

IBM Software

# Impact2010

The Premier Conference for Business and IT Leaders



**IBM and Partners: Get Ready for Impact 2010**

**Discover. Interact. Optimize.**

**MAY 2-7** Las Vegas, NV



# Impact 2010



**Devi Gupta**  
Vice President of Marketing



**David Wilson**  
Director of WW WebSphere  
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# Impact 2010 – Business Partner Focus

*Prolifics Experts, Customers Presenting on a Wide Array of Topics*

## **Approach to Design and Implement Robust SOA**

Proven best practices across web services / SOA lifecycle

## **Extending MQ**

File transfer and monitoring strategies

## **Seeing BPM in Action**

Up Close – Customer Case Study in health care

## **IBM WebSphere as Strategic Platform at Huntington Bank**

Important roles business partners play with customers

***Impact 2010 also offers educational & certification programs,  
and the chance to network with YOUR customers and partner***

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# TOP TEN REASONS TO ATTEND

# Impact2010

The Premier Conference for Business and IT Leaders

10. Get a year's worth of education from the most experienced business & technology leaders in the world.
9. View the latest technology advancements from conference Sponsors...you could be one too.
8. Network with the best in the industry and build a lifetime of new contacts critical to your business.
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1. Impact 2010 is the Premier Conference for Business and IT Leaders





# IBM Impact 2010

## See You in Las Vegas, May 2-7

Keynotes  
&  
Speakers

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Preview of some of the forward-thinking guest speakers who will grace the stage May 2-7 at Impact 2010

Programs  
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Impact 2010 offers programs for Business Executives and IT Professionals. Begin with the [Program & Track Overview](#) to identify sessions that focus on solutions designed for your business.

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Secure your reservations to join us May 2-7 in Las Vegas, NV. Company package pricing available through the exclusive **Company Pass Program** or consider the new **two-day pass**.

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