

Guide to Impact 2010

Premiere Conference for Business & IT Leaders



Nancy Pearson

*VP, BPM, SOA and WebSphere
Marketing*



Impact2010

The Premier Conference for Business and IT Leaders

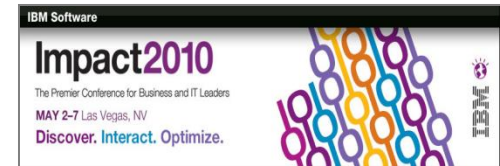
Discover. Interact. Optimize.



Impact 2010 – What's NEW this Year

The Premier Conference for Business & IT Leaders

With more than **5,000 expected attendees** – the event brings company executives and technologists together to learn more about how to align their business objectives



www.ibm.com/impact



An Enhanced Smart SOA and BPM Technology Program

Demonstrating IBM's leadership in **BPM, SOA & WebSphere technologies**
Over 400 sessions offering a wide array of success stories, education, lectures, workshops, hands-on labs and networking opportunities

Dedicated Business Program sponsored by Top Sponsor

Forbes to sponsor our Business Program



Speakers: Richard Karlgaard,
National Editor for Forbes

IBM's Industry Expertise showcases how clients can work smarter



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An Enhanced Smart SOA and BPM Technology Track

- A wide array of implementation success stories, education, lectures, workshops, hands-on labs, and networking opportunities, designed to maximize the skills of IT executives and professionals
- Over **320 sessions cover** the latest in BPM, WebSphere, and SOA technological advancements
- Big focus on **Cloud at Impact 2010**, with 38 sessions plus a Cloud Zone that will showcase 16 Cloud Ecosystem partners with solutions enabled with WebSphere
- A new **Product Technology Center** offering more than **25 open labs**, tech zones and product demos integrating networking, hands-on training and other social learning into a single program
- A **state-of-the art Solution Showcase Center** designed to feature more than 80 business partners and **70 IBM exhibitors** demoing the latest technology across IBM

Unique Promotions to Attract the Technical Audiences – Here are two examples

IDN Awareness Webinar

- Feature four IBM SMEs on Impact 2010
- Broadcast date on April 1st

Topics:

- SOA/Smart Work – Rob High
- Connectivity – M-T Schmidt
- AI/Cloud – Jerry Cuomo
- BPM – Angel Diaz

Multiple Email Drops:

- 600K Impressions
- Target 400 registrations – over 270 to date



IDN Podcast Plus

- Five Podcasts (10-12mins long), audio recorded in March and distributed via comms in early April.
- Targeting IT & LOB

Topics:

- Smart Work /Smarter Planet – Craig Hayman
- What's New at Impact – Nancy Pearson
- Value to BPs – Dave Wilson
- The Techi Stuff at Impact – Rob High
- Expanding BPM scope – Pierre Haren



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World-Class Programs for LOB & IT Professionals

Business Program	
Tracks	Tracks
Industry Solutions for Working Smarter	Workforce Optimization
Business Agility & Change Management	Enhancing your customer's experience
Insight & Innovation	Executive Education
Winning at Globalization	

Smart SOA & BPM Technology	
Tracks	Sub-Tracks
Business Process Management	<ul style="list-style-type: none"> • Process Design, Development & Modeling • Process Monitoring • Dynamic Processes with Business Rules & Events • Process Management Infrastructure
Dynamic Application Infrastructure	<ul style="list-style-type: none"> • WebSphere Application Server Infrastructure • CICS • Security & Management • Performance, Scalability, Cloud & Virtualization
SOA Connectivity & Integration	<ul style="list-style-type: none"> • Messaging Infrastructure • Messaging design and mediations • Enterprise Service Bus • Messaging System Management, Performance & Security
Application Development	<ul style="list-style-type: none"> • Java Development and Open Source Frameworks • Web 2.0 • Development Tools
Service Oriented Architecture, Governance	<ul style="list-style-type: none"> • Architecture • Governance • Entry Points • Policy & Security
Implementing Integrated Industry Solutions	<ul style="list-style-type: none"> • Banking and Financial Markets • Insurance • Government • Healthcare and Life Sciences • Retail, Consumer Products and Travel & Transportation • Energy & Utilities • High Tech and Manufacturing Industries • Communications Service Providers and Media • Cross Industries

NEW **Business Agility NOW!**
Interactive Symposium

- Targeted to a combined Business and IT audiences to address specific business challenges.
- Interactive Workshops to allow for company executives and technologists to come together to and address specific business and technology challenges

For more information, please contact:
pennyhil@us.ibm.com

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Top Class Agenda Lined up for our General Sessions

Outstanding External Speakers: Thought-Leader, Business Journalist & Futurist Inventor



*Harvard Business Professor,
Rosabeth Moss Kanter*



*Business Anchorwoman
from Thomas Reuter,
Carrie Lee*



*Futurist & Inventor,
Raymond Kurzweil*

Clients Videos & On-Stage



CardinalHealth



Entertainment & Talent

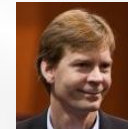


Comedian, Frank Caliendo



Illusionist, Macro Tempest

The best of the best IBM Speakers



*Steve Mills, Robert LeBlanc, Craig Hayman, Nancy Pearson, Beth Smith, Shanker Ramamurthy, Rob High,
Jerry Cuomo, John McLean, David Lindquist, Bridget van Kralingen*

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A Focus on Business with Forbes at Impact 2010

Forbes Business Leadership Forum *Shaping the Future for Business*

Mini Main Tent – May 3



IBM – Bridget van Kralingen

Topic: *The IBM Transformation to a Globally Integrated Enterprise*



Forbes - Rich Karlgaard

Topic: *Innovation & Business Transformation in Today's Dynamic Environment*



Forbes Participation at Impact

- **Mini Main-Tent:**
 - **Forbes Topic:** Innovation & Business Transformation in Today's Dynamic Environment
- **IBM Topic:** The IBM Transformation
- **The Future of Work Panel Moderator**

Forbes Promotion Details

- Direct Mail: 50,000 pieces
- Multiple (4) Email Drops: 500K Touches
- Featured on Forbesmagazine.com
- Featured on Forbesconferences.com
- Co-sponsorship of the Forbes Business Leadership Forum
- Use of Forbes name & logo on signage, deliverables, promotional pieces






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Snap-Shot of Top Thought Leader & Academia Speakers

	<p>Topic: Improving Financial Performance through Business Technology Convergence Faisal Hoque - CEO of BTM Corporation and a former senior executive at GE</p>
	<p>Topic: New Business Models Realized from Social Computing and the Promise of Cloud Michael Hugos - Mentor & author. Twice received the CIO 100 Award (2003 and 2005). Also co-facilitator of interactive session: Smart Play @ Work: the Impact of Serious Games</p>
	<p>Topic: Business Demographics: The Effects of Emerging Markets, Immigration, and Global Aging on the Marketplace Jim Johnson – Distinguished Professor of strategy and entrepreneurship at University of North Carolina and director of the Urban Investment Strategies</p>
	<p>Topic: Building a Pipeline for Innovation Stefan Lindegaard - Copenhagen-based speaker, network facilitator and strategic advisor on the topics of open innovation and intrapreneurship. His book, “The Open Innovation Revolution,” will be published in June by John Wiley & Sons, Inc.</p>
	<p>Topic: Developing a World-Class Selling Organization in an Economic Downturn Dave Roberts – Professor at University of North Carolina Built the sales curriculum that complements the finance and marketing areas and has one of the few top business schools. The school recently launched the Center for the Integration of Marketing and Sales (C.I.M.S.), with Professor Roberts as its lead.</p>

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A Focus on IBM's Industry Expertise



Eight Industry Executive Roundtables

- Monday May 3rd, 5:15pm
- A client invitation only Executive Hosted Roundtable
- Followed by an elegant private reception for further networking

Industry Zone at Expo for a Complete IBM Story

- Industry solutions will be showcased via eight industry peds in the Industry Zone
- Interactive industry scenarios told from the business perspective demonstrating IBM's value
- Product Development Integration Framework highlighted with focus on integration and business process optimization

Strong Business Track Sessions with Customer Speakers from across all industries

- Highlighting customer speakers from **Airbus, BMW, Bank of America, AT&T, Kaiser Permeante, Home Depot and many others**

Executive Industry Lounges

- One hour Industry Business Value Assessments (IBVAs) consultations will be hosted free to our clients through our IBVA team
- Comfortable networking room for client meetings and deep dive discussions
- "Hall of Fame" table/wall posting with continuous framework presentation, videos played
- Kiosk for people to view files and send to themselves
- Ad hoc meetings for industry executives and customers



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Over 250 Top Client Speakers in both Programs across All Industries



**70 Business Sessions
90% led by clients**

Business Program Topics

Mitigate Business Risk	Contain Risk in Mergers and Acquisitions	Real-Time Decision Management	Developing a Winning Strategy for Leadership
Seize Emerging Opportunities	ROI of globally integrated operations	Dynamic Business Processes	Building a Pipeline for Innovation
Business Intelligence and Predictive Analytics	Global Data Privacy Laws	Smarter Supply Chains	Building a Highly Effective and Transforming Sales and Marketing Force
Product & Service Innovation	Tapping Emerging Markets for Revenue and Profit growth	Efficient Planning & Scheduling	Business demographics: The effects of emerging markets, immigration, and global aging on the marketplace
Organizational Change	Driving Innovation and Performance with Smarter Collaboration	Business & IT Alignment	Improving Financial Performance through Business Technology Convergence
Environmental Innovation	Social Networking for the Enterprise	Governance, Risk & Compliance	Motivating and Managing your team in a down economy
Using Social Media to Expand Reach and Maintain Consistency	Enabling a Mobile Workforce	Loyalty and Promotion Management	New Business models realized from Social Computing and the promise of Cloud
Service Based Delivery and Clouds: Letting Go While Retaining Control	Smart Work	Resource Planning and Scheduling	Fast ROI through Personalization and Customization

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In addition IBM's expertise – Impact 2010 will showcase our top Business Partners

Over 55 Partners

Diamond Sponsor



Platinum Sponsor



Gold Sponsor






Silver Sponsor










EXHIBITOR:

OpenLogix
Genuitec
Prosoft CyberWorld
Avada Software
OPNET
TriTek
SureSecure
Solutions

EXHIBITOR:

IBM-Dev Test
Novell/IBM
Kana
ESRI
Splunk
ASG
Sipera Systems

CLOUD ZONE:

iTKO
Wavemaker
SOASTA
ZSL
Kaavo
Core Technology
Limited
NetSuite
Navajo Systems
NaviSite
Corent Technology
Dassault Systems

zZone:

Trident
Primeur
Host Bridge
Interskill
Rocket Software
Progress
DataDirect
Chordiant
OpTier

INDUSTRY ZONE:

Summa
CrossView
FICO
Manhattan

AFFILIATE:

SYSCOM
Princeton Blue

Other Key Exciting and NEW Innovations at Impact 2010

An enhanced Smart SOA and BPM Technology Program:

- Over 400 dedicated with tailored workshops and hands on labs

A state-of-the art Solution Showcase Center!

- More than 100 demos from IBM and IBM Business Partners

A new Product Technology Center offering:

- Hands-On Labs, Open labs, tech zones, and product demos
- *Certification, Certification, Certification*

An Increased focus on IBM's industry expertise

- 300+ industry leading experts on site
- Dedicated industry zone at the EXPO plus targeted industry roundtables

A new Interactive Symposium

- Bringing LOB and IT together in consultative sessions

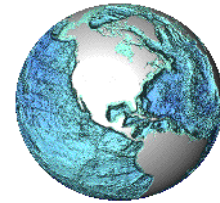
A new and improved Track structure with:

- 200+ client speakers, 50 Birds of a Feather sessions, & free certification testing

A new Two Day Business Program that will focus on:

- With 200 sessions focused on real business issues such as optimizing business processes, improving decision management, empowering the changing workforce, and globalization
- Register today and leverage the *two day pass* for **\$950**

A Global Event



Clients representing
1,200 unique
companies from over
50 countries WW

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ACT NOW: Register today

- **Register for:**
 - Two Day Pass - \$950
 - Full Conference Pass - \$2,150
- **Or take advantage of the Company Pass**
 - Premier Level (35 Passes) - \$45K
 - Advantage Level (10 Passes) - \$12.8K
 - Standard level – (5 Passes) \$6.4K

Visit our website - go to www.ibm.com/impact




The screenshot shows the IBM Impact 2010 website homepage. At the top, there's a navigation bar with 'Home', 'Solutions', 'Services', 'Products', 'Support & downloads', and 'My IBM'. Below this is the main header with the 'IBM Software Impact 2010' logo and the tagline 'The Premier Conference for Business and IT Leaders'. The dates 'MAY 2-7 Las Vegas, NV' are also present. A prominent call to action reads 'Discover. Interact. Optimize.' and 'Join us as thought leaders share insights to unlock your business potential!'. Below the header, there are several content blocks: 'Impact 2010 will redefine how you work smarter', 'Register Now!', 'Become a sponsor or exhibit!', 'Thought leaders share their insights at Impact!', 'Hundreds of Business and Technical sessions', and 'Top 5 reasons to attend this conference'. The right sidebar contains 'Impact 2010 Registration & Conference Details', 'Guest Speakers & General Sessions', 'Review Conference Sessions', 'Sponsorship Opportunities', 'Stay Connected with Social Media', and 'Preview Impact Sessions'.

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The Top **5** Reasons to Attend **Impact2010**

1

Come to a one-stop venue for world-class SOA, BPM and WebSphere technical education plus hands-on labs, technical training and certifications

2

Get the best-in-class business education by attending sessions in the Forbes-sponsored Business Program with topics focusing on real business issues

3

With more than 5,000 attendees expected – network with top executives, developers, architects and industry analysts from around the globe

4

Visit the state-of-the-art solution center, featuring over 100 product demonstrations by IBM and IBM Business Partners

5

Can't beat the value – whether you take advantage of the two-day pass or the five-day pass, there is a package just right for you

Register today at www.ibm.com/impact

Check Out Our Other Impact 2010 Podcasts

- How IBM's Smarter Planet strategy helps companies work smarter
- Craig Hayman, General Manager, IBM Application and Integration Middleware
- How IBM is expanding its breadth for BPM for enhanced value to clients
- Presented by Pierre Haren, CEO ILOG
- Value of Impact 2010 for our Business Partners
- Presented by Dave Wilson, Director WebSphere Channels
- Architects Guide to Impact 2010
- Rob High, IBM Fellow, Chief Architect

www.IBM.com/IMPACT

The screenshot shows the IBM Impact 2010 website. The header includes the IBM logo, navigation links (Home, Solutions, Services, Products, Support & downloads, My IBM), a search bar, and a user login area for 'Welcome Fideky Carter [id you?] [EN] Sign in >'. The main banner features the text 'IBM Software Impact 2010 The Premier Conference for Business and IT Leaders MAY 2-7 Las Vegas, NV'. Below the banner, there are several promotional sections: 'Impact 2010 will redefine how you work smarter', 'Register today!', 'Become a sponsor or exhibitor!', 'Thought leaders share their insights at Impact 2010', and 'Top 5 reasons to attend this conference.'. The right sidebar contains 'Impact 2010 Registration & Conference Details', 'Guest Speakers & General Sessions', 'Preview Conference Sessions', 'Sponsorship Opportunities', and 'Preview Impact Sessions'.

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