

Vance McCarthy: And hello again. This is Vance McCarthy with another in our series of executive conversations about what is happening at this year's IBM Impact 2010 SOA and BPM Conference. And for this conversation, I am joined by **Nancy Pearson**, IBM Vice President for BPM, SOA, and Websphere Marketing. Nancy, thanks for being with us.

Nancy Pearson: Hi, Vance. Thanks.

Vance McCarthy: You know, one of the things that I think that's so compelling about this year's impact is that you've been really focused on driving both IT and business content. Give us an overview of what you think is most compelling about IT and business attendees for impact.

Nancy Pearson: Sure. Well, each year we try to continue to innovate and embellish what we learn from clients, in terms of their interest area and really what's important to them in the roles that they play within their companies in order for them to be successful. So in fact, one of the important things about the Impact 2010 Conference this year is that it's the premier conference for business and IT leaders. And we have an expectation of over 5,000 attendees. And we've crafted an agenda and speakers to really support that. So we've significantly elevated a focus on our business track. And this year, we have *Forbes Magazine* sponsoring our business program.

There are a number of sessions that we have targeted to business leaders. And at the same time, we're still going to be offering the terrific quality and array of content that we have around our technology program. We've got over 400 sessions there with a wide array of success stories, client speakers, education, lectures, workshops, and hands-on labs.

So we're really looking at the combination of the content that we know is important to our business leaders and content that continues to be important to our technology audience. And in most cases, our technology audience is also looking to embellish their skills to understand and contribute more from a business perspective. So we think it's a winning agenda.

Vance McCarthy: And as a matter of fact, the topics are compelling, but the speakers that deliver about the topics, also are pretty powerful.

Nancy Pearson: We wanted to make sure that we had the right mix of client speakers, analysts, thought leaders, technical experts, people from academia. We've got Harvard Business Professor **Rosabeth Moss Kanter**. She is going to be one of our general session speakers, and she is going to be talking really about the role that corporations play in society, linking that to our smarter planet initiative. She is also the author of *SuperCorp*. You're probably familiar with that book, very popular, on the best seller list.

And then, in addition, we've got a business anchor woman, **Carrie Lee**. She is going to be talking about what she's witnessed and demonstrated from a business trends perspective. She has interviewed a lot of corporate leaders around the world, understands what's happening in that space, and she very nicely ties that to our agenda.

And then **Raymond Kurzweil**, a futurist inventor, again, looking at the right mix, thought leadership, technology, and hands on experience in really delivering value, as well as from a business perspective, that array of real engagement with key clients.

We've got a number of customer speakers from VISA, from Ford, Cyber Source, you see some of them mentioned here, and terrific business partner sponsors as well. And then a cadre of IBM speakers in all, you know, all of our fields, all the way from senior level executives to our, what we call our technology rock stars. So I'm really excited about the right mix of speakers that we have, and again, apply to the right content, in terms of our technology track and our business track.

Vance McCarthy: And I see you also haven't neglected the ability to kind of let my hair down after I've taken in all this good content. You've got some great entertainment lined up too.

Nancy Pearson: Yeah. Well, you know, we really do have an intense agenda for our clients and our audience. So it's really nice to be able to provide a little bit of entertainment throughout, mixed in with this great content. So we've got comedian **Frank Calliando**, an illusionist **Marco Tempest**, and we've been able to check out some of their acts and it'll be a lot of fun. We've also got music

and some bands, and all kinds of things that I think our audience will find exciting and inspiring.

Vance McCarthy: It sounds like a great mix of work and play at this year.

Nancy Pearson: Exactly.

Vance McCarthy: You know, one thing that you mentioned in the set up for this conversation is that Forbes is co-sponsoring some content and a program at Impact this year. Tell us a little bit more about that.

Nancy Pearson: Yeah, you know, the idea behind having Forbes sponsor the business leadership forum really came from the thought that in order to really grow and inspire people from a business perspective, we need the right mix of internal and external speakers. And so, and we have **Rich Karlgaard** from Forbes, who is the editor. And he gonna be able to bring a great perspective, in terms of innovation and business, and really, the ability around transformation in today's business environment.

Then, we've got our internal speaker, **Bridget Van Kralingen**, and she is going to be talking on the topic of IBM transformation to a globally integrated enterprise. A lot of our clients are very interested in how IBM has been able to change their business. She will be able to deliver that information. And it's a very inspiring story, at the same time, you know, really understanding the trends that are going on out in the marketplace is really key.

And very important, is the individual sessions that we're offering in support, over 70 dedicated business sessions, everything from how to leverage global market initiatives to what it takes to become a globally integrated enterprise, how to work on skills, how to inspire workers, all kinds of topics as well as panel discussions with key leaders, in terms of certain businesses and industries. So we think this is really gonna add a lot to the agenda and Forbes will also help us bring in some new clients and be able to expand out into different industries.

Vance McCarthy: And you know, the other presenter aspect of this, we've had a chance to talk to **Rob High**, from inside IBM, a distinguished engineer, about technical content. You've also gone outside of

your customers and other leaders, to bring technical discussions, right?

Nancy Pearson: Absolutely. Our technical program has always been extremely strong. And again, what we do is we try to bring the right mix of speakers and clients who demonstrate our portfolio, demonstrate how the technology is applied in various industries and businesses. We've got **Faisal Hogue**, who is the CEO of BTM Corporation. We do a lot of work with them on the assessment components of business process management. We've also got Michael **Hugos** who is a mentor and author, going to be talking about new business models and how, you know, that could be applied to social computing. **Cloud** is a hot topic. We continue to bring in outside speakers, as well as leverage or internal experts, from a technology perspective. And it's really the combination of both of those things that makes it interesting and powerful, and really gives our audience the right dimension, in terms of how you apply this technology and why is it important? And also, where are we going? What's the future direction?

Vance McCarthy: And the other dimension of this year's impact Nancy, is that you've focused a lot of your content on helping attendees really come away with an industry specific solution or perspective, just for their particular industry. Talk a little bit about that aspect.

Nancy Pearson: Yeah, this is one of the areas that I'm most excited about. So from an industry perspective, first of all, we engage the best and the brightest across IBM. We have a number of sector organizations internally, and we've engaged those general managers to really partner with us, and many of them are hosting our executive round tables. We offer, you know, eight industry round tables. And again, these are hosted small groups of clients and business partners. And they're able to talk to some key experts around. How are others applying technology? What are some of the pain points that they're experiencing and what is IBM have to help them? Oftentimes, you know, there is a focus there on industry solutions and our industry framework.

We've also incorporated into our demonstration center and our show floor an industry zone, which will really cover a complete IBM story. We'll link to smarter planet, demonstrate how we apply our framework to really being able to help clients very

quickly apply technology that we've demonstrated in other industries to their business. And there is a number of interactive industry scenarios, again very heavily focused on the practical application of this technology, not just technology for technology's sake.

So we have also a number of business track sessions and technology track sessions that are very specific to the key industries that will be delivered by customer speakers. The examples would be BMW, Bank of America, AT&T, Airbus, Kaiser Permanente, you know, across the gamut of industries.

And then also, we have executive lounges, informal areas where there can be white boarding discussions. There can be demonstrations, as well as you know, the ability to sit around and talk to a small group of people, really in that kind of a networking environment.

Our smarter planet effort is very industry oriented. So we thought it was really important to continue to make that linkage and provide the right forums for people to have those discussions.

We've got a very wide variety of client speakers, over 250 top client speakers, that it really supports both the technology, as well as the business track, across multiple industries.

Vance McCarthy: In this theme of making technology and business theory really practical for the attendee extends into the exhibitor community.

Nancy Pearson: That's right. So you'll see in our solutions showcase that we have industry zone, we've got a cloud zone, we have disease zone, and then we also have lots of different partners across the different areas of technology. So you know, all of this combined offers that rich experience for our attendees. And as I mentioned before, we've got over 55 business partners that will be showcasing their ability to deliver solutions and services that support IBM's portfolio across hardware, software, and services. We have the exhibitor solutions showcase. We have a product and technology center with 25 open labs, tech zones, product demos, networking you know, ability there, in terms of an informal environment and hands on training.

And the other thing is inspiring the audience to come to this event, we've also provided a lot of flexibility in terms of having a two-day pass for those who we know may only be able to come for a couple of days, whether they be senior level functional line of business execs who can't afford to be, you know, out of the office. They may only be able to attend you know, two days of our business track. And then, there may be another attendee who wants to pick and choose a couple of days that are really more beneficial to them. So we think that this flexibility is also gonna enable us to bring more clients to the event.

The two-day pass is \$950 and the full conference pass is \$2,150. So there is flexibility there again, depending upon your needs. At the same time, if a company wants to bring multiple employees from the same company, we have something called the company pass. So there is a premier level of 35 passes and there is a price associated with that, as well as a standard level all the way down to five passes. But you know, there is all kinds of really great opportunities for clients to be able to attend Impact 2010. And we've really tried to build that into the flexibility of, you know, the passes, as well as the content, as well as the different forums within the event, like the industry zone, the cloud zone, the technology product center. So there is a lot going on. It's a very rich event.

And again, we've taken the best from previous Impact events and then we've embellished it and innovated, based on feedback from our clients and from our sales teams, and from our key executives. So we're really excited about the agenda that we've put together. And we're seeing terrific momentum. The enrollments continue to skyrocket. So we're really pleased with what we've seen so far.

Vance McCarthy: Well, and you should be, Nancy because it seems like you've really done an awful lot of work, you and many of your IBM colleagues, to make sure that folks that come to Impact are not simply attendees. They are part of an IBM collaborative environment.

Nancy Pearson: Yeah, we think so.

Vance McCarthy: Nancy Pearson, IBM Vice President for BP and SOA and Webster Marketing. Thanks very much for the tour and I see that we are

going to leave some links up for getting in touch with the Impact website for more information and to register. Thanks again.

Nancy Pearson: Thanks. And Vance, we also have some great podcasts coming up. We've got **Dave Wilson** and **Devi Gupta's** podcasts. We've got **Craig Hayman**, our general manager of IBM application integration middleware. So there is more for you to see and I thank you very much for spending the time with us today.

Vance McCarthy: My pleasure.

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Duration: 14 Minutes