IBM Software

Impact2010

The Premier Conference for Business and IT Leaders

IBM Business Partner Summit
Sunday, May 2, 2010

Keynote and Breakout Session Abstracts

Discover. Interact. Optimize.

MAY 2–7 Las Vegas, NV

General Session Keynote Abstract
11:45 a.m. – 1:30 a.m.

Session	Session Title	Abstract
#3100	**Invest to Win – IBM Business Partner Summit @ Impact General Session**	IBM is investing in you-- our Business Partners so that we can collectively win in the marketplace. Come and kickoff Impact 2010 at the Business Partner Summit keynote and hear IBM WebSphere's top executives preview new announcements across our WebSphere Business Agility portfolio and learn how these announcements can help your customers work smarter. Executives from every discipline within WebSphere will address how we are investing across areas such as sales, marketing, development and services to better enable our partners to beat the competition. Partners will learn why IBM WebSphere is --and will continue to be --the place to invest, to win in the marketplace.

Business Partner Summit Session Presentations Abstracts:
Breakout Sessions I: 9:30 a.m. – 11:30 a.m.

Session	Session Title	Abstract
#3090	**Competing to Win with WebSphere: Interactive Panel Discussion**	Join us for an interactive session as we discuss IBM's top competitors in the areas of Application Infrastructure, SOA Connectivity and Business Process Management. Our panel of subject matter experts from IBM as well as your peers will lead you through a 2-hour interactive discussion where we will dissect the top competitors, their strengths and weaknesses and devise strategies on beating them to win deals. This will include discussions on WebSphere's advantages in total cost of ownership, transaction integrity, performance, development and management efficiency, and many other areas. We'll also cover how to develop a strategy to call on competitive accounts, how to surround and in some cases migrate a customer to solutions based on IBM middleware offerings.

Business Partner Summit Session Presentations Abstracts:
Breakout Sessions II: 1:45 p.m. – 2:45 p.m.

Session	Session Title	Abstract
#3111	**Driving Growth and Delivering Value with Business Partner Marketing Resources from IBM**	Team with IBM to become more profitable and deliver more value to your clients. Your success is our success! Are you taking advantage of the resources available to support your business growth? This session will cover new incentives and programs that can increase margins and maximize your return on investment. Through IBM PartnerWorld, leverage a rich collection of sales, marketing and technical resources and expertise. Grow wallet-share, take advantage of cross-sell opportunities, capitalize on smarter planet initiatives and sales plays, and penetrate the rapidly growing mid-market. Discover the power of teaming with IBM software and unlock your profitability
#3091	**Building off the Base: Upsell your WebSphere Installed Accounts**	Join us for an interactive session of Best Practice sharing on how to build your pipeline, meet your existing customer's business needs and expectations, and make money by understanding natural buying patterns in today's IT environments. Whether your install base is primarily WAS, MQ, Datapower or WPS there are natural fits for opening conversations that lead to opportunity identification and closing business. Come hear examples of success, prospecting techniques and progression tools. Bring your own success stories to share and be a part of a discussion that will earn you money!
#3093	**Prospecting: Getting Time Scheduled with Senior Executives in Target Accounts**	The first step to building pipeline is to get time scheduled with decision makers but with so many great solutions from IBM, it can be challenging to determine the best place to start. In this session, you will hear from Diane Dunkle, one of IBM's top "expert prospectors" on how she has scheduled over 400 senior and director level meetings in accounts in New England and Upstate New York since joining IBM in 2006. Learn about the two most important things you can do to increase your odds of getting on someone's calendar and what you absolutely must avoid doing to increase your chances of success. By learning Diane's "Prospecting with Confidence™" methodology, you will get more meetings which will lead to more pipeline and more closed business in your accounts.

Business Partner Summit Session Presentations Abstracts:
Breakout Sessions II: 1:45 p.m. – 2:45 p.m.

Session	Session Title	Abstract
#3110	**Learn consulting methods to drive business transformation and agility in Health Care**	This session is designed to show you how to bring your customer's business and technical leaders together to solve a specific problem (in this case Patient-Centric Collaborative Care) that is integral to their business. You will learn how to discuss, whiteboard, and collaborate on a key overall business issue within the Healthcare industry to respond to the ever-increasing dynamic and personalized nature of the business networks in which they work. You will have access to key analyst and IBM experts from both the business and technical side which will help you sharpen your business sense, understand how to enhance operational efficiencies, and show your customers how to embrace a dynamic business network to thrive in today's ever changing market environment. The session will illustrate how you can enable business and technical leaders to transform rigid, siloed processes into highly agility interconnected processes by focusing on three areas: 1) Discovering insights to achieve innovation, 2) Maximize the value of business interaction, and 3) Optimize productivity and resources. The session will be industry focused based upon patient-centric collaborative care and will include BPM and SOA Connectivity and Integration solutions.
#3104	**Selling to the Business Decision Maker using Lombardi Teamworks**	The recent acquisition of Lombardi extended options and appeal of the WebSphere BPM portfolio for the line of business decision maker. Join us for an interactive session as we discuss the options Lombardi Blueprint and Teamworks bring to the table when selling to business users trying to solve human-centric process problems. We will also talk about the unique selling approach that made Lombardi and their partners successful with business users.

Business Partner Summit Session Presentations Abstracts:
Double Session: Part 1 - 1:45 p.m. – 2:45 p.m., Part 2 - 3:00 p.m. – 4:00

Session	Session Title	Abstract
#3099	**Cool Cloud Cash Workshop -- Impact 2010 (for IBM Business Partners only)**	Our clients want to be more service-oriented, more efficient, more responsive to changes and more innovative. Clients need to free their budgets for new investments and accelerate the deployment of new capabilities. Cloud computing presents a unique opportunity to offer clients the flexibility to create and sustain differentiation while providing rapid innovation and deployment of business services. This session provides IBM Business Partners and Independent Software Vendors (ISVs) a great opportunity for their Sales and Business Development Executives to learn about Cloud computing and how to get involved and make money!

Business Partner Summit Session Presentations Abstracts:
Breakout Sessions III: 3:00 p.m. − 4:00 p.m.

Session	Session Title	Abstract
#3094	**Finance to Win**	Today's marketplace demands dynamic and new funding sources. Learn how IBM Global Financing can help your clients improve the ROI payback on software acquisitions and conserve cash. IBM Global Financing is a critical lever for you to improve your win rate, increase your profits, enhance your cash flow and grow your pipeline. Hear about offers such as 0% financing for IBM Software and financing for cloud solutions. Learn about key tools and enablement to make it easy to sell financing for smarter IT.
#3101	**Break the Rules! Selling Strategies for ILOG**	Joins us to learn effective selling strategies to win with the new IBM partner offerings from ILOG: ILOG Business Rule Management System (BRMS), enable your clients to adapt and respond dynamically and automate process-based decisions; and ILOG JViews Enterprise, enable your clients to view information quickly and effectively through advanced high-performance custom interfaces and displays for your applications and solutions. Understand the offerings. Learn how to identify opportunities, beat competition, and manage deal flow. In the end, deliver new and greater value to your clients. This session will be focused on selling strategies for the ILOG offerings. We will outline next steps to get started, how to get help, and where to get deeper information at IMPACT: live demos, technical sessions, 1:1 expert meetings, case studies, and where to find subject matter experts.
#3092	**Leveraging IBM's Industry Frameworks to Accelerate SOA and BPM Solution Delivery**	Business partners, be it SIs or ISVs are looking for ways to accelerate delivery of SOA & BPM solutions to provide early ROI to their customers as well as to improve their own bottomline. In the conundrum of "BUILD" versus "BUY" many implementations miss the middle of the road approach of leveraging industry frameworks. SourcePulse has effectively proven the use of industry framework and accelerator approach on WebSphere SOA and BPM platform to deliver customer solutions. This session will showcase examples from SourcePulse to provide insight into how WebSphere business partners can leverage industry ramework approach in their BPM projects.

Business Partner Summit Session Presentations Abstracts:
Breakout Sessions III: 3:00 p.m. – 4:00 p.m.

Session	Session Title	Abstract
#3157	**Strategies for Driving WebSphere Connectivity and Integration Solutions into New and Existing Client Opportunities**	Join us for an interactive session that promises to showcase the new and enhanced WebSphere Connectivity & Integration solutions your can use to expand your existing client base as well as drive new client opportunities. In this session you will learn about key adoption patterns for WebSphere integration solutions and how those enable business agility and cost optimization in today's dynamic, budget-conscious world. Come hear what's new, what's enhanced, and the latest proven strategies for selling WebSphere MQ to customers rolling their own messaging; how FTP is unreliable for industry scenarios requiring a more robust solution like MQ File Transfer Edition; how the WebSphere ESB portfolio can enrich MQ deployments; how WebSphere Transformation Extender industry packs are a perfect fit for ESB customers needing standardized industry transformations; and how WebSphere DataPower appliances can be used to penetrate WebSphere competitive accounts.
#3156	**Grow Your Revenue by Leveraging WebSphere Application Infrastructure**	Join us for an informative session where we'll look at how WebSphere Dynamic Application Infrastructure can help your clients increase business agility while optimizing costs across applications of all types. We'll examine the latest across WebSphere Application Infrastructure including: cloud, virtualization, data grids and even open source-based solutions. We'll talk about the latest enhancements to the WebSphere Application Server family including the latest Feature Packs. We'll highlight the key "amplifiers" that make application infrastructure more virtual, dynamic, elastic, and simplified. We'll look at ways you can use these amplifiers to drive new business opportunities. We'll cover solutions for intelligent application management and we'll look at how extreme transaction processing enables your client's application infrastructure to be elastic in the face of extreme demands.