



## **Conference Justification**

### **Overview**

IBM Software Group has a business strategy first, and makes acquisitions to complement that business strategy. We have made acquisitions to boost our high-value software plays in information on demand, service oriented architecture and high-end middleware integration and systems management. This strategy is global. Since 1995, IBM Software Group has acquired about 70 companies including three of its premier brands, Tivoli, Rational and Lotus.

Our goal is to offer complete solutions to our customers. In order to do that, we need a broad portfolio. To broaden our portfolio we look to "build, partner, and buy." For the "buy" part we generally target software and services firms, increasingly in niches that enable us to support our higher-value offerings and give us the kind of "ready made" assets that we can use with multiple customers. In software, it gives us a jump-start into an emerging market, and acquiring companies with specific technologies that can help round out our portfolio. Through acquisitions, IBM Software is bringing innovative people into the fold -- so that innovation continues.

Attending IBM's Smart Symposium Summit provides you with an opportunity to understand IBM's software portfolio and gain insight into the value that remains to be created. The conference features both business leadership tracks as well as technical breakout sessions by brand.

This conference is specially designed to develop skills, ensure higher productivity and improve problem-solving capacities.

- Hear the latest IBM Software Acquisition Updates and research findings from A world renown analyst, as well as IBM customers and business partners who will share their successful implementations.
- Learn how IBM's Software Acquisition solutions can help innovate and optimize your business processes to outperform the competition, and cut costs in these challenging economic times

### **Sharpen your skills with pre-conference technical education**

Unique pre-conference training courses as well as Professional Certification will be available to all registered attendees at no charge. These courses will deliver more in depth information and skills than is possible in the regular conference sessions.

### **Attend complimentary professional certification**

IBM's professional certification exams will be available to registered attendees throughout the event. Either Information Management or Tivoli exams can be taken at no charge.

### **Meet the Experts**

A unique opportunity for all attendees to make personal appointments to speak with IBM product, research, technical and business experts from across IBM. Don't miss the chance to get your individual questions answered.

### **Expo Solution Center**

Experience cutting-edge demos and unprecedented participation from IBM's Business Partners in the technology EXPO. View IBM partner and exhibitor tools and solutions that could dramatically improve your processes. Take advantage of invaluable networking opportunities with customers, industry experts, peers and executives. Our Meet the Experts area will be located in the EXPO.

### **Expand your professional network**

The best way to maximize your software investments and conquer challenges is to spend time exploring how the products you use put to the test elsewhere. Meet with our counterparts and other users and learn about their implementation successes. The technical staff will demonstrate practical solutions and easy-to-use tips and techniques to provide insight into the future direction of the products that will impact your organization.

### **Extend your learning after the summit**

Share new knowledge with the rest of your team upon your return to work, and offer that knowledge on specific areas where the company needs more information. Increased revenue generated and/or Rands saved are the best arguments for a return trip. The Innovation through Technology post event website will feature session presentation and highlights