You're Invited to an
Executive Briefing:

System z Vision
Comes to You

When things are running smoothly, and IT is delivering on its goals, it can be difficult to visualize improvements. After all, what's the urgency? There's just one: The competition. Shifts in the market can occur almost instantaneously – your competition discovers a faster way to access information assets, a process that can be automated to reduce costs, or a better approach to securing transactions – and suddenly, there's a new market leader.

That's why IBM mainframe solutions continue to evolve, to help you keep your competitive edge while planning for the challenges that are certainly ahead of you. Take a fresh look at the System z™ capability to drive an enterprise by joining us for a half-day Executive Briefing at the Dallas World Aquarium in Dallas, Texas, on November 29, 2007.

Our executive speakers will discuss powerful new System z software that helps reduce costs and improve flexibility, security, compliance and access to information through central resource management. You'll learn from the decisions your peers are making, and see how System z fits in with a long-term strategy for effective delivery of business results.

In this half-day session, you'll hear about the IBM mainframe software strategy and new System z solutions to reinvigorate the System z ecosystem. We'll discuss new software technologies for platform modernization and simplification that enable companies to leverage System z for control of critical resources.

System z has long been the ideal platform for workloads that require high transactional throughput, reliability, security and availability. But how you determine whether it's still the best choice for new types of business applications? We'll look at the unique requirements of SOA applications, using real-world customer scenarios, so you can make well-informed decisions.

We'll also explore how you can derive new business value in innovative ways by freeing structured and unstructured information from silos and making it available in context to people, processes, and applications. The result can be reduced costs of managing data, in addition to simplifying your infrastructure and reducing a variety of risks.

At the conclusion of these presentations, we will convene for a cocktail reception, where you will have the opportunity to meet and speak with the presenters.

Agenda

1:00 P.M.	**Introduction and welcome**
1:15 P.M.	**System z software strategy and technology update**
	Dot Alexander, Vice President, Americas System z Software Sales
2:15 P.M.	**Break**
2:30 P.M.	**When and why to deploy new workload to System z**
	Yvonne Perkins, Vice President, WebSphere®, Enterprise Platform Software
3:30 P.M.	**Information on Demand - Maximizing the capabilities of System z**
	Dan Wardman, Information Management Mainframe Software
4:30 P.M.	**Summary and Close**
4:45 P.M.	**Reception**

We look forward to your attendance at this special event.

Register today at **ibm.com**/software/zseries/execbrief/dallas

IBM ®