IBM Insight Exchange

Helping Our Partners Achieve Business Excellence

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IBM Data Management

business software
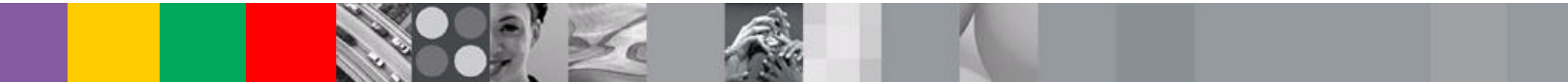
IBM Insight Exchange Overview

★ IBM Insight Exchange is a three-track multimedia communication program intended to help our partners develop increased business acumen.

★ This is a no-cost program open to all current and prospective IBM Business Partners and provides deep insight into technical topics, industry trends, and business issues.

Tracks and Focus

IBM Insight Exchange
Communications to All Partners

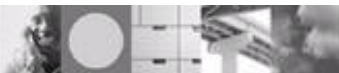### Technology Track
Knowledge

- ISVs
- Developers
- Students

Opportunity Track
Opportunities

- Solutions Providers and Integrators
- Resellers
- Corporate I/T or LOB technical professionals

Business Track
Effectiveness

- Partner C-level executives
- Entrepreneurs
- Small Business Owners

Activities

IBM Insight Exchange

Communications to All Partners

Technology Track	Opportunity Track	Business Track

- **Monthly Interactive Webcasts**
- **On-line Chats**
- **Speakers at Events**

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- **Quarterly Face-to-Face Sessions with non-competing Partners**

Topics

IBM Insight Exchange

Communications to All Partners

Technology Track	Opportunity Track	Business Track

- **Leading industry technologies**
- **Trends and directions and practical uses**
- **Techniques, methodologies and tools**

- **Industry-focused content**
- **Trends and directions**
- **Opportunities created by today's issues**

- **Top business issues facing technology companies**
- **Interactive Q&A with professional facilitation**

Speakers

IBM Insight Exchange
Communications to All Partners

Technology Track

Opportunity Track

Business Track

- Senior technical R&D thought leaders
- IBM Fellows, IBM Distinguished Engineers, Senior Architects
- Renowned industry experts

- IBM Senior executives
- Renowned industry futurists

- Led by non-IBM Professional facilitators
- IBM executive participation as appropriate

Technology Track Topics

DATE	TOPIC	SPEAKER
Feb. 21st - Webcast	e-business On Demand - including Federation, Grid Computing, etc.	Irving Wladawsky-Berger VP, Technology & Strategy
March 5th - Webcast	Managing and understanding tomorrow's data today	Dr. Pat Selinger, VP of Data Management Architecture and Technology, IBM Fellow
April 11th - DeveloperWorks Live! conference	Autonomic Computing	Alan Ganek, VP, Autonomic Computing
May 7th - Webcast	On Demand Computing	Don Haderle, VP and Chief Technology Manager of Data Management, Member of the IBM Academy
June 4th - Webcast	Information Integration: scenarios and vision	Dr. Nelson Mattos, Director of Information Integration and IBM Distinguished Engineer
July 9th - Webcast	Enterprise Content Management	Dr. Jim Reimer, IBM Distinguished Engineer and Member of the IBM Academy
Sept. 3rd - Webcast	xQuery	Dr. Don Chamberlin, designer of SQL Database Language, ACM Fellow, elected to Nat'l Academy of Engineering
Oct. 1st - Webcast	Web speed and exploration	Dr. C. Mohan, IBM Fellow, IEEE Fellow
Nov. 5th - Webcast	XML data	Ron Bourret, freelance programmer, writer, and XML researcher, specializing in databases and schemas. Author of a number of XML papers

Opportunity Track Topics

- ✓ IT Opportunities in the Marketplace: The Shaping of IBM's Software Strategy (Steve Mills - Feb. 13th)
- ✓ Homeland Security -- Emerging Business Opportunities Across Industries (General Bob Winglass)
- ✓ Anticipating Trends and Competing Successfully in a Chaotic Economy
- ✓ Technofutures: The Leading-Edge Technologies that Will Shape the 21st Century
- ✓ Emerging Customer Opportunities for Growing Your Business
- ✓ Cyber Security in a Networked World
- ✓ Human Capital Management: Sharpening that Competitive Edge
- ✓ and more
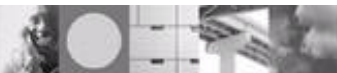
Business Track Topics

Each meeting includes:

- ✓ Best Practices Sharing
- ✓ Goal Setting Exercises
- ✓ End Game Goals (personal and business)
- ✓ Educational Learning Modules
- ✓ Real World Problem Solving

Topics include:

- Hiring, compensation, and employee retention
- Lead generation, marketing, selling and closing
- Financials & cash flow
- Strategic planning and systemization
- Assessing new technologies and software
- And many more topics from Let's Talk Business Network's learning modules

Getting Started

IBM wants to help your business reach new heights

Find out more about IBM Insight Exchange and register for a unique event, at:

www.ibm.com/software/insightexchange