**Register now to avail of our special offers.**

# IBM SOFTWARE UNIVERSE '09
## YOUR SMART MOVE
### November 4 - 5, Renaissance Convention Centre, Mumbai

IBM is proud to present the fifth annual Software Universe. Join us on **November 4 - 5, 2009** at the **Renaissance Convention Centre, Mumbai**, as we take you through the latest in software technology and business strategy.

**EARLY BIRD OFFER**
**Rs. 1200* per delegate**

### GROUP DISCOUNT OFFER

| Group size | Till 10th Oct. '09 | 11th Oct. '09 to 31st Oct. '09 |
|---|---|---|
| 5 - 15 delegates (10% off) | Rs. 1080/- per delegate | Rs. 1350/- per delegate |
| 16 - 25 delegates (15% off) | Rs. 1020/- per delegate | Rs. 1275/- per delegate |
| >25 delegates (20% off) | Rs. 960/- per delegate | Rs. 1200/- per delegate |

### CANCELLATION CHARGES

| Refund amount | Date |
|---|---|
| 100% | Before 10th Sept. '09 |
| 75% | Before 30th Sept. '09 |
| 50% | Before 15th Oct. '09 |

Enrol for certification at IBM Software Universe '09 and avail of our special 'you-pass-we-pay' offer.

*Offer valid till 10th Oct. '09 after which the regular conference fee of Rs. 1500 per delegate will be applicable.

**Why should you attend?**

- Keynote by a master strategist.

- Interactive sessions with IBM executives and industry luminaries.

- Real-world experiences presented by IBM customers and business partners.

- Showcase of world-class software solutions by IBM Software Labs.

- Industry and technology specific sessions.

**Who should attend?**

- Business Heads and Decision Makers.

- Business Strategists, IT and ITES Professionals.

- Analysts and Thought Leaders.

## AGENDA* AT A GLANCE

### November 4, 2009

| Time | Session |
| --- | --- |
| 08:00 am - 09:00 am | Registration |
| 09:00 am - 09:15 am | Opening ceremony |
| 09:15 am - 09:30 am | Welcome address |
| 09:30 am - 10:30 am | The business - driven technology agenda |
| 10:30 am - 11:30 am | How to get to checkmate, one smart move at a time |
| 11:30 am - 12:30 pm | 'What's next for us?' - A panel discussion |
| 12:30 pm - 12:45 pm | Closing comments |
| 12:45 pm - 01:30 pm | LUNCH |
| 01:30 pm - 05:00 pm | Industry tracks<br><br>• Smarter Banking<br><br>• Smarter Insurance<br><br>• Smarter Telecom<br><br>• Smarter Services<br><br>• Smarter Manufacturing<br><br>• Smarter Utilities |

### November 5, 2009

| Time | Session |
| --- | --- |
| 08:30 am - 09:00 am | Registration |
| 09:00 am - 09:10 am | Welcome address |
| 09:10 am - 10:00 am | IBM Software - Your enabler for a smarter tomorrow |
| 10:00 am - 10:45 am | Market trends 2010 |
| 10:45 am - 11:00 am | Tea / Coffee break |
| 11:00 am - 11:45 am | Client speaker |
| 11:45 am - 12:45 pm | Technology bake - off |
| 12:45 pm - 02:00 pm | LUNCH |
| 02:00 pm - 06:00 pm | Solution tracks<br><br>• Aligning  Business and IT<br><br>• Reducing Costs<br><br>• Enabling Growth<br><br>• Improving Governance<br><br>• Enhancing Processes |
| 07:00 pm onwards | Closing ceremony and dinner |

* Agenda may be subject to change.

# Smart moves for today's businesses.

This year, IBM Software Universe explores smart strategies, the latest technologies and intelligent systems that work in tandem to put these ideas to practice for today's businesses - through an array of industry-wise tracks and technology sessions spread over two days.

## Day 1: Industry Forum

### Smarter Banking
The way our planet manages its money needs to get a whole lot smarter - and now it can. Discover smart technologies and new business models that will help you look beyond today's hurdles and plan ahead for future needs.

### Smarter Insurance
In a competitive insurance environment, you need to meet the demands of better-informed clients while complying with regulations. Come, explore new models of operational and strategic success that enable innovation and increase profitability.

### Smarter Telecom
On a smarter planet, almost anything can become digitally aware, instrumented and interconnected. Demand is skyrocketing for smarter ways to communicate. Find out how you can outperform your competitors with innovative services that help build a loyal and high-value customer base.

### Smarter Services
Explore best practices for smarter global delivery excellence, through the adoption of smart processes and tools, and innovation through collaboration.

### Smarter Manufacturing
Reduced costs, improved efficiencies in product development and supply chain management, better dealer collaboration and fresh revenue streams are the need of the hour. Come, find your solutions and discover new technologies and growth markets.

### Smarter Utilities
World over, energy and utility companies are being pressured to seek new approaches and business models to enable greater network reliability, efficiency, flexibility and observability. Learn all about smarter energy grids and smart ideas for energy conservation from around the world.

## Day 2: Technology Forum

### Aligning Business & IT
Given the dynamic business landscape and evolving business goals, maintaining alignment between business & IT is an arduous and ongoing process. Learn about proven techniques, best practices and case studies on to how to make the alignment sustainable and scalable.

### Reducing Costs
Cost reduction has become an imperative for many organizations. Find out how software solutions can help you focus on value and better manage existing resources to reduce costs, while improving performance.

### Enabling Growth
Organizations are constantly striving to innovate to stay ahead and gain market share. Learn how software can enable your company's growth initiatives and hear from industry leaders on what IT initiatives they are banking on, to enable their growth.

### Improving Governance
Discover a more proactive, systematic and integrated approach to governance and risk management. Find out how governance, risk management and compliance are no longer a regulatory obligation, but a value driver for your organization.

### Enhancing Processes
Learn about business process management strategies and tools that can help you and your organization on the road to process improvement, from peers who have developed and implemented these practices.

What's your smart move for smarter business management? To find out more, join us at IBM Software Universe '09 and simply choose a session and solution track that is suited to the specific needs of your industry.

For a detailed agenda and more information, please visit **www.ibm.com/in/swu2009**. To register for the conference, call **Lubna** on **+91 98705 67425**.