

## Modern Mainframe at the Heart of Your Business

*Attend one of our free technical education seminars to learn about the ongoing value of IBM System z mainframe*

If workloads were shrinking and costs were never an issue, you might be able to get by without a mainframe. But the truth is – in virtually all successful businesses – workloads are increasing in numbers and growing in size. Yet business still demands near-perfect reliability and efficiency in processing them, while stretching staff productivity to its limits. It's time to take a fresh look at the mainframe and its continuing value in the delivery of goods and services.

It may be the cost of labor to run existing applications that sends you in search of the latest technology, or it may be the need for pure computing power to deploy new applications. This seminar will reveal the secret that many IBM customers already know ... when mainframes run huge workloads at high utilization, they are the lowest cost and most reliable platforms available today.

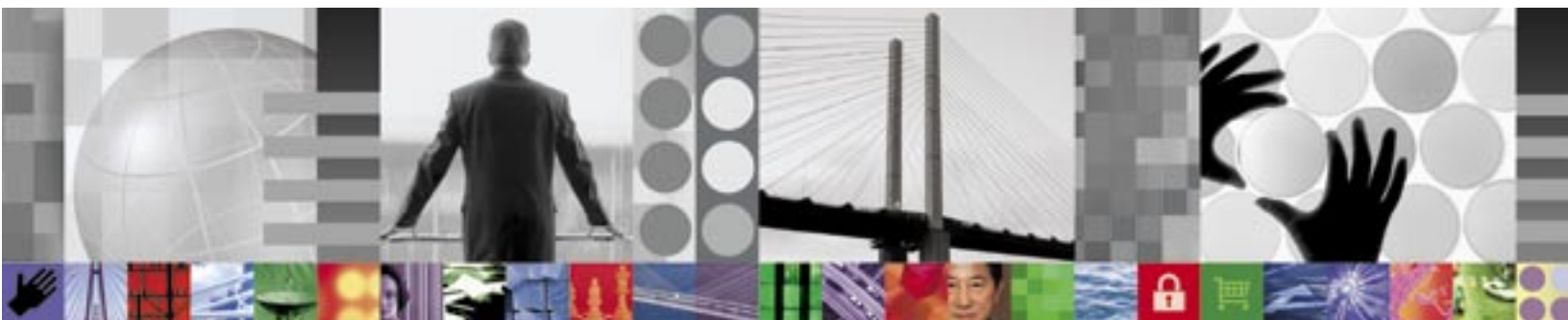
In this one-day System z™ technical briefing, **Modern Mainframe at the Heart of Your Business**, you'll learn how to:

- *Increase programmer productivity using new development technology*
- *Run new WebSphere®, Linux™ and data warehouse workloads*
- *Leverage CICS®, which now supports native SOA capabilities, to build an On Demand business*
- *Gain competitive pricing with new zIIP, zAAP and IFL processors*
- *Manage labor costs with the mainframe economies of scale*

For those who are already familiar with System z, you'll see many IBM software solutions in action, including WebSphere Developer for System z, CICS Transaction Server, WebSphere Application Server, WebSphere Process Server, DB2® and OMEGAMON®, illustrating how the use of this integrated technology on the mainframe can help you stay competitive in today's marketplace.

### Register online today!

Visit [ibm.com/software/seminar/mainframe](http://ibm.com/software/seminar/mainframe) right now to locate the seminar nearest you and register online today.



## Agenda

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8:30 - 8:45 A.M.	Introduction to next-generation requirements
<i>SOA – The foundation of your next-generation solution</i>	
8:45- 9:30 A.M.	Specialized offerings for your customers
9:30 - 10:10 A.M.	Tools for rapid development and deployment
10:10 - 10:25 A.M.	<i>Break</i>
<i>A mainframe primer - Clustering to achieve scale</i>	
10:25 - 10:55 A.M.	Mainframe clustering
10:55 - 11:30 P.M.	Continuous availability
11:30 - 12:30 P.M.	<i>Lunch</i>
<i>Optimize customer relationships by consolidation</i>	
12:30 - 1:20 P.M.	Consolidating data on System z
1:20 - 2:00 P.M.	Consolidating applications on System z\
2:00 - 2:15 P.M	<i>Break</i>
<i>Business demands on technology</i>	
2:15 - 2:45 P.M.	End-to-end security and compliance
2:45 - 3:15 P.M.	IT Service Management
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3:15 - 4:00 P.M.	Delivering next-generation solutions at the lowest cost

## Locations and dates

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**Minneapolis** **October 2, 2007**  
IBM  
650 3rd Avenue South  
Minneapolis, MN  
Lake Superior A & B, 319 & 320

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**Montreal** **October 4, 2007**  
Fairmont The Queen Elizabeth  
900 Rene Levesque Blvd. W  
Montreal, Quebec  
Canada

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