

IBM Software

Impact2010

The Premier Conference for Business and IT Leaders

MAY 2-7 Las Vegas, NV

Right now there are companies seamlessly collaborating among their employees, business partners, and customers. Right now there are businesses adapting quickly to changing market conditions. And right now there are competitors getting the right information to the right people at the right time – every time.

How are these companies are working smarter, not harder?
Find out by registering for Impact 2010. Right now.



Media & Entertainment at Impact 2010

20th century media corporations built empires and accumulated tremendous value around carefully controlled brand images, marketing messages and content. But technology changes everything, and fast. The 21st century global information market is comprised of 24-hour news, entertainment and information on billions of intelligent devices. Today's business users and consumers have a virtually limitless set of choices on how, when and where to get content and information from an array of business models such as advertising-based, subscriptions, social networks, pay-per-view, and video on demand.

As the media and entertainment industry continues their fundamental shift to digital production and distribution across multiple channels, IBM is helping our clients to become smarter -- as they instrument their core processes, create more intelligent and automated workflows and connect more directly with partners, businesses and consumers. We are building the foundation of standards and software that provides the capability to create an agile and efficient digital supply chain that allows media companies to quickly bring new products to market and meet the increasing demands of the digitally-savvy customer.

Sessions include:

- *BPM helps Broadcasters Take Out Cost and Improve Supply Chain Efficiency*
- *British Sky Broadcasting's Experiences using the WebSphere CloudBurst Appliance V1.1*
- *When and How to Innovate your Business Model*
- *Working Smarter with Information & Analytics*

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