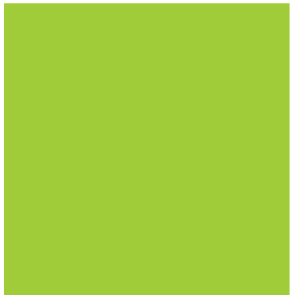
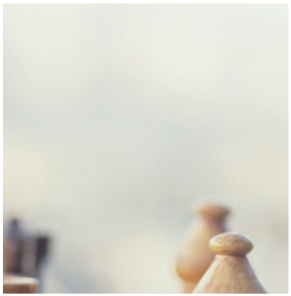
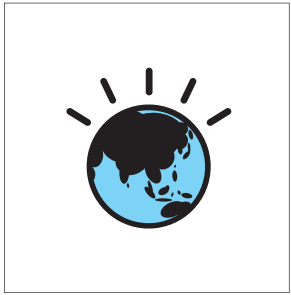
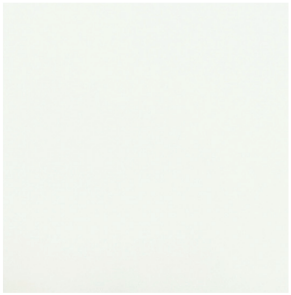
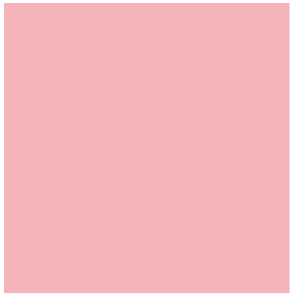
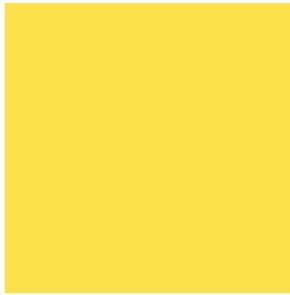
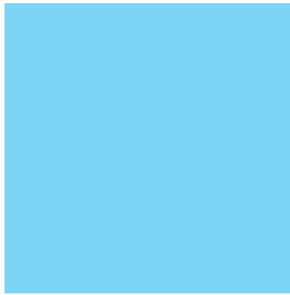


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IBM SOFTWARE UNIVERSE '09

YOUR SMART MOVE

November 4 - 5, Renaissance Convention Centre, Mumbai

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IBM's largest IT conference, Software Universe showcases IBM's leading-edge software solutions, bringing together the best business minds and specialists across industries. Meet with the industry's prominent leaders and learn how you can put smart strategies to practice.

Speakers at IBM Software Universe '09.



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From a young prodigy to a chess icon, Garry Kasparov has been the highest-rated chess player in the world and has held the No. 1 title for over 20 years. Listen to this master of strategy apply insights and unique perspectives from his extraordinary career to issues of leadership, logical and strategic thinking.

At the conference Garry Kasparov will unveil game plans for success as well as highlight the role one needs to play in reaching one's full potential by "Making Smart Moves".



Harsha Bhogle - India's Ace Cricket Commentator.

Listen to predictions of next season's business score line.

At the IBM Software Universe '09, an elite panel discussion will be enlivened by Harsha Bhogle - India's ace commentator, who has been in the commentator's box for over 1000 cricket matches. Witness this power packed panel discussion between industry experts and technology leaders and tap deep into a reservoir of best practices, experience and vision.

M.V. Nair, Chairman and MD, Union Bank of India

Viresh Oberoi, CEO and MD, mjunction

C.N. Ram, Ex. CIO, HDFC Bank and now a Consultant

Kalyan Prasath, Head - IT, ICICI Prudential AMC

Manish Choksi, CIO and Head - Strategy, Asian Paints

Anjan Chowdry, CIO, Bombay Stock Exchange

Naveen Gupta, Chief Manager, HPCL

N. Thiagrajan, Senior Manager - Information Systems, Piaggio

K.R. Subramaniam, COO, Canara HSBC

AGENDA* AT A GLANCE

November 4, 2009

Time	Session
08:00 am - 09:00 am	Registration
09:00 am - 09:15 am	Opening ceremony
09:15 am - 09:30 am	Welcome address – Pradeep Nair , Director, IBM SWG, India and South Asia
09:30 am - 10:30 am	The business-driven technology agenda, M.V. Nair , Chairman and Managing Director, Union Bank of India
10:30 am - 11:30 am	Making smart moves – Garry Kasparov , World Chess Champion and Master Strategist
11:30 am - 12:30 pm	'What's next for us?' – A panel discussion Moderator: Akhilesh Tuteja , KPMG Panelists: Harsha Bhogle , India's Ace Cricket Commentator Kalyan Prasath , Head - IT, ICICI Prudential AMC Manish Choksi , CIO and Head - Strategy, Asian Paints Anantha Sayana , CIO, L & T Pradeep Nair , Director, IBM SWG, India and South Asia
12:30 pm - 12:45 pm	Closing comments – Virginia Sharma , Director, IBM SWG, India and South Asia
12:45 pm - 01:30 pm	LUNCH
01:30 pm - 05:00 pm	Industry tracks <ul style="list-style-type: none"> • Smarter Banking • Smarter Insurance • Smarter Telecom • Smarter Services • Smarter Manufacturing • Smarter Utilities
November 5, 2009	
08:30 am - 09:00 am	Registration
09:00 am - 09:10 am	Welcome address – Virginia Sharma , Director, IBM SWG, India and South Asia
09:10 am - 10:00 am	IBM Software – Your enabler for a smarter tomorrow, Pradeep Nair , Director, IBM SWG, India and South Asia
10:00 am - 10:45 am	Market trends 2010 – Partha Iyengar , Research VP, Gartner Analyst
10:45 am - 11:00 am	Tea / Coffee break
11:00 am - 11:45 am	The smart move to growth – Client speaker
11:45 am - 12:45 pm	Technology bake-off, Dr. Gopal , IBM India Software Lab
12:45 pm - 02:00 pm	LUNCH
02:00 pm - 6:00 pm	Solution tracks <ul style="list-style-type: none"> • Aligning Business and IT • Reducing Costs • Enhancing Processes • Improving Governance • Enabling Growth
07:00 pm onwards	Closing ceremony and dinner

* Agenda may be subject to change.

Smart moves for today's businesses.

This year, IBM Software Universe explores smart strategies, the latest technologies and intelligent systems that work in tandem to put these ideas to practice for today's businesses – through an array of industry-wise tracks and technology sessions spread over two days.

Day 1: Industry Forum

Smarter Banking

The way our planet manages its money needs to get a whole lot smarter – and now it can. Discover smart technologies and new business models that will help you look beyond today's hurdles and plan ahead for future needs.

Smarter Insurance

In a competitive insurance environment, you need to meet the demands of better-informed clients while complying with regulations. Come, explore new models of operational and strategic success that enable innovation and increase profitability.

Smarter Telecom

On a smarter planet, almost anything can become digitally aware, instrumented and interconnected. Demand is skyrocketing for smarter ways to communicate. Find out how you can outperform your competitors with innovative services that help build a loyal and high-value customer base.

Smarter Services

Explore best practices for smarter global delivery excellence, through the adoption of smart processes and tools, and innovation through collaboration.

Smarter Manufacturing

Reduced costs, improved efficiencies in product development and supply chain management, better dealer collaboration and fresh revenue streams are the need of the hour. Come, find your solutions and discover new technologies and growth markets.

Smarter Utilities

World over, energy and utility companies are being pressured to seek new approaches and business models to enable greater network reliability, efficiency, flexibility and observability. Learn all about smarter energy grids and smart ideas for energy conservation from around the world.

Day 2: Technology Forum

Aligning Business & IT

Given the dynamic business landscape and evolving business goals, maintaining alignment between business & IT is an arduous and ongoing process. Learn about proven techniques, best practices and case studies on to how to make the alignment sustainable and scalable.

Reducing Costs

Cost reduction has become an imperative for many organizations. Find out how software solutions can help you focus on value and better manage existing resources to reduce costs, while improving performance.

Enabling Growth

Organizations are constantly striving to innovate to stay ahead and gain market share. Learn how software can enable your company's growth initiatives and hear from industry leaders on what IT initiatives they are banking on, to enable their growth.

Improving Governance

Discover a more proactive, systematic and integrated approach to governance and risk management. Find out how governance, risk management and compliance are no longer a regulatory obligation, but a value driver for your organization.

Enhancing Processes

Learn about business process management strategies and tools that can help you and your organization on the road to process improvement, from peers who have developed and implemented these practices.

What's your smart move for smarter business management? To find out more, join us at IBM Software Universe '09 and simply choose a session and solution track that is suited to the specific needs of your industry.

CONFERENCE FEE

Rs. 1500/- per delegate

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16 - 25 delegates (15% off)	Rs. 1275/- per delegate
>25 delegates (20% off)	Rs. 1200/- per delegate

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Why should you attend?

- Keynote by a master strategist, Garry Kasparov.
- Interactive sessions with IBM executives and industry luminaries.
- Real-world experiences presented by IBM customers and business partners.
- Showcase of world-class software solutions by IBM India Software Lab.
- Industry and technology specific sessions.

Who should attend?

- Business Heads and Decision Makers.
- Business Strategists, IT and ITES Professionals.
- Analysts and Thought Leaders.



For a detailed agenda and more information, please visit www.ibm.com/in/swu2009.
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