



## 5 Reasons To Attend Impact

**1**

### Innovate, transform and **grow** your business

The globalization of the interconnected world requires dynamic business processes and the delivery of highly effective application infrastructures. Explore how to quickly transform your business to meet customer demands, outperform competition, and grow your business – Change the game!

**2**

### Listen and **learn**

Nowhere else will you find such a concentration of visionary business and tech leaders gathered in one place. Pioneers and innovators like Walter Isaacson, Jane McGonigal, Katie Linendoll and Grady Booch, not to mention 9,000+ other attendees, make Impact an unmatched learning and networking opportunity.

**4**

### Get a **smarter start**

At the Product Technology Center, experts who speak your language will answer your WebSphere, infrastructure, mobile computing and other solution questions. Test-drive the latest IBM technologies and meet the development teams behind them.

**3**

### **Realize** business value

At the Forbes Business Leadership Forum discover a unique route to innovation and cost-effective results. Complexity and change are certainties in today's marketplace but can be successfully navigated with the combination of breakthrough business strategy and revolutionary IT technology.

**5**

### **Unleash** your potential

Sharpen your mobile, cloud, BPM, SOA and WebSphere skills in 500+ sessions. Set the Unconference agenda and earn certifications on the spot. With 130+ exhibitors at the Solution Center you'll find the tools to help you address your most critical IT challenges. **Register now!**

