



Capitalise on digital innovation. Embrace, adapt, reinvent – and win.



From cloud-based platforms to rapidly growing mobile technologies, digital innovation is causing a seismic shift in the way organisations engage customers and stakeholders. Industries and professions are evolving. And data and analytics are increasingly driving competitive advantages.

Forward-thinking organisations are capitalising on these shifts, transforming how they do business with new systems of engagement. More specifically, they're using data and cognitive technology solutions like IBM Watson™ to uncover insights and drive better decisions. They're shaping business models around cloud-based IT delivery platforms. And they're engaging increasingly empowered mobile customers by embracing new IT services and capabilities.

At the same time, they're discovering how they can fully leverage existing technology investments, integrating new systems that interact seamlessly with current IT infrastructures and systems of record.

To find out how you can capitalise on digital innovation, [join us](#) at Lord's Cricket Ground in London for Changing the Game – Digital Innovation. This IBM event will help you leverage new technologies, mobile strategies and powerful analytics to propel your enterprise forward. You'll also hear insights from leading IBM experts, Business Partners and customers as they share how you can securely:

- Transform your business around a mobile infrastructure
- Adapt faster than your competition to address new markets and opportunities
- Understand and implement smarter process linkages and integration
- Leverage the data explosion generated by sensors and mobile devices
- Connect and engage with customers in new and meaningful ways

Following the event, there will be drinks, canapés and an opportunity to have a specially arranged tour of Lord's, the number one cricket ground in the world, now in its 200th year.

While attendance is complimentary, spaces are limited so please [register now](#).

We look forward to seeing you there!

Changing the Game with Digital Innovation
Wednesday 4 June 2014
Lord's Cricket Ground, London
8.30am – 5pm, followed by drinks and canapés

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