their clients to turn insight into action. IBM executives, industry analysts and IBM Business Partners will share their perspectives on both delivering and deriving value by helping organizations manage their data and content and analyze their information to get better answers and make better decisions. Business Partner best practices will be featured, and participants will learn how latest IBM Business Partner programs can help build business.

Speakers: Darren Bibby, Program Vice President, Software Channels and Alliances Research, IDC; Rupert Bonham Carter, Information Management Director WW Channel Sales; Rich Hume, General Manager, Global Business Partners; Bob Picciano, General Manager, Software Sales; Mark Register, Vice President, Software Business Partners

### Business Partner Summit Keynote Addresses

**Saturday, October 22, 2011**  
**9:00 a.m.–10:30 a.m.**

Mandalay Bay H, Mandalay Bay Convention Center—South, South Seas F. **Business Analytics Keynote:** Enabling Clients to Drive Better Outcomes with Business Analytics

Organizations with a high analytics quotient (AQ) are outperforming their competitors with a broad range of business analytics that drive better business outcomes. Business Partners are a key component to helping clients raise their AQ and achieve greater success. In this session, join senior IBM Business Analytics executives as they share the IBM strategy for success in this market segment. Hear about the importance of the vast IBM Business Partner ecosystem and the opportunities and key drivers for you to grow your business. Gain the latest insight into Business Partner programs and Business Partner enablement resources available to help drive your ongoing success as an IBM Business Partner.

**Sunday, October 23, 2011**  
**11:00 a.m.–12:00 p.m.**

Mandalay Bay H, Mandalay Bay Convention Center—South, South Seas F. **Information Management Keynote:** Accelerate Your Information Management Opportunity

In this session, join us as we analyze the key ingredients for customer success. We will show you how to identify and pursue customer deals through proven techniques and best practices. With the proper marketplace insight, customer solution areas and an information management vision, you will know what deals to attack and how. Also, join Arvind Krishna and Rob Thomas as they announce our IM Award Winners for 2011.

**Sunday, October 23, 2011****11:00 a.m.–12:00 p.m.**

Mandalay Bay H, Mandalay Bay Convention Center—South, South Seas D. **Enterprise Content Management Keynote:** Channel Strategy and Growth Opportunities

In this session, join Chas Kunkelmann, Vice President, Worldwide Enterprise Content Management Channel, as he shares channel strategies and growth opportunities to help you drive new business. This session will also include a brief ceremony to recognize 2011 ECM Business Partner Award winners.

**Business Analytics Program Overview**

The Business Analytics program begins on Saturday, October 22, with a keynote address on how you can enable clients to drive better outcomes with Business Analytics. Join Rob Ashe, General Manager, Business Analytics; Walley Casey, Vice President, Sales, Business Analytics; and Mel Zeledon, Vice President, Worldwide Channels and Mid Market Business Analytics for this important discussion.

Business Analytics will offer a combination of tracks and breakout sessions with content specifically for the BA Business Partner community. The Business Analytics program consists of more than 40 Business Analytics sessions within seven informative tracks, covering various topics from marketing programs, product updates, strategies and road maps.

**Highlights:**

- The Predictive Analytics track expanded this year with a total of seven breakout sessions
- A Business Intelligence track that includes deep-dive technical sessions
- New this year! Competitive Readiness track
- Two Super Sessions — Saturday, Oct. 22
  - ▶ Empowering Today's Organizations — IBM's Business Analytics and Optimization Strategy
  - ▶ IBM Business Analytics Pricing and Licensing Update

The Business Partner Summit is the best place to learn how Business Analytics delivers actionable insights for your customers.

**Enterprise Content Management Program Overview**

The Enterprise Content Management program kicks off Sunday, October 23, after the shared General Session. All ECM Business Partners are encouraged to attend the ECM keynote on channel strategies and growth opportunities presented by Chas Kunkelmann, Vice President, Worldwide ECM Channel.

After lunch, business sessions will focus on expanding your profitability and positioning ECM in sales efforts, along with a final session on Advanced Case Management and its role in our BPM strategy. A variety of technical sessions will be hosted that focus on Case Management, IBM Content Analytics, Production Imaging Edition (PIE) and Datacap.

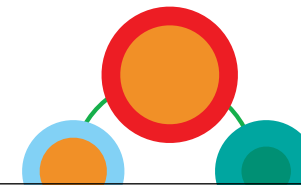
The Business Partner Summit is the best place to learn about how Enterprise Content Management helps organizations make better decisions faster.

**Information Management Program Overview**

The Information Management program begins on Saturday, October 22, with a series of white-boarding sessions designed to help you effectively sell the Information Management portfolio of products. Directly following the combined Business Partner Summit General Session, join us for the Information Management keynote on channel strategies and growth opportunities. Speakers include Arvind Krishna, General Manager, Information Management; Rich Hume, General Manager, Global Business Partners; and Rob Thomas, Vice President, Business Development, Information Management.

Breakout sessions are designed to help you grow your Information Management business. Topics include strategies and techniques to competitively sell against Oracle and Informatica. We will also offer best practices for industry, business and technical updates on Big Data, Information Governance, Application-Specific Licenses and more.

The Business Partner Summit is the best place to learn how Information Management can turn insight into action.



*“This type of conference is invaluable. I’d recommend it to anyone because of the richness.”*

— Darren Silvester,  
Information Management Architect, 3UK

### Cross-Brand Program Overview

A Cross-Brand program will be hosted on Saturday, October 22, and Sunday, October 23. A wide range of hot topics will be covered — cloud computing, industry sessions, strengthening your sales pipeline, and much more. Each hour-long session will provide valuable insight that can help you grow your business and deliver greater value to clients through your connection to IBM.

### IBM Business Partner Networking Reception Sponsored by IBM System z Software

Join us for a networking session exclusively for Business Partners on Saturday, Oct. 22, from 7:30 p.m. to 9:30 p.m. Meet your peers. Connect with IBM teams and executives. Get to know other IBM Business Partners before Information On Demand 2011 begins.

### Business Partner Recognition

Be sure to attend the sessions where Business Partners will be recognized for their contributions and excellence. Each business unit will recognize top Business Partners in the following sessions:

- Business Analytics — Saturday, Oct. 22, 9:00 a.m.
- Information Management — Sunday, Oct. 23, 11:00 a.m.
- Enterprise Content Management — Sunday, Oct. 23, 11:00 a.m.

## The Stage is Set

After the Business Partner Summit, the stage is set for Information On Demand 2011. Get ready over the next several days to:

- Connect with thousands of clients and prospects who will join us for the conference — companies looking for your help in turning insight into action.
- Network with IBM executives and other experts.
- Attend interesting sessions geared around your specific interests and opportunities.
- See and interact with emerging technologies demonstrated in the EXPO.
- Explore ways to sell more, grow more and take your business to new levels.

No other conference offers richer content. None provides more insight into getting value from Business Analytics, Enterprise Content Management, and Information Management technology.



# Information On Demand 2011 At a Glance

## Sunday, October 23

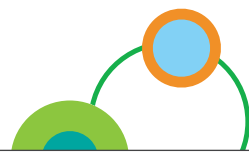
|                     |   |
|---------------------|---|
| 6:00 p.m.–8:00 p.m. | Grand Opening and Welcome Reception in the EXPO |
|---------------------|---|

*“I would highly recommend the conference. You not only meet the IBM people that are involved with the tools and make relationships where you can call and get questions answered, but you also meet people in your same industry. It’s great to be able to share insights.”*

— Frank Brook,  
BlueCross BlueShield of Tennessee

## Monday, October 24

|                       |  |
|-----------------------|--|
| 6:30 a.m.–8:00 p.m.   | Registration                               |
| 6:45 a.m.–7:45 a.m.   | Breakfast                                  |
| 8:00 a.m.–7:00 p.m.   | EXPO                                       |
| 8:15 a.m.–9:45 a.m.   | General session                            |
| 10:15 a.m.–12:30 p.m. | Breakout sessions                          |
| 11:30 a.m.–12:30 p.m. | Keynote—Information Management             |
| 12:30 p.m.–2:00 p.m.  | Lunch (including birds-of-a-feather lunch) |
| 2:15 p.m.–3:15 p.m.   | Keynote—Enterprise Content Management      |
| 2:15 p.m.–5:00 p.m.   | Breakout sessions                          |
| 3:45 p.m.–5:00 p.m.   | Keynote—Business Analytics                 |
| 5:00 p.m.–7:00 p.m.   | EXPO reception                             |



The EXPO will be fully staffed during these hours:

- Sunday: 6:00 p.m.–8:00 p.m.
- Monday: 12:30 p.m.–2:00 p.m. and 5:00 p.m.–7:00 p.m.
- Tuesday: 12:30 p.m.–2:00 p.m. and 5:00 p.m.–7:00 p.m.
- Wednesday: 12:30 p.m.–3:30 p.m.

## Tuesday, October 25

|                       |   |
|-----------------------|---|
| 6:30 a.m.–7:00 p.m.   | Registration  |
| 6:45 a.m.–7:45 a.m.   | Breakfast   |
| 8:00 a.m.–7:00 p.m.   | EXPO  |
| 8:15 a.m.–9:30 a.m.   | General session   |
| 10:00 a.m.–12:15 p.m. | Breakout sessions   |
| 11:15 a.m.–12:15 p.m. | Keynote—Business Analytics                                |
| 12:30 p.m.–2:00 p.m.  | Lunch (including birds-of-a-feather and industry lunches) |
| 1:45 p.m.–2:45 p.m.   | Keynote—Information Management (InfoSphere)               |
| 1:45 p.m.–5:45 p.m.   | Breakout sessions   |
| 5:00 p.m.–7:00 p.m.   | EXPO reception  |
| 7:30 p.m.–10:30 p.m.  | Evening networking event                                  |

## Wednesday, October 26

|                                       |   |
|---------------------------------------|---|
| 6:30 a.m.–7:00 p.m.                   | Registration  |
| 7:00 a.m.–8:00 a.m.                   | Breakfast   |
| 8:00 a.m.–3:30 p.m.                   | EXPO  |
| 8:15 a.m.–9:30 a.m.                   | General session   |
| 10:00 a.m.–12:30 p.m.                 | Breakout sessions   |
| 12:30 p.m.–2:00 p.m.                  | Lunch (including birds-of-a-feather and industry lunches) |
| <b>Business Leadership Forum ends</b> |   |
| 2:00 p.m.–5:45 p.m.                   | Breakout sessions   |
|                                       |   |
| <b>Thursday, October 27</b>           |   |
| 6:30 a.m.–4:30 p.m.                   | Registration  |
| 7:00 a.m.–8:00 a.m.                   | Breakfast   |
| 8:15 a.m.–12:30 p.m.                  | Breakout sessions   |
| 12:30 p.m.–2:00 p.m.                  | Lunch (including birds-of-a-feather lunch)                |
| 2:00 p.m.–4:30 p.m.                   | Breakout sessions   |



## General Sessions

Explore a range of interesting topics and gain valuable insights from exciting guest speakers, including IBM executives, customers and industry experts. The tone for each day is set with compelling content on turning insight into action, diving into new technologies and leading change. You won't want to miss these sessions.

### Turn Insight Into Action

**Monday, October 24**  
**8:15 a.m.–9:45 a.m.**

Recent studies confirm that leaders in applying advanced analytics have 33 percent more revenue growth and 12 times more profit growth than laggards — and that gap is widening. For organizations committed to market leadership, the new imperative is to make sense of information from everywhere faster than your competition. Getting there requires a laser focus on the right investments and business outcomes, and Information On Demand 2011 is the right place to learn how you can take action now to make a difference to your organization.

Start your week by hearing first-hand from business and IT leaders how their organizations are competing on speed, exceeding customer and employee expectations, and realizing new possibilities from analytics. Learn about the latest innovations clients are using to exploit information from everywhere, govern their information supply chain, and improve the economics of their IT investments.

### Transforming in the Era of Big Data & Analytics

**Tuesday, October 25**  
**8:15 a.m.–9:30 a.m.**

The incredible explosion of information — both data and content — creates a tremendous opportunity for business optimization. Differentiation lies in the ability to ask new questions of the ever-increasing volume, variety and velocity of information. But how can organizations keep up with the growing complexity, build the skills, and foster the right collaboration between business and IT in the new era of big data and analytics?

Hear from IBM executives about the innovations and best practices that are fueling business transformation in the era of big data and analytics. From the visionary that brought Watson to life, understand how the groundbreaking technologies behind this Jeopardy-winning solution are now being applied to challenging business problems. Finally, hear directly from industry leaders on how they are leveraging big data and analytics in creative new ways to tackle problems that had previously been out of reach.

### New Possibilities

**Wednesday, October 26**  
**8:15 a.m.–9:30 a.m.**

You will leave Wednesday's general session with an understanding of how you can take advantage of the new possibilities that IBM innovations offer. We will feature technology demos that will allow you to experience first-hand the possibilities of the business analytics and optimization portfolio. We are also pleased to welcome best-selling author Michael Lewis and Oakland A's general manager Billy Beane. Lewis's book, *Moneyball: The Art of Winning an Unfair Game*, adapted as a major movie hitting the screens in September, is the story of how Beane developed a breakthrough method of using analytics to build his roster, putting together a winning team and revolutionizing the game of baseball along the way.

### Special Guest Speakers

**Wednesday, October 26**  
**8:15 a.m.–9:30 a.m.**

Michael Lewis, Author of *Moneyball: The Art of Winning an Unfair Game* with Billy Beane, Vice President and General Manager, Oakland Athletics



Michael Lewis

**Michael Lewis**—A shrewd observer of politics, finance and the American scene, Michael is one of today's leading social commentators. A renowned best-selling author, Lewis is also a regular contributor to *The New York Times Magazine*, *Vanity Fair*, *Slate* and *Bloomberg*. His 2003 release, *Moneyball: The Art of Winning an Unfair Game*, offers an unprecedented look behind the scenes of a Major League Baseball franchise, detailing how an innovative personnel approach allows the Oakland Athletics, with the lowest budget in baseball, to rank among baseball's best and consistently compete for a playoff spot. Lewis also explores the nature of talent, as well as ways to identify it and maintain an edge in a competitive field.



Billy Beane

**Billy Beane** is the mind behind "*Moneyball*."

This sports visionary convinced his bosses to give him the freedom to apply his statistically driven approach to run the Oakland A's and make them one of the most successful teams in Major League Baseball. Beane's story resonates not only with the sports-minded, but among

audiences from financial services, insurance, or any other numbers-driven industry or profession. He has figured out how to succeed with a limited payroll, employing computers and statistics wielded by people who never played baseball. In a down-to-earth, humorous style, Beane offers concrete lessons for business success and the power behind numbers.

## Keynote Sessions

### Your Blueprint for Success: Information Management, Integration and Governance

**Monday, October 24**  
11:30 a.m.—12:30 p.m.



Arvind Krishna—General Manager, Information Management Software, IBM Corporation

Ever-increasing business demands and competitive pressures have heightened the focus on building a flexible information management foundation that can meet the needs for mission-critical applications. At the same time, increasing pressure to comply with regulations, concern over loss of customer confidence, and the need to expedite delivery of trusted information for business analytics, are fueling the demand for information integration and governance. In this keynote, learn about IBM's new

announcements in data management, integration and governance systems that can help you optimize your information supply chain and greatly increase the efficiency of your IT initiatives.

Join Arvind Krishna and innovative clients to hear about proven blueprints for success and the innovations that will optimize your information systems in 2012. Learn what industry leaders have to say about tackling and overcoming their toughest data and integration challenges.

### Unleash the Value of Content in Motion

**Monday, October 24**  
2:15 p.m.—3:15 p.m.



Kevin Painter  
VP, Worldwide Sales, Enterprise Content Management, IBM Software Group

Enterprise Content Management has never been more relevant. Today's organizations require faster, deeper insight for greater value and optimization. To do that, organizations need to unleash the value of content by putting it in motion. In this keynote, you will learn practical advice for how to do that using IBM ECM solutions involving document imaging and capture, social content management, advanced management, content analytics, and informa-

tion lifecycle governance. Hear how customers are applying innovative best practices and IBM Business Partner expertise. In addition, you will see how the latest ECM products can help you work smarter to grow your business.

### Driving Better Business Outcomes with Business Analytics

**Monday, October 24**  
3:45 p.m.—5:00 p.m.



Rob Ashe  
General Manager, IBM Business Analytics

Organizations with a high Analytics Quotient or "AQ" are outperforming their competitors with a broad range of business analytics that drive better business outcomes. Join Rob Ashe as he unveils new capabilities that can help you raise your own AQ and empower everyone in your organization with the freedom to use fast, easy business analytics anytime, anywhere. Rob will demonstrate new platform advances that deliver

a business-friendly user experience across all applications and through the latest mobile devices and tablet computers. He will present key innovations that support all your decisions—from highly collaborative strategic decisions to fully automated ones—with the insights needed to drive the ideal course of action.

### IBM Business Analytics—Power to Meet Your Priorities

**Tuesday, October 25**



Deepak Advani  
VP, IBM Business Analytics Products

**11:15 a.m.—12:15 p.m.**

CEOs rank customer intimacy as a top priority. And in the office of finance, CFOs cite gaining business insight as a top technology opportunity. In this keynote, Deepak Advani and Eric Yau will explain how the rich portfolio of Business Analytics solutions from IBM delivers on those aspirations. Come and see how

technologies like predictive analytics, decision management and in-memory what if scenario modeling are powering solutions for different industries and lines of business. You'll hear how advances in business intelligence and deployment platforms ensure that everyone benefits from these technologies to stay better informed and connected. Don't miss this opportunity to hear how BA solutions can help your organization outperform.

### Brave New World: Appliances, Optimized Systems, Big Data and Cloud

**Tuesday, October 25**  
1:45 p.m.—2:45 p.m.



Arvind Krishna—General Manager, Information Management Software, IBM Corporation

Several key technologies are converging to create an exciting new era of opportunity to solve new problems with new approaches that bring far better performance, cost-effectiveness and time to market. New offerings such as Netezza data warehouse appliances, IBM Smart Analytics Systems and Informix® TimeSeries technology are providing insights faster with less complexity for data warehousing, and advanced analytics. IBM's

big data offerings are enabling exciting new possibilities for analyzing huge volumes of diverse information and enabling smarter, fact-based decision making in real time.

From theory to practice, this keynote will also give you a primer on the proven use cases and business value of taking the first steps to exploiting workload-optimized systems and big data in your enterprise. Furthermore, understand how organizations are latching onto to new economics and agility of appliances and cloud computing for game-changing results.





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- Information Management Forum
- Business Analytics Forum
- Enterprise Content Management Forum
- Business Leadership Forum
- Business Partner Summit
- Conference General Sessions



#### Enroll in the hottest sessions

Within each program you will find a range of activities, including keynotes, elective sessions, hands-on labs, ask-the-experts sessions, birds-of-a-feather sessions, usability sandbox sessions and EXPO Theater presentations. With powerful search capabilities, SmartSite helps you find and schedule these activities by track, date, topic, industry and more. Enrollment is optional for most activities except hands-on labs, meet business analytics support sessions and usability sandbox sessions. For a seat at these popular sessions, you must be pre-enrolled and confirmed, and punctual check-in at the start of the session is required. Walk-ins will be accepted only for remaining open seats and are allocated on a first-come, first-served basis.

#### Anytime, anywhere access

##### Kiosks

Look for the kiosks in the North and South Convention Center at Mandalay Bay, the EXPO, and the Magellan boardroom in the North Convention Center. Printers are available at the kiosks to print personalized schedules.

##### Any computer or handheld device with an Internet connection

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it's easy with SmartSite.**

**Information On Demand 2011**

October 23–27, 2011  
Mandalay Bay | Las Vegas, Nevada

## Networking

Gain inspiration and knowledge from face-to-face networking with your peers.

#### Business Partner Café

Location: EXPO

Sunday, 6:00 p.m.–8:00 p.m. — Preview only

Monday and Tuesday, 10:30 a.m.–5:00 p.m.

Wednesday, 10:00 a.m.–3:30 p.m.

Sponsored by Ingram Micro, the Business Partner Café provides the perfect venue to network and meet with IBM program and product experts. Spend a few minutes, while enjoying a cup of coffee, talking with IBM subject matter experts who can offer the latest insights into Information Management, Enterprise Content Management and the Business Analytics portfolio.

The Café is your most convenient opportunity to discuss Partner programs, tools, offerings, and benefits that best align to your business priorities for 2012. The Café is also an ideal place to network with fellow IBM Business Partners and the IBM team, build future plans, and hold one-on-one meetings.

The following topics will be featured in the Café:

- Acquisitions
- Business Partner Programs and Incentives – Software Value Plus (SVP), Software Value Incentive (SVI)
- Value Advantage Plus (VAP)
- IBM Application-Specific Licensing (ASL)
- IBM Business Analytics (BA) - Business Partner Programs and Resources
- IBM Business Analytics (BA) - Business Partner Sales and Competitive
- IBM Developer Relations (IDR)
- IBM Enterprise Content Management (ECM) – Product Segment Focus
- IBM Global Financing (IGF)
- IBM Information Management - Product Segment Focus
- IBM Information Management - Software Services - Guardian Services
- IBM Information Management on System z®
- IBM PartnerWorld® - Programs and Technical Support Benefits
- IBM Netezza – Product Segment Focus
- Social Media for Business Partners

*“Other conferences offer a technical perspective, but with Information On Demand it is really a one-stop shop. You are going to get technical information; you are also going to see product strategy. You are going to hear from executives describing their vision for pretty large IBM product lines. It is really a combination of all of those things – areas you need to stay on top of.”*

— Fred Sobotka, Data Management Consultant,  
FRS Consulting, an IBM Business Partner

## Ask the Experts

Focused on specific topics, ask the experts sessions provide the setting for an interactive hour of attendee-driven discussion with experts from IBM and beyond. Browse SmartSite to ask the experts about topics that you've been meaning to address. Now is the time to find the answers in a dynamic, small-classroom environment driven by your questions and comments.

## Birds of a Feather

What better place to meet with those sharing common interests than over lunch? Birds-of-a-feather sessions (also known as BOFs) are networking opportunities for attendees to discuss ideas and experiences related to a particular topic. Unlike a formal classroom setting, BOF discussion topics will be assigned to specific tables in the conference dining hall. The agenda is spontaneous as you share the discussion among your like-minded peers. Browse SmartSite to find the BOFs that interest you and sign up for a lunch that offers more than just great food.

## Community Receptions

Community Receptions provide you the opportunity to meet and chat with like-minded conference attendees. Nibble on delicious desserts and sip coffee and beverages, while you visit the receptions of your choice. You'll hear about suggested special interest areas for that community and these discussions will help you choose topics and skill areas that interest you or that fit your job role or industry.

Receptions are planned for the following communities:

- Business Analytics
- Enterprise Content Management
- Government
- Industries
- Information Management



Stay in touch with Twitter. Follow @IODGC2011 and use the hashtag #ibmecom to join in the fun of Enterprise Content Management Forum!

## Grand Opening Welcome Reception

Information On Demand 2011 kicks off with a welcome reception that you won't want to miss on Sunday, October 23, from 6:00 p.m. to 8:00 p.m. in the EXPO located in Bayside C, Mandalay Bay Convention Center—South, Level 1. Raise a glass and enjoy hors d'oeuvres with fellow attendees, Business Partners, developers and technology enthusiasts from around the globe. The grand opening reception is your chance to meet Business Partners and customers and explore the innovative, targeted solutions designed to help you solve the business and technology issues you face. All registered attendees are welcome at this event.

## EXPO Receptions

Be sure to attend the EXPO receptions on Monday and Tuesday to experience the entire EXPO while networking with your peers, IBM Business Partners and solution experts!

Sunday, October 23, 6:00–8:00 p.m.

Monday, October 24, 5:00–7:00 p.m.

Tuesday, October 25, 5:00–7:00 p.m.



## Evening Networking Event Celebrate IBM's Centennial (Featuring Train)

Plan to join the fun at the evening networking event located in the Mandalay Bay Events Center on Tuesday, October 25, from 7:30 p.m. to 10:30 p.m. In addition to the hands-on entertainment and activities, your palate will be pleased by the array of sumptuous treats and beverages. This event will bring all attendees together for fun and relaxation! Some of the event highlights will include: a walk-through of IBM's centennial and visual celebration of IBM's 100 years of progress, complete with interactive games and artifacts. The arena will come to life with GRAMMY Award-winning band Train.

# EXPO

With more than 300 IBM Business Partners and IBM exhibitors, the EXPO provides you with a comprehensive view of what is possible with leading-edge solutions and services. See products, services and solutions in action, as well as live stream video and interviews from the EXPO floor. Visit the Smarter Computing exhibit in the center of the EXPO, along with IBM Watson!

## EXPO Activities

Myriad offerings and activities will inspire attendees to spend time in the EXPO, giving you plenty of opportunity to interact with clients and prospects. Your presence in the EXPO as a sponsor or exhibitor is a great way to increase your visibility and drive demand for your products, solutions or services!

Join us for our grand opening of Information On Demand 2011 at the Welcome Reception on Sunday evening, October 23, in the EXPO. Talk with representatives from Information Management, Business Analytics, Enterprise Content Management and a host of other experts in the Cross-Brand area (Cloud, Systems Technology including Services, System z Software, Service Management and Smarter Systems!). Also visit the Client Reference Lounge and the InfoSphere® demo room.

## Grand Opening Welcome Reception

Join us for the grand opening of Information On Demand 2011 at the Welcome Reception on Sunday evening, October 23, in the EXPO. Take this opportunity to network and preview the wide-ranging technology and exhibits on hand in this premier exposition. Kick-off the conference with us. Join in the festivities. Light refreshments and hors d'oeuvres will be served.

## Presentation Theaters

The theaters will showcase IBM and IBM Business Partner solutions that optimize your performance and address your business issues. Presentations will be held during the open EXPO hours. Be sure to stop by the theaters—it will be time well spent!

*“Business and IT come together here – that’s what I like. Having this blend in one place and the chance to see and interact with solutions is very useful. It’s rare to come to a place where all different industries get together and talk about sharing the same experience – but that’s what happens here, and it’s tremendous.”*

— Jeff Guevin,  
Martin's Point Health Care

### IBM Software Services, Education and Support

Stop by the Hub and discover how to speed up your implementation, keep your software solution productive, and build your skills and expertise. Services, Education and Support experts will answer your questions and help you identify effective strategies to maximize the return on your IBM software solutions.

### IBM Community Lounge

*Sponsored by IBM Data Management Magazine*

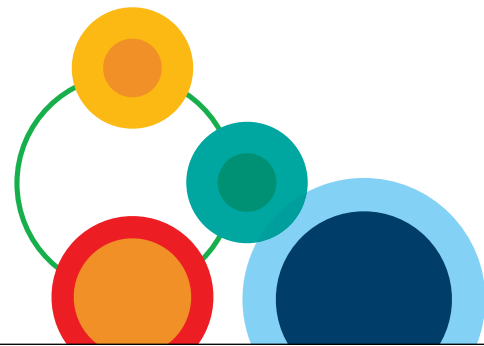
Engage while you relax. The IBM Community Lounge is the only area in the EXPO where you can sit back and relax while you network with like-minded professionals. The community lounge is equipped with comfortable seating, video games, and charging stations for your laptops, smartphones, and more. Take advantage of this opportunity to network with other attendees from the technical community, including IBM Champions and User Group members.

### IBM Client Reference Lounge

Located in the EXPO and adjacent to the Executive Meeting Center, the IBM Client Reference Lounge is a hospitality area for valued clients who serve as references. Come to the lounge to relax, share recent successes and network with peers from other companies. While visiting the lounge, clients enjoy comfortable seating, chair and foot massagers, refreshing treats during the day, and cocktail receptions in the evening. If you are not yet an IBM client reference, be sure to stop by and register. You'll also receive a gift thanking you for joining us as a reference.

### Demo Rooms and Lounges

You will find a variety of demo rooms in the EXPO. These demo rooms will offer you deep-dive opportunities for the products that you are most interested in. Be sure to make the time to visit these demo rooms while you are in the EXPO, or set up an appointment to take a one-on-one deep-dive demo. You will also see various lounges, such as the Accelerated Value Program (AVP) Red Carpet Lounge, this year.



*“I come to the EXPO every year. It allows me to see other Partner products and enables me to meet with different people from across the world. This kind of perspective is useful in allowing me to solve my clients’ issues.”*

— Carol Mitchell,  
Information On Demand 2010 attendee

## See and Be Seen in the EXPO

The EXPO at Information On Demand 2011 is the place to see and be seen — where you can raise your profile and generate leads that can result in new business. It's the nerve center of Information On Demand 2011. Now, through a wide range of sponsorship and promotional opportunities, you can be a part of IBM's largest products, solutions and services EXPO.

Get your name in front of thousands of key decision makers who may be looking for the offerings you bring to market — whether it's business analytics, information management or enterprise content management. Access to such an influential audience has never been greater. On the show floor, you can meet one-on-one with clients and companies, and discuss and demonstrate the strengths that make your firm unique — all in one place.

Customers from a broad array of industries will join us, including:

**Aerospace & Defense**

**Automotive**

**Banking**

**Chemicals & Petroleum**

**Consumer Products**

**Education**

**Electronics**

**Energy and Utilities Services**

**Financial Markets**

**Government**

**Healthcare**

**Industrial Products**

**Information Technology and Services**

**Insurance**

**Life Sciences**

**Media & Entertainment**

**Retail**

**Telecommunications**

**Travel & Transportation**

**Wholesale Distribution and Services**

# Exhibiting in the EXPO



### Choose What Makes Sense for You!

Just choose the level of investment that makes the most sense for your firm — participate as an exhibitor or sponsor, even put together your own custom package.

| Sponsorship Level   | Diamond Sponsor | Platinum Sponsor | Gold Sponsor | Elite Sponsor | Turnkey Pedestal |
|---|-----------------|------------------|--------------|---------------|------------------|
| Full Conference Price   | US\$95,000      | US\$65,000       | US\$36,000   | US\$13,500    | US\$14,500       |
| Early Bird Discounted Price<br><i>Early Bird Price Through September 16</i> | US\$80,000      | US\$45,000       | US\$21,000   | US\$8,500     | US\$10,000       |

For more information on investing as a sponsor or exhibitor, check out the EXPO exhibit guide on the Information On Demand 2011 website.

### Why Invest as an EXPO Sponsor?

- Increase your visibility – 10,000 attendees are expected at this year’s conference.
- Showcase your products, solutions and services and capture leads that can generate new business, new opportunity for your firm.
- Demonstrate your expertise to thousands of IBM clients and prospects across global industries.
- Meet one-on-one with decisions makers – show, tell, and sell them on your products, solutions and services.
- Be a part of the conference nerve center – countless conference activities take place in the EXPO, making it the place to be at Information On Demand 2011.

### EXPO Hours

Sunday: 6:00 p.m.–8:00 p.m.  
 Monday: 8:00 a.m.–7:00 p.m.  
 Tuesday: 8:00 a.m.–7:00 p.m.  
 Wednesday: 8:00 a.m.–3:30 p.m.

The EXPO will be fully staffed during these hours:

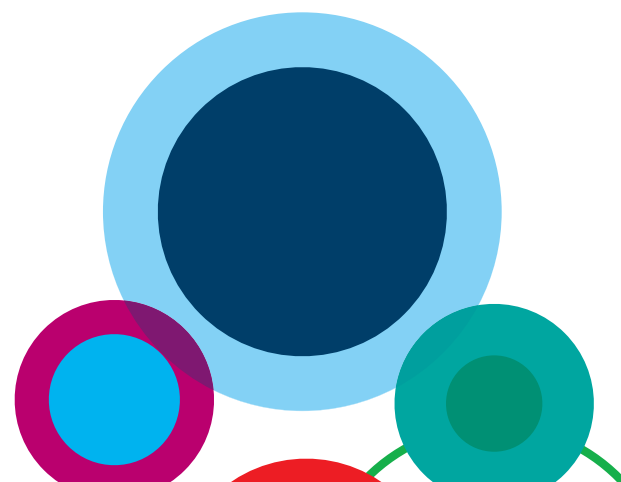
Sunday: 6:00 p.m.–8:00 p.m.  
 Monday: 12:30 p.m.–2:00 p.m. and 5:00 p.m.–7:00 p.m.  
 Tuesday: 12:30 p.m.–2:00 p.m. and 5:00 p.m.–7:00 p.m.  
 Wednesday: 12:30 p.m.–3:30 p.m.

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*“Business and IT come together here – that’s what I like. Having this blend in one place and the chance to see and interact with solutions is very useful. It’s rare to come to a place where all different industries get together and talk about sharing the same experience – but that’s what happens here, and it’s tremendous.”*

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— Jeff Guevin, Martin’s Point Health Care



# And So Much More— at Information On Demand 2011

### Hands-On Labs Sessions

Get classroom-quality training—featuring interactive, hands-on exercises and workshops—led by our highly experienced professional instructors. Choose from 30 unique three-hour sessions that cover a wide range of products.

### Usability Sandbox Sessions

Use your experience to help shape product direction. Usability experts will lead you through interactive sessions, including test-driving prototypes, small-group design review and feedback sessions, and opportunities to vote on and prioritize user requirements.

### Business Analytics Forum

Gain the practical know-how you need to maximize the value of your business analytics deployments — from business intelligence, financial analytics, reporting and governance to risk management, predictive analytics and analytic applications.

### Enterprise Content Management Forum

We’ll explore several key areas, including: advanced case management, content analytics, document capture and imaging, information lifecycle governance, and social content management. In these sessions, attendees can learn new technical and business skills that they can take back to their organizations and immediately improve efficiency and apply innovation.

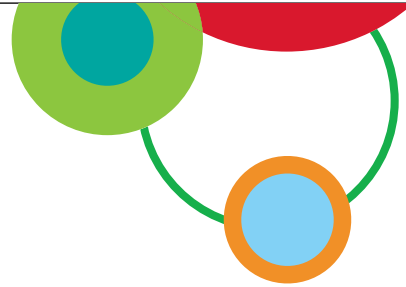
### Information Management Forum

The Information Management Forum offers comprehensive insights into the latest innovations, strategies, tools and technologies. Learn what’s coming and why you need to know. Identify ways to increase the return on your investment in information management. Build your technical skills. Find out about new software, hardware and services that can help you create competitive advantage. Get a behind-the-scenes look at how others are solving their toughest information management challenges.

### Business Leadership Forum

The Business Leadership Forum is a curriculum for executives, managers and key decision makers. This comprehensive program includes customer case studies, panel discussions and solution overviews focused on business issues facing organizations today.





### See the IBM Smart Analytics System

IBM has the most comprehensive portfolio of data management, hardware, software, and services capabilities in the market place today. The IBM Smart Analytics System provides the ideal delivery vehicle for rapid deployment of these capabilities, and accelerates delivery of new analytic innovations, including those from IBM Research. The IBM Smart Analytics System is an integrated platform that provides broad analytics capabilities on a powerful warehouse foundation with IBM servers, storage and software.

Deeply integrated and optimized, the IBM Smart Analytics System provides a single point of support for end-to-end analytics solutions. The IBM Smart Analytics System family of offerings spans multiple hardware platforms and architectures, providing maximum flexibility for deployment. They are pre-integrated and optimized to support quick implementation with rapid delivery of value. Whether your requirements are for solutions on an IBM System x®, Power Systems™ or System z platform, the IBM Smart Analytics System has an offering matched to your need. Look for sessions featuring the IBM Smart Analytics System at Information On Demand 2011.

### Certification Testing

IBM Software certification exams will be available to registered attendees throughout Information On Demand 2011. All attendees are eligible for three complimentary exams at the conference. Complimentary exams apply to all Information Management, Business Analytics and Enterprise Content Management exams. We will also be offering the discounted price of US\$100 for all IBM Lotus®, IBM Rational®, IBM Tivoli®, IBM WebSphere®, service-oriented architecture (SOA) and XML certification exams. Our Technical Sales Mastery exams will also be offered at the event free of charge to attendees.

### Hours of Operation

|           |                       |
|-----------|-----------------------|
| Sunday    | 10:00 a.m.–4:00 p.m.* |
| Monday    | 10:00 a.m.–4:00 p.m.* |
| Tuesday   | 7:00 a.m.–5:00 p.m.*  |
| Wednesday | 7:00 a.m.–6:00 p.m.*  |
| Thursday  | 7:00 a.m.–4:30 p.m.*  |

\* Please note: The closing times listed above are for the last exam day.

## Registration

Register for Information On Demand 2011 today. Make sure you arrange your accommodations online as you register for Information On Demand 2011.

| Business Partner Registration Fees        | Early Bird May 3 – Aug 31 | Standard Sept 1 – Oct 23 | On-site Oct 24 |
|---|---------------------------|--------------------------|----------------|
| Business Partner Summit (Two-Day Program) | Complimentary             | Complimentary            | Complimentary  |
| Business Partner (Full Conference Fee)    | US\$1,595                 | US\$1,895                | US\$2,095      |

Conference registration fee only covers conference admittance and does not include hotel accommodation, travel, transportation or any other charges.

Offers cannot be combined with any other discounts codes. IBM reserves the right to restrict registration/sponsorship. IBM employees and staff are not eligible.

For all questions concerning registration, hotel and group discounts, please contact the Registration/Housing Line at 800-227-4374 or 770-359-6591. The hours of operation are Monday through Friday from 9:00 a.m. to 6:00 p.m. (EST). Or send an e-mail to IOD2011@meetingconsultants.com.

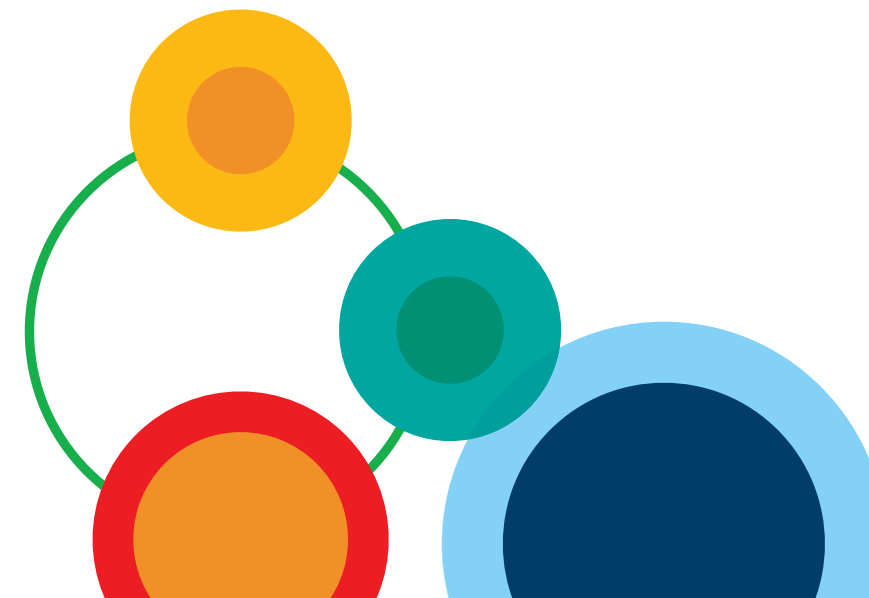
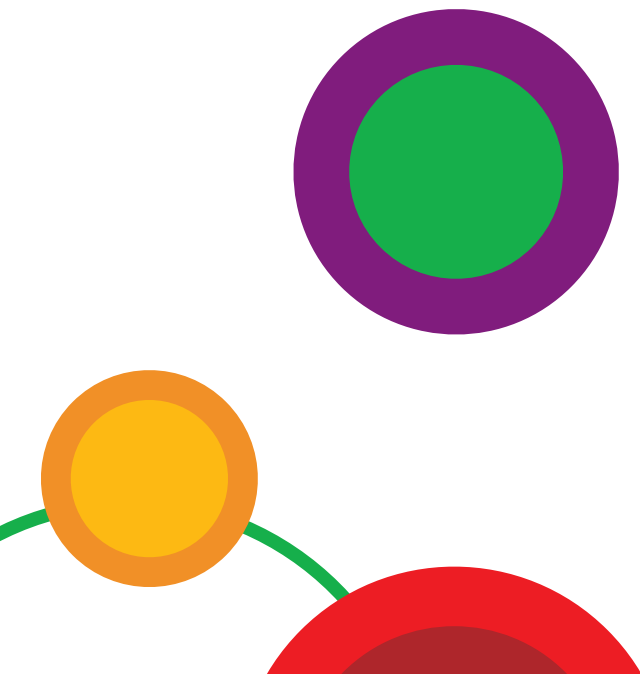
### Refund and Cancellation Policy

Full refund, no cancellation fee before August 31, 2011.  
Full refund less US\$200 cancellation fee after August 31, 2011.  
No refund after September 23, 2011.

No refunds will be made for no shows. No shows may also incur a charge for one night's hotel room rate if hotel accommodations are not cancelled in advance. Cancellations must be received in writing only via:

E-mail: IOD2011@meetingconsultants.com  
Fax: 770-399-3170

Note: Please be sure to reference your registration confirmation number on your cancellation request. All hotel reservations will be cancelled in conjunction with corresponding conference registration being cancelled. Please note that the hotel may charge a late cancellation penalty of one night's hotel room rate + tax for any hotel reservations cancelled less than 72 hours prior to scheduled arrival.



## Destination Las Vegas

Join us at the Mandalay Bay Resort and Casino, one of the most luxurious and unique travel destinations Las Vegas has to offer. Offering a private 11-acre beach, world-class shops and dining, and the world-famous Shark Reef Aquarium, an exciting array of entertainment options awaits you.

### Hotels

Conference hotel accommodation is limited and will be on a first-come, first-served basis. All conference sessions will be held at the Mandalay Bay Convention Center.

#### Mandalay Bay Resort

**Early Bird Rate: US\$209/night until September 9, 2011**  
**US\$249/night beginning September 10, 2011**

**3950 Las Vegas Boulevard South**  
**Las Vegas, NV 89119**  
**(702) 632-7777**  
**(877) 632-7800**



Mandatory Mandalay resort fee of US\$15.00, taxable at the 12 percent Las Vegas tax rate. The resort fee at Mandalay Bay includes: In-room wireless Internet, cardio center admission (does not include spa access), daily newspaper, local and 800-number calls, outgoing faxes, and boarding pass printing at the Hotel Business Center. Also includes a coupon good for two free well drinks per room, per stay at select casino bars. Inclusions are subject to change without notice.

### THEhotel

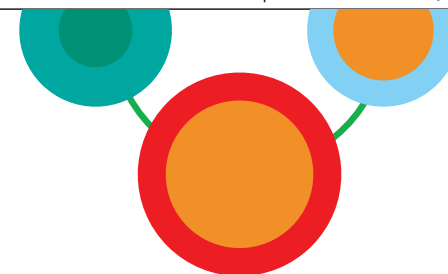
**Early Bird Rate: US\$229/night until September 9, 2011**  
**US\$279/night beginning September 10, 2011**

**3950 Las Vegas Boulevard South**  
**Las Vegas, NV 89119**  
**(702) 632-7777**  
**(877) 632-7000**

Mandatory THEhotel resort fee of \$15.00, taxable at the 12 percent Las Vegas tax rate. The resort fee at THEhotel includes: In-room wireless Internet, cardio center admission (does not include spa access), daily newspaper, local and 800-number calls, outgoing faxes, and boarding pass printing at the Hotel Business Center. Also includes a coupon good for two free well drinks per room, per stay at select casino bars. Inclusions are subject to change without notice.

Hotel reservations are nontransferrable. No exceptions.  
 Las Vegas tax rate = 12 percent

This AAA Four Diamond Award-winning resort has modern, up-to-date accommodations, offering wireless Internet and MP3 docking stations in every room. The adjoining THEhotel complements the already impressive property, offering a boutique hotel for guests looking for a cosmopolitan atmosphere.



### Luxor Hotel & Casino

**Early Bird rate: US\$129 (Pyramid Rooms)/**  
**US\$149 (Tower Rooms) per night until September 9**  
**US\$144 (Pyramid Rooms)/US\$164 (Tower Rooms)**  
**per night beginning September 10, 2011**  
**US\$12.95 resort fee per room, per night plus tax**

### Excalibur Hotel & Casino

**US\$109 Friday, October 21 & Saturday, October 22.**  
**US\$59 Sunday, October 23–Thursday, October 27**  
**US\$12.95 resort fee per room, per night plus tax**

**Note:** Excalibur Hotel offers weekend rates higher from the weekday rates. Please check that your arrival/departure rates match what is noted above.

### Travel Discounts

#### American Airlines Group Travel Discount

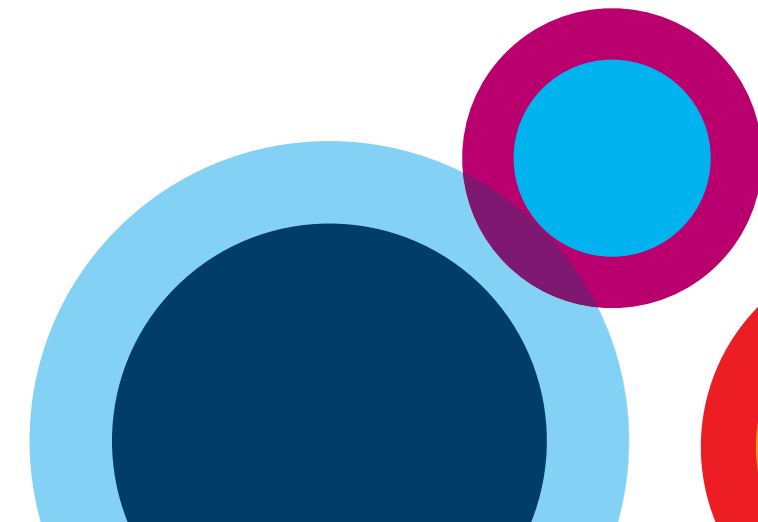
Eight percent off lowest applicable, eligible fare. Valid for travel between October 20–30, 2011 for travel to Las Vegas, NV. Go to [aa.com](http://aa.com) or call 1-800-433-1790 and use promo code 47H1BJ.

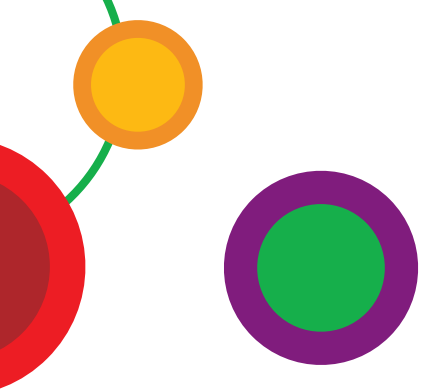
#### WestJet Airlines Travel Discount

Ten percent off available regular fare. Valid between October 20–30, 2011 for travel to Las Vegas, NV. Reservations can only be made by calling 1-877-952-4696 and using group discount code CC6543.

#### Avis Group Rental Car Preferred Rates

All conference attendees get the best available rate with unlimited mileage available seven days before and after Information On Demand 2011. Call Avis directly at 1-800-331-1600 or go to its website and use Avis Worldwide Discount (AWD:) B1360019.





# Business Partner **Summit**

October 22–23, 2011

# **Information** On Demand **2011**

October 23–27, 2011

*Turn Insight into Action*

Mandalay Bay | Las Vegas, Nevada

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

