



IBM Software Universe 2010

Smart Decisions. Smarter Industries.

November 9, Grand Hyatt, Mumbai.



SMARTER DECISIONS HAVE THE POWER TO TRANSFORM YOUR BUSINESS.

FIND OUT HOW AT IBM SOFTWARE UNIVERSE 2010.

Welcome to **IBM Software Universe 2010**, the sixth edition of IBM India's annual flagship event. The smarter, faster way to discover cutting-edge software strategies and innovative best practices. Come, learn about integrated business models and real-world solutions that can help you gain a competitive advantage. Interact with senior business leaders across India. And walk away with actionable insights to transform your business.

A RENDEZVOUS WITH INDUSTRY GREATS



Meet **Steven A Mills**, Senior VP and Group Executive of the \$40 billion IBM Software & Systems Group that powers over 100,000 enterprises worldwide. Get technical certifications, attend exclusive industry tracks and gain insights from eminent luminaries across seven industries covering Communications, Distribution, Financial Services, Energy and Utilities, Manufacturing, Healthcare, IT & ITeS. An opportunity you cannot afford to miss!

Why attend?

- An opportunity to watch leading industry experts share their unique industry insights and discuss the measurable benefits of making businesses smarter.
- Draw inspiration from the success stories and experiences of leaders from other industries and unlock an innovation agenda to address your existing challenges and pave the way forward.
- Learn about the vision, strategy and latest solutions of IBM Software. See how IBM Software is creating smarter industries worldwide, one business at a time.
- Engage in intimate discussions with senior IBM executives and top business partners on how you can implement proven, clearly defined industry solution roadmaps to benefit your business.
- Return to your organisation with a clear action plan that addresses your company's specific path to becoming a smarter business.



Great Opportunities, Risk Prudence and Cost Effectiveness

Discover how BFSI companies can accelerate their journey by better managing risk and complexity, improving product and customer profitability, minimising fraud and increasing reach and penetration. Learn how they can leverage a 360 degree view of the customer and a multi-channel infrastructure, while proactively meeting regulations and improving compliance.

Agenda* at a glance

Time	Session
07:00 am - 08:30 am	Registration
08:30 am - 09:00 am	Opening Ceremony & Welcome Address
09:00 am - 09:45 am	Proposed Keynote by Renowned Industry Leader
09:45 am - 10:30 am	Smart Decisions, Smarter Industries: Keynote by Steve Mills , Senior VP and Group Executive, IBM Software & Systems Group
10:30 am - 10:45 am	Break
10:45 am - 11:15 am	Smart Software for a Smarter Planet: A session by Pradeep Nair , Director, IBM Software Group, India / South Asia
11:15 am - 12:00 pm	Industry Experts Panel Discussion
12:00 pm - 01:00 pm	Lunch
01:00 pm - 01:45 pm	Keynote by our Industry Expert: 5 things that Changed the Indian Insurance Industry
01:45 pm - 02:30 pm	Keynote by our Industry Expert: 5 things that Changed the Indian Banking Industry
02:30 pm - 02:45 pm	Break
02:45 pm - 03:30 pm	Fraud and Risk Management for Banks and Insurance
03:30 pm - 04:15 pm	Deeper Customer Insights for Service Excellence
04:15 pm - 04:30 pm	Break
04:30 pm - 05:30 pm	Panel Discussion: Multi-channel Strategies for Indian Financial Institutions
05:30 pm - 05:45 pm	Wrap-up
05:45 pm - 07:00 pm	Solution Showcase Walkthrough
07:00 pm onwards	Networking over Dinner

* Agenda may be subject to change.

To register for IBM Software Universe 2010:

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