



A Practical Approach to e-business

Turn the hype into Reality — find out how you can build your business into a formidable e-business.

e-business — it's not just a buzz word or passing fad. It's more than just e-commerce. It has become the most cost-effective and practical way for small- and medium-sized business to reach new customers, communicate with trading partners, web-enable traditional business processes, and create a secure, reliable business environment.

Find out how you can leverage the Internet to build your company's e-business presence, turn the hype into reality and maximize your business success. This informative session is designed for value-minded executives looking to grow their mid-sized business into a formidable e-business.

Understand the e-business value proposition as it applies to your company. Discover the benefits of developing your e-business strategy: lower operating costs, enhance customer service and satisfaction, increase marketing reach and improve sales. This is e-business — where the strength and reliability of traditional information technology meet the Internet — not just in theory, but through illustrative case-studies highlighting companies like yours who've realized tangible results and return on their e-business investment.

10-Apr	Houston, TX	1-May	Philadelphia, PA	23-May	Washington, DC
11-Apr	Denver, CO	2-May	Calgary, AB	29-May	Montreal, QC
17-Apr	Boston, MA	8-May	San Jose, CA	30-May	Vancouver, BC
18-Apr	New York, NY	9-May	Irvine, CA	31-May	Seattle, WA
19-Apr	Chicago, IL	15-May	Toronto, ON	5-June	St Louis, MO
25-Apr	Cincinnati, OH	16-May	Indianapolis, IN	6-June	South West Ontario
26-Apr	Minneapolis, MN	22-May	Atlanta, GA	12-June	Charlotte, NC



Learn about and grow your business through a unique global B2B “click and mortar” e-marketplace.



As a special feature, the U.S. Department of Commerce will present a session entitled: "The International Trade Value Chain — How to efficiently and effectively enter and leverage the international marketplace". Please plan to stay for this working lunch session. You can review the Department of Commerce web site after April 1 at www.BUYUSA.com.

Join IBM and its Business Partners for this free half-day session and learn about:

- Starting with an Internet presence to conduct commerce and building it over time
- Web-enabling your core business processes to extract maximum value
- Leveraging information about your customers and their buying behavior
- Creating a secure, highly reliable environment
- An IBM Business Partner Executive Assessment to help you make the right decisions

Call 1-800-426-7777 and specify priority code 101CT007

**Enroll
Today**

Build your business into a formidable e-business.

Visit our website at: www.events-mci.com/practicalapproach