



## Impact 2009 Track Overview



IT'S TIME TO MAKE AN

# IMPACT NOW

ATTEND IMPACT 2009, IBM'S SMART SOA CONFERENCE, AND HELP YOUR BUSINESS THRIVE IN TODAY'S ECONOMY.



This May, more than 6000 members of the global SOA community will come together to reset the page for innovation... and we want you to be a part of it.

**Especially Now.**

The world is changing like never before. And there is no better way to prepare yourself and your company for what's in store than attending the defining SOA event— Impact 2009.

The IBM® Impact conference, now in its third year, is the premiere SOA and WebSphere educational event of the year in the industry. You will spend five days receiving critical information from IBM and industry analyst SOA experts regarding new technologies and frameworks that help you survive and thrive in this remarkable economic climate. In addition, your peers will share stories about how they have successfully implemented SOA solutions, and what it takes to have a “Service Oriented Attitude.” Most importantly, Impact is the one-stop shop for unparalleled education about SOA and WebSphere, that can help everyone from IT practitioners, looking at the practical application of technologies, to senior business leaders seeking guidance and best practices on how to build global integrated enterprises.

We know that spending time away from the office building skills and gaining external insight is a big investment, especially in these times. However, what better way to make a real business impact than to learn how to use SOA effectively to buck today's economic trends. You will learn ways to reuse existing investments, optimize costs, and increase revenue and customer loyalty. If that's not enough, you will be surrounded by your peers who are grappling with the same issues, plus those who have cracked the code on solving similar business challenges and achieved real, measurable business outcomes for their organization. You can't afford to miss out!

Last year's Impact event broke records for attendance – more than 6,000 – and praise from attendees, analysts and press. This year, I would love for you to join us May 3 - 8 in Las Vegas at the Venetian Resort Hotel Casino. And bring your colleagues!

For more details on Impact 2009, visit [ibm.com/soa/impact2009](http://ibm.com/soa/impact2009) and follow Impact news on Twitter at [twitter.com/smartsoa](http://twitter.com/smartsoa)

I look forward to seeing you in Las Vegas!

Continued success,



Sandy Carter  
Vice President SOA, BPM & WebSphere Marketing

**FAST COMPANY**





### *This year expect more!*

- Keynotes by world-renowned personalities, like Billy Crystal, industry leaders and IBM executives who embody the Services Oriented Attitude
- New, exciting sessions to choose from
- Expanded list of education roadmaps to improve your investments and productivity (Fiscal stimulus, Cloud, will be among the new topics)
- More technical training from top experts in SOA, WebSphere, MQ and CICS. Attend technical sessions, try hands-on labs, take certification tests, and join experts for informal discussions.
- More case studies from organizations that used SOA to position themselves to weather the current economic storm
- Strategic insight from experts in your industry about the future of SOA
- Expanded Solution Center with more IBM Business Partner exhibits and plenty of other reasons to visit— perhaps a timely chair massage, an afternoon latte or a late-day cocktail reception
- One-on-One Consultations with IBM Business Process Management Experts — by appointment only
- A Customer Feedback Program will offer sessions where you can provide feedback on IBM products to our experts
- A Tech Zones area with IBM's Distinguished Engineers
- More networking with other business and technical leaders
  - Exclusive industry executive roundtables - by invitation only
- Dedicated day for IBM Business Partners on Sunday, May 3
- World-class entertainment from one of the best bands from our generation: Huey Lewis and the News!







## Table of Contents

### Smart SOA Business and IT Alignment Track

- Joint Business and IT Governance
  - Smart Work
- Economic Climate and Cost Control
- Dynamic Business Processes, Rules & Events
- Resource Optimization and Visualization for Better Alignment
  - Cloud for SOA
- Application Infrastructure, Connectivity & Integration
  - SOA Approaches for Green Solutions
  - Social Networking to Energize Your Markets

### Smart SOA Business Track

- Banking and Financial Markets
  - Insurance
- Communications and Media & Entertainment (M&E)
  - Government
  - Healthcare and Life Sciences
- Retail, Travel & Transportation (T&T) and Consumer Products (CP)
  - Electronics, Automotive and Aerospace & Defense (A&D)
  - Chemicals and Petroleum (C&P) and Energy & Utilities (E&U)

### Smart SOA Technology Track

- SOA Patterns and Methodology
  - Service Development
- Business Process Management Powered by Smart SOA
  - People and User Interaction Services
    - Information Service
  - Enterprise Connectivity
    - SOA Governance
- SOA Infrastructure, Security and Management
  - IBM CICS<sup>®</sup> and Enterprises Services



# SMART SOA BUSINESS AND IT ALIGNMENT

Now more than ever, companies are looking for innovative ways to maintain business growth, streamline operations and deliver unique business value. The alignment of Business and IT is imperative to achieving these goals, and can help bring these roles closer together. Smart SOA is a business-driven approach to SOA that delivers the value and differentiation business leaders expect and the cost effective deployment of new solutions IT leaders require. This track highlights how SOA enables the continuous alignment of a business and its IT. You will hear about the latest business solutions and how IBM's differentiated approach leverages the best practices of over 550 customers who have experienced the value of SOA!

**Key topics will include:**

- Joint Business and IT Governance
- Smart Work
- Economic Climate and Cost Control
- Dynamic Business Processes, Rules and Events
- Resource Optimization and Visualization for Better Alignment
- Cloud for SOA
- Application Infrastructure, Connectivity & Integration
- SOA Approaches for Green Solutions
- Social Networking to Energize Markets



# SMART SOA BUSINESS AND IT ALIGNMENT

## Sub-track: **Joint Business and IT Governance**

SOA is designed to facilitate and drive Business and IT alignment by focusing on business processes and creating services to support the business. IBM has been working with thousands of clients for several years to assist them in developing SOA. As business and IT alignment improves in SOA implementations, there will be continued value from SOA investment. IBM provides the products and services at each stage of a client's Smart SOA journey to facilitate improved alignment. This track will cover topics such as Organizational Change, SOA Governance and Service Lifecycle Management related to improving the alignment of Business and IT.

## Sub-track: **Smart Work**

Smart Work is about addressing the challenges companies have today in supporting the new ways people buy, live and work. It looks at how to help companies collaborate as well as create agile business models and dynamic business processes with a Smart SOA approach. This track will look at how Smart SOA for Smart Work helps create a holistic people, process and technology view of the company.

## Sub-Track: **Economic Climate and Cost Control**

The challenges of today's economic climate are real. Staying competitive and thriving today means working smarter to manage costs like never before. Do you have the agility to effectively shift your business model for leaner times? Can you innovate and optimize business processes to wring out needless expense? Can you save money by co-creating offerings collaboratively with your customers? How about slashing maintenance expense and sharing resources by taking a smart approach to SOA? This track will help you address these questions and provide answers to your company.



# SMART SOA BUSINESS AND IT ALIGNMENT

## Sub-track: **Dynamic Business Processes, Rules & Events**

To succeed in today's environment, businesses must be able to foresee and respond to marketplace shifts ahead of their competitors — they must work smarter. Smart Work requires agility, dynamic processes and increased collaboration. Learn how IBM's Business Process Management Suite, powered by Smart SOA, provides customers the ability to:

- Automate processes with greater efficiency and reduced costs
- Get real-time visibility for smarter decisions and actions
- Enable faster, dynamic response to change

This sub-track will cover topics on dynamic business processes, effective rules management and events. These provide the foundation for increased collaboration with customers, suppliers and business partners to drive smarter business outcomes.

## Sub-track: **Resource Optimization and Visualization for Better Alignment**

The uncertainty in markets today creates challenges unseen in a generation for most companies around the world. How can clients embrace change, empower people and drive greater profits? ILOG<sup>®</sup>, a new IBM company, and IBM together help fulfill the needs for agility and integration in an up-and-down economy, embracing change and supporting a smarter planet. IBM with ILOG helps address the ongoing challenges of reducing costs and ensuring resources and critical capital are being utilized effectively. Learn how ILOG can bring capabilities to help automate and manage process-based decisions and control and manage business process behavior more dynamically.

## Sub-track: **Cloud for SOA**

Cloud computing has continued to gain interest and scrutiny. At its core, Cloud is a services-based IT model that extend the principles of service-oriented architecture (SOA) to IT resource delivery. Built upon SOA, Cloud complements SOA by providing scalable infrastructure services to deploy SOA applications. A flexible sourcing model like Cloud enables faster response to business requirements, optimized use of computing power and reduced capital and operational costs associated with delivery of services.



# SMART SOA BUSINESS AND IT ALIGNMENT

## Sub-track: **Application Infrastructure, Connectivity & Integration**

At the core of any organization are its processes and the applications and services underlying these processes. In order to ensure that your organization remains competitive and can respond to changing customer demands in today's dynamic business environment and uncertain economy, you need to optimize these processes, applications and services.

These sessions will cover how Smart SOA and WebSphere can help you drive this optimization. We'll begin with helping you with how to create the ideal infrastructure for building, deploying and managing all types of applications. We will also cover how you can connect and integrate these applications for a seamless and secure flow of information within your organization, with customers, partners and suppliers, and do so with the speed required in today's marketplace. Finally, we'll help you better understand how you can have visibility into the SOA services "flowing" through your infrastructure, and can govern and maintain these services in a manner that delivers competitive advantage. Fold in real world examples from people like you who are already realizing the benefits of optimizing with Smart SOA and WebSphere, and we believe you will find this to be a very beneficial set of sessions.

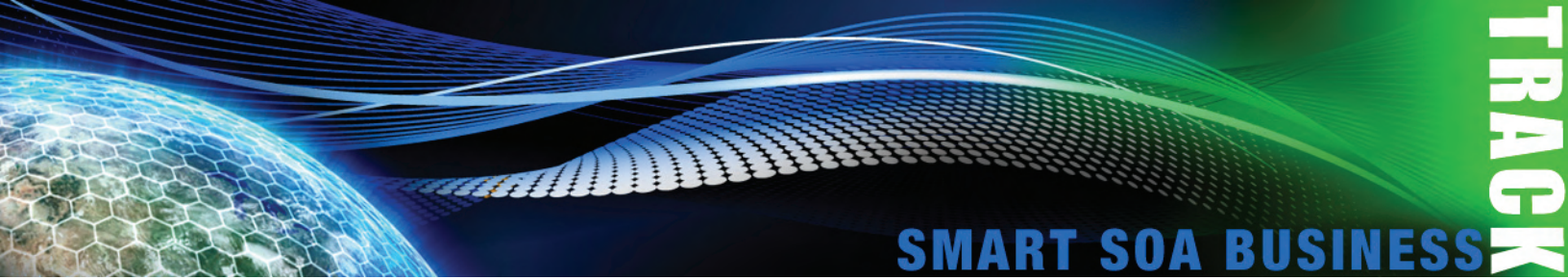
## Sub-track: **SOA Approaches for Green Solutions**

Global climate change and rising energy costs impact every individual and every business. From the increasing number of international and local regulatory statutes, to the rising cost of energy, and growing consumer demand for environmentally responsible products and services, the notion of going green has become a top issue for businesses of all sizes — across all industries. This sub-track will address how SOA can be used to handle the energy and environmental resource challenges in your business. You will learn how to realize cost savings from energy reduction and process efficiencies.

## Sub-Track: **Social Networking to Energize Your Markets**

Nearly everyone is aware of social networks and their popularity in the online consumer world. Less visible though of equal significance, is the way social networking has started penetrating enterprises. The use of Web 2.0 capabilities in the business world will make a significant impact. Employees and organizations are starting to use Web 2.0 technologies such as forums, blogs, wikis and profiles to help streamline team collaboration, energize their markets and communicate with their customers. This sub-track will discuss how to use the power of social networks to increase business efficiency, energize markets, improve information sharing, streamline business processes and enable collaborative efforts.





In every industry, executives are demanding greater agility to deliver unique value and cost savings. Understand how to achieve success with smarter business outcomes, even make the most of fiscal stimulus. This Smart SOA Business Track will deliver unparalleled industry-specific thought leadership with a focus on business and IT examples about leveraging SOA for business success in each of the following industries::

- Banking and Financial Markets
- Insurance
- Communications and Media & Entertainment (M&E)
- Government
- Healthcare and Life Sciences
- Retail, Travel & Transportation (T&T) and Consumer Products (CP)
- Electronics, Automotive and Aerospace & Defense (A&D)
- Chemicals and Petroleum (C&P) and Energy & Utilities (E&U)

## Sub-Track: **Banking and Financial Markets**

Financial institutions are under more pressure than ever to cut costs, effectively manage risk and integrate operations due to mergers, acquisitions and divestitures. Surviving the current economic climate requires an ability to anticipate and react quickly to volatile economic conditions and a changing competitive landscape. This sub-track will provide Banking and Financial Markets executives with insights into becoming more agile and flexible. IBM customers will share success stories about driving a customer-focused bank, winning with algo-trading in the front office, accelerating time to market, renovating back office processes and achieving greater visibility and transparency into risk exposure.

## Sub-Track: **Insurance**

Does the insurance industry really deserve its reputation as slow to change? Not if you take a close look at how some leading companies are competing in today's market. Many are more agile and responsive than ever before. Insurers are reaping the benefits of increased flexibility by reducing operations and claims costs, innovating with their business models, providing fast and responsive service to customers and agents, and quickly bringing new products and services to market. This track will help insurance executives discover new approaches for creating business value through increased speed and flexibility.

## Sub-Track: **Telecommunications and Media & Entertainment (M&E)**

Now, more than ever, communications companies are looking to accelerate their business transformation by aggressively reducing costs, boosting operational efficiency, launching innovative new services and delivering a quality customer experience. This Smart SOA Industry sub-track will feature communications-specific sessions that demonstrate how IBM is helping to provide the framework, experience and tools to succeed in this turbulent time.

## Sub-Track: **Government**

SOA is an IT architectural approach that supports integrating your organization as linked, repeatable tasks or services. With the Smart SOA approach, you can find value at every stage of the SOA continuum, from departmental projects to organization-wide initiatives. Globalization, ecological issues, technological impact and other modern challenges are driving the need for streamlined government collaboration. Connect to protect and serve your citizens in these critical governmental functions:

- Customs, Ports and Border Management
- Defense and Network-Centric Operations
- Digital Communities
- Finance and Administration
- Postal Services
- Public Safety and Homeland Security
- Shared Services (among governments and/or governmental agencies)
- Social Services and Social Security

## Sub-Track: **Healthcare and Life Sciences**

Healthcare is in crisis. Changes must be made or healthcare systems may soon be unsustainable. To succeed, all stakeholders in the industry (also known as the healthcare and life sciences ecosystem) must commit to making these changes and acting with accountability. Healthcare and life sciences stakeholders include healthcare providers (both professional and institutional), payers (insurance companies, health plans and managed care organizations), pharmaceutical companies, medical supplies and durable medical equipment suppliers, academic medical centers, commercial medical laboratories, public health and legislative/regulatory bodies, accreditation/licensing agencies and others.

## Sub-Track: **Retail, Travel & Transportation (T&T) and Consumer Products (CP)**

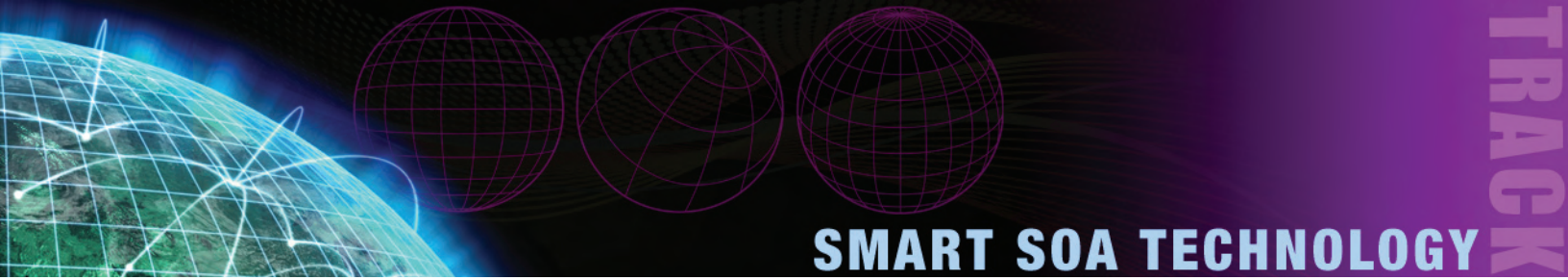
To succeed in today's new economy, businesses in the retail, consumer products and travel and transport industries must adapt to fundamental shifts in consumer behavior. They need to attract new customers and create more advocates, while at the same time continuing to lower costs and create future value. Discover how you can use this new economic environment as an opportunity to deliver these capabilities. Learn how to create loyalty and advocacy through smarter customer experiences, reduce cost and improve business performance through smarter operations and create business value through smarter merchandising and supply chains

## Sub-Track: **Electronics, Automotive and Aerospace & Defense (A&D)**

Reducing costs is more critical now than ever. Operations efficiency across development and supply chain processes that span the globe is critical to electronics, automotive and aerospace and defense companies alike. This sub-track, with industry-specific sessions, shows leadership solutions with proof points for innovation and cost-cutting in the face of uncertain markets.

## Sub-Track: **Chemicals and Petroleum (C&P) and Energy & Utilities (E&U)**

Increasing operational efficiency across the asset-intensive chemicals, petroleum, energy and utilities marketplace needs urgent focus. An intelligent, integrated operation, leading to cost savings and increased revenue, is within reach, even for heterogeneous, long-lived asset environments. This sub-track, with energy-specific sessions, shows how IBM is helping with its Industry Frameworks and expertise for achievement of higher energy production at lower costs and risk.



The Smart SOA Technology track is designed to enable IT professionals to architect, develop, deploy and maintain IT solutions that enable business agility and demonstrate true business value. At Impact 2009, you will learn the key factors and advantages in implementing a SOA project, including the following topics:

- Methodologies for design and implementation of service frameworks
- How to connect business applications that enable an integrated enterprise
- How to implement business processes using technology to ensure that your IT systems are enablers of flexibility and efficiency and not inhibitors of business progress
- How the SOA lifecycle and SOA Governance and Management plays a role in successful implementations

This track covers the latest news and best practices for using the IBM Business Process Management suite of products, including WebSphere Process Server, WebSphere Business Modeler, WebSphere Business Monitor, and the newly-acquired ILOG. It explores the breadth of IBM's connectivity portfolio, including WebSphere Message Broker, WebSphere MQ, WebSphere DataPower®, WebSphere ESB, WebSphere Service Registry and Repository, and WebSphere Business Events. It will demonstrate how enterprise modernization can quickly and inexpensively leverage existing CICS and mainframe applications. This track will show how IBM WebSphere Application Server drives business agility by providing millions of developers and IT Architects with an innovative, performance-based foundation to build, reuse, run, integrate and manage SOA applications and services. This track will also explore IBM's virtualization technologies that optimize the efficiency and productivity of computing infrastructures and improve the utilization of the servers that run them.

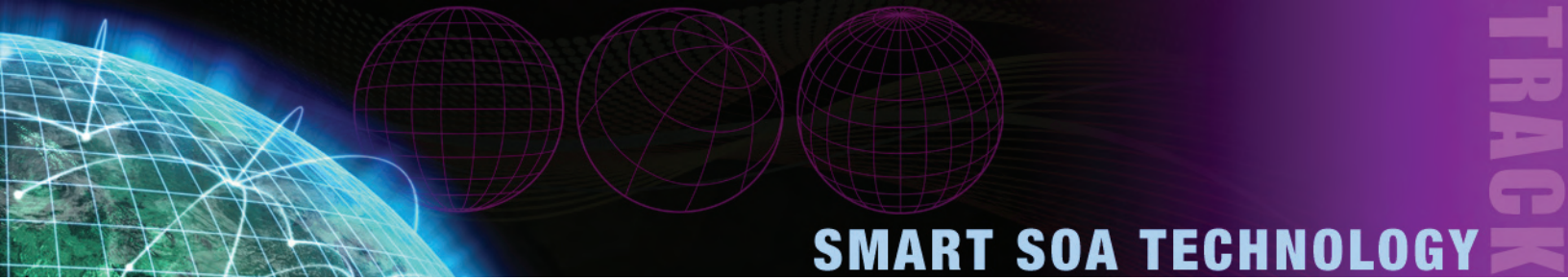
**Sessions include the following information:**

- Latest product updates from the IBM development teams
- Technical product overviews
- Advanced product details
- Best practices developed by experienced practitioners
- Hints and tips from product support
- Case studies
- Customer SOA experiences
- Panel discussions
- Hands-on labs
- Meet the experts

**The technical agenda will have 9 sub-tracks:**

- SOA Patterns and Methodology
- Service Development
- Business Process Management Powered by Smart SOA
- People and User Interaction Services
- Information Services
- Enterprise Connectivity
- SOA Governance
- SOA Infrastructure, Security and Management
- IBM CICS and Enterprises Services





## Sub-Track: SOA Patterns and Methodology

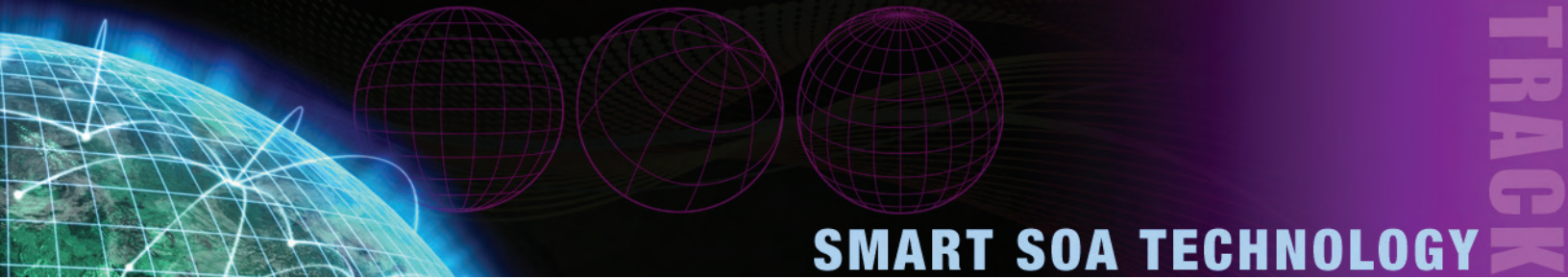
It is a necessity to have a clear business strategy that links business goals with IT. There are many ways to get there. Understanding how a business works and setting priorities can help develop that business strategy. Any number of approaches can lead to the conclusion that SOA is needed. This sub-track will discuss how getting started with SOA is easier with the IBM SOA Foundation — an integrated, open-standards-based set of software, best practices and patterns for SOA. This sub-track will include sessions on all architectural aspects of building enterprise applications with IBM software using an SOA approach. Learn about how to address key SOA design issues. Hear from our experts about the evolution and future direction of Enterprise Java™. Get hands-on experience by architecting SOA services using IBM Rational® Software Architect at the Impact SOA Lab center.

## Sub-Track: Service Development

This sub-track will focus on the tools and methodology that allow you to quickly and easily add new functionality and applications to your company's solutions portfolio. It will also provide the knowledge that's needed to create new applications and reuse existing services to create a totally integrated solution throughout the enterprise. This sub-track will feature sessions on Java 2 Enterprise Edition™ application development using Rational and Eclipse tools, as well as explore other development initiatives such as WebSphere sMash, that provide the agile development of the next generation of dynamic Web applications.

Get the latest updates on Rational Development tooling, learn the best practices to using Open Source, and see how to enhance J2EE applications with AJAX and Web 2.0. Develop RESTful Services using WebSphere sMash at the Impact SOA Lab center.

Learn how and when to use situational applications or mashups that can readily be created by the users themselves with tools like IBM Mashup Maker.



## Sub-Track: **Business Process Management Powered by Smart SOA**

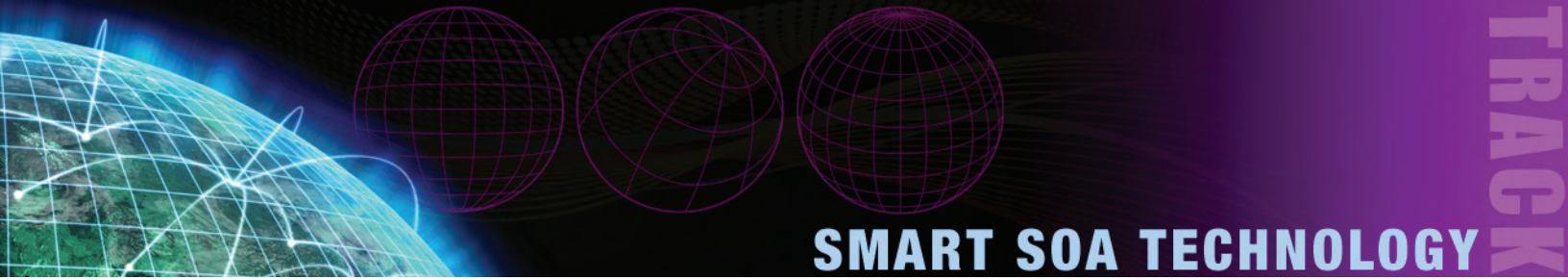
This sub-track focuses on deploying innovative business models quickly with reusable and optimized processes. Through a life cycle approach we can help your business model underperforming processes, remove bottlenecks, then simulate and deploy the optimized process. Next, we can help you create flexible linkages between multiple processes across the enterprise and outside the firewall to suppliers and partners. Then we can show you how to monitor the process to measure and track performance.

The process entry point encompasses a range of software and solutions to enable people to interact with SOA. This sub-track will feature the recent 6.2 release of the WebSphere BPM products. You can take these products for a test drive in the Impact SOA Lab center.

Develop a business model using WebSphere Business Modeler. Learn how to build BPM solutions using WebSphere Integration Developer, then deploy them to WebSphere Process Server and see real business KPI's with WebSphere Business Monitor. Take this opportunity to see how the newly acquired ILOG Business Rule Management System (BRMS) enhances the portfolio.

## Sub-Track: **People and User Interaction Services**

This sub-track focuses on the user experience to help generate innovation and greater collaboration, which enables consistent human and process interaction, thus improving business productivity. Learn how IBM WebSphere Portal and collaborative software extend the portal concept with support for workflows, content management, simplified usability and administration, open standards, security and scalability. Get an update on the latest WebSphere Portal release and learn about AJAX enabled Portlets. See how to enable collaboration and social networking across your enterprise.



## Sub-track: **Information Service**

Business Intelligence (BI) information has been viewed as something that is tightly coupled with the BI application that generates or displays it. Information as a Service accepts the idea that data resides within many systems and repositories, and seeks to free it from silos and deliver it securely and in context across the enterprise. This sub-track focuses on the concepts and tooling that enables Information as a Service. Learn how to leverage your business data in a SOA environment using Master Data Management (MDM) and Enterprise Content Management (ECM). Also learn about federated metadata management using WebSphere Service Registry and Repository, Rational Asset Manager and Tivoli® Change and Configuration Management Database. Hear about new technologies for making Java access to relational and XML databases easier and more flexible.

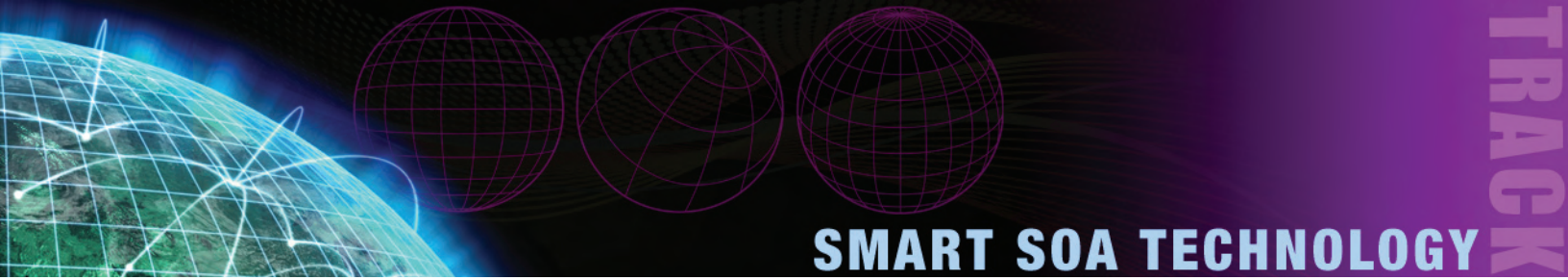
## Sub-track: **Enterprise Connectivity**

This sub-track focuses on services connectivity, an IT-centric entry point to SOA that encompasses a range of software and solutions designed to help simplify your IT environment with a more secure, reliable and scalable way to connect within and beyond your business. This sub-track will help build your messaging infrastructure to leverage existing legacy applications, as well as swiftly and seamlessly integrate new services into the enterprise.

Get the latest updates on new releases of WebSphere ESB and MQ. Learn about ESB design patterns and implementation options. Test-drive the IBM WebSphere DataPower SOA appliance in a hands-on lab. Learn how to deploy WebSphere Transformation Extender maps onto a WebSphere Message Broker environment. Hear the best practices for designing high-performance WebSphere Message Broker solutions.

## Sub-track: **SOA Governance**

SOA solutions require a strong governance model to succeed. Enabling business flexibility while avoiding IT chaos is part of the vital governance mission. This sub-track will feature sessions on the organizational relationships that SOA governance requires as well as how to realize a governance model using policies, WebSphere Service Registry and Repository, and Rational tools. Hear about practical examples of SOA governance policies from customer experiences. Learn how to implement a governance lifecycle from development through deployment, and discover how to ensure flexible and stable IT services.



## Sub-track: **SOA Infrastructure, Security and Management**

This sub-track will enable you to manage and build a WebSphere infrastructure to support your business. This sub-track includes features, functions and futures sessions on WebSphere Process Server and all WebSphere Application Server editions, including Network Deployment (ND), Community Edition (CE) and IBM zSeries®. These topics will help you master techniques for efficiently administering your enterprise systems. Sessions provide an emphasis on performance, security, deployment, best practices, system management and high availability. Hear best practices for large WebSphere topologies. Learn how to migrate JBoss and WebLogic applications to WebSphere. Understand how to optimize a JVM™ for WebSphere. Learn about securing WebSphere applications with firewalls. Gain insight into advanced scripting techniques and hear the latest performance best practices.

This sub-track also features sessions about green technology by demonstrating how software and hardware can be used synergistically to improve the environmental efficiency of a business without violating existing service-level commitments. Additionally, this sub-track provides information about the architecture and technologies that support cloud computing, including virtualization, datacenter automation, complex event processing and system management.

## Sub-Track: **IBM CICS and Enterprises Services**

This sub-track provides the information you need to make the most major product enhancements released in the CICS Transaction Server. It will help you to increase the ease of application integration, enhance application transformation and improve enterprise management. Learn how to manage, secure, monitor and integrate your enterprise CICS environment in a 24/7 world.

Gain insight into the future direction of CICS with our CICS feature session. Hear about the architectural enhancements in CICS operating system. Learn how to implement Web Services in the CICS hands-on labs. Learn about application modernization using CICS Tooling.



# EXCLUSIVE OPPORTUNITIES

## Customer Feedback Program

This interactive feedback program gives you the opportunity to speak to directly with IBM product managers, architects, and designers about your unique requirements, test drive new and innovative features, and help shape the future of those products that you and your organization need to be successful. These sessions are dedicated entirely to understanding and addressing the usability and consumability requirements that you, our customers, need to do your jobs more efficiently.

The Customer Feedback Program offers a variety of sessions —each involving direct dialog with IBM designers, architects, and product managers. You will have the opportunity to:

- Discuss features, functions, and designs of new and existing products
- Test drive new products, tools, and Web sites
- Share feature ideas for a better integrated SOA experience
- Gain insights on upcoming products and strategies
- Talk directly with IBM product managers and designers about your unique requirements

By sharing your experiences and ideas, our teams will be best equipped to deliver highly consumable products that exceed your usability and business requirements enabling you to achieve faster time to value.

## 1-on-1 Consultations with IBM Business Process Management Experts

For Impact attendees only. Limited appointments available at Impact. No additional charge.

### **Your business processes are a source for competitive advantage!**

In today's business environment, the only constant is change. Organizations supported by agile business models and dynamic business processes are uniquely positioned to win.

BPM powered by Smart SOA provides all the capabilities needed to manage an agile business model and continuously optimize dynamic business processes.

BPM will be the main topic of many sessions at IMPACT, and you are also extended an exclusive offer...

### **A complimentary 20-minute consultation!**

Just you, 1-on-1 with a BPM powered by Smart SOA IBM consultant – dedicated to answering your questions and giving you advice.

- May 4 - 7: Monday — Thursday
- Limited sessions available
- First come, first served

Please send your appointment request to Jennifer Moore at [impact09@us.ibm.com](mailto:impact09@us.ibm.com)

Your Impact BPM Consultation Request should include:

- Your name, title, company name
- Your email address
- Phone number you can be reached at IMPACT
- First, second, third day choices – we will try to accommodate your request.
- Question or topic you would like to discuss – we will do our best to line you up with the appropriate expert.

Take advantage of this rare opportunity – today!



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1-09

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