IBM Software Symposium 2003

ICM – Messe, Munich
19 – 23 May, 2003
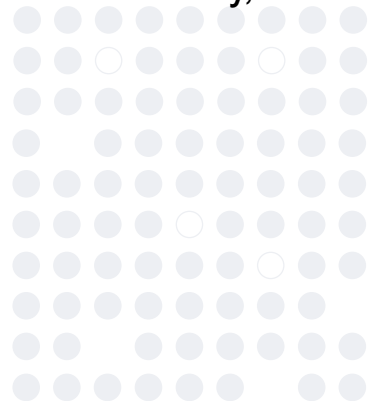
February 7th, 2003

IBM

Contents

IBM Software Symposium 2002 Highlights

IBM Software Symposium 2002 was a great success, and here are some of the "headline" highlights:

– Over 2,500 delegates from 56 countries (excluding IBM staff and contractor staff).

– Over 1,600 delegates attended the Keynote Address and General Session.

– 107 top-tier journalists carried out a total of 197 interviews resulting in 85 press

   articles during the week following IBM Software Symposium 2002.

– 30 senior industry analysts participated in 11 breakouts and 45 one-to-one sessions.

– Over 300 certifications were taken.

– 363 breakout sessions with a combined audience of 23,800 attendees.

   · Data Management: 95 sessions, over 4,200 attendees.

   · Lotus: 54 sessions, over 4,600 attendees.

   · Tivoli: 95 sessions, over 4,700 attendees.

   · WebSphere: 98 sessions, over 8,400 attendees.

   · Solutions & Technologies: 18 sessions, over 400 attendees.

– Solution Showcase sold out – over 200 pedestals.

– 67% of delegates attended sessions from two or more brand tracks.

– 83.8% of participants stated that "their expectations were fulfilled".

IBM Software Symposium 2002 Highlights

"IBM are to be congratulated. The IBM Software Symposium 2002 exceeded my expectations. Co-ordination, logistics, execution and atmosphere are four of the key components to a successful event, and each of these aspects were seamlessly managed with wonderful charm. Thank you."

Vicky Lincoln
Marketing Manager, TeamStudio

"Symposium 2002 proved to be an excellent vehicle for strategic IBM business partners like ourselves to generate business with European customers and prospects. Roll on Symposium 2003!"

Scott McDermott
Vice-President, Europe and Asia/Pacific, MQSoftware Inc.

IBM Software Symposium 2002
Demographics

Ratio: customers / IBM Business Partners

19%

81%

- Customer
- BP
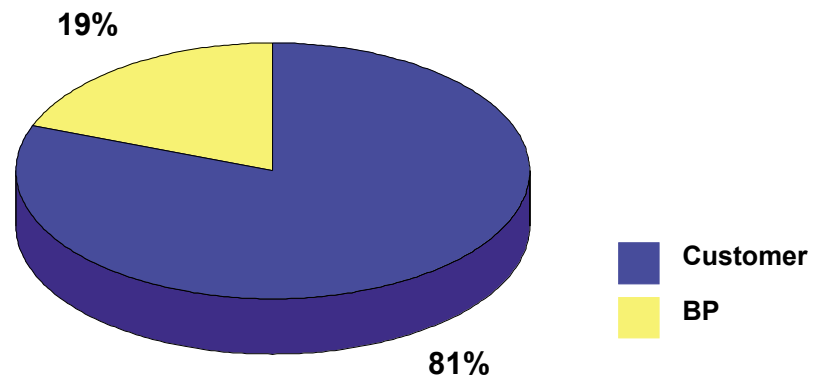
Size of attendee organisations by headcount

2,3%

9,8%

12,9%

50,0%

25,0%

- 1-99
- 100-499
- 500-999
- 1000-4999
- 5000 and more
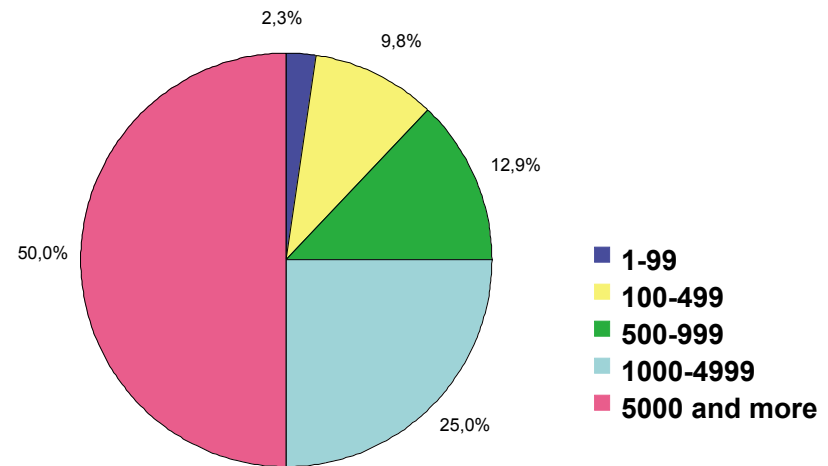
"Top level" job profile of participants

13%

58%

29%

- Director / Executive / C-Level
- Manager
- IT Professional
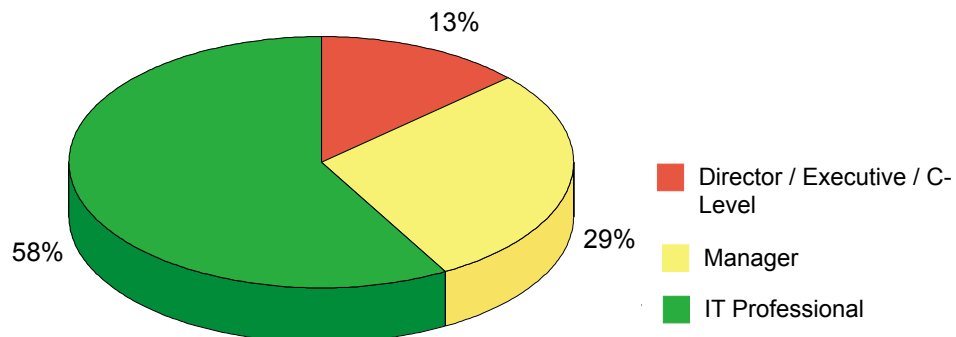
IBM Software Symposium 2002
Demographics

Geographical spread of attendee organisations

Legend:
- GERMANY
- DENMARK
- UNITED KINGDOM
- NETHERLANDS
- SWITZERLAND
- FINLAND
- AUSTRIA
- NORWAY
- FRANCE
- BELGIUM
- SWEDEN
- ITALY
- SLOVENIA
- CROATIA
- HUNGARY
- SPAIN
- POLAND
- Other CEMA
- Other North
- Other South
- Other West
- US/Canada
- AP
- MEA
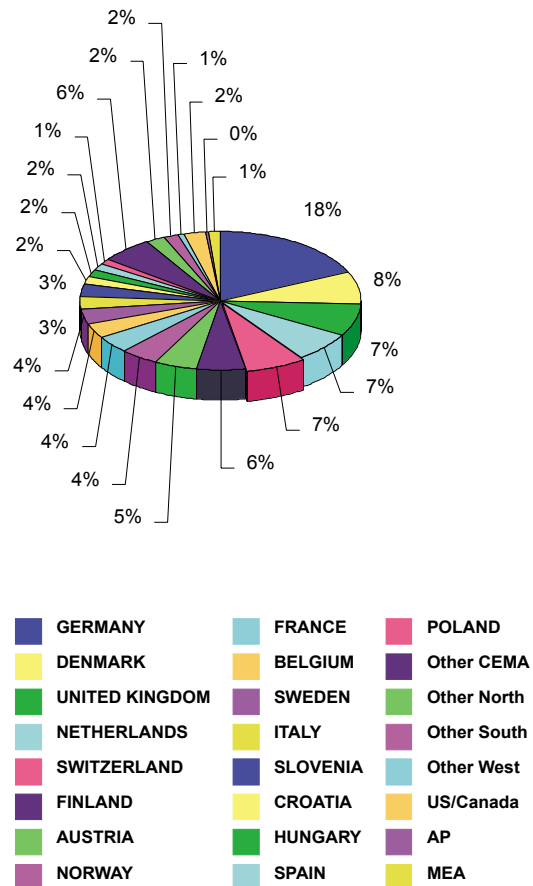
Spread of attendees per brand and session

	Attendees	Session	Avg. att/sess
DB2	4315	96	45
Lotus	4642	54	86
Tivoli	4770	96	50
WebSphere	8451	98	86
Solutions & Tech.	430	18	24
Total	22608	326	62

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IBM Software Symposium 2003
Rationale

What?   **IBM Software Symposium:**
– is the premier annual IBM EMEA Software
  Group user conference;
– combines the strengths of Data Management, Lotus,
  Tivoli and WebSphere – and demonstrates the ever
  closer integration between these brands;
– provides delegates with strategic insight, in-depth
  education and the ability to directly connect with
  IBM and industry contacts;
– represents the ultimate Networking between
  Customers, IBM Business Partners and
  IBM Executives.

When?   **May 19th to 23rd, 2003**

Where?   **ICM Messe, Munich**

Why?   – One single location / four brands
                – High level, in-depth education
                – Interact with your peers
                – Meet IBM Software Group Business Partners
                – Hear key announcements

Who?   **IT managers and professionals from IBM SWG
                customers with more than 250 employees**

                IBM Software Group Business Partners

IBM Software Symposium 2003 Structure

```
                    ┌─────────────────────┐
                    │      Customer       │
                    │   Executive Forum   │
                    └─────────────────────┘

┌─────────────────────┐              ┌─────────────────────┐
│ Technical Conference│              │      Press Day      │
└─────────────────────┘              └─────────────────────┘

          ┌──────────────────────────────────┐
          │     Munich – May 19-23, 2003     │
          └──────────────────────────────────┘

┌─────────────────────┐              ┌─────────────────────┐
│     Analyst Day     │              │      Customer       │
│                     │              │   Executive Forum   │
└─────────────────────┘              └─────────────────────┘

                    ┌─────────────────────┐
                    │  Solution Showcase  │
                    └─────────────────────┘
```

General Session:

- IBM Keynote Steve Mills,
  Senior Vice President and Group Executive, IBM Software Group
- High-profile external speaker (TBA)

IBM Software Symposium 2003
Target Audience by Element

C-Level and Director level
IBM Software Group Customers

– IBM Software Group
  Customers
– IBM Business Partners
– IBM Global Services /
  Systems Integrators / SP

Top-level EMEA Trade
and IT Press

Top-level EMEA Analysts
(Gartner, IDG, etc.)

IBM Software Group EMEA
Business Partner Executives

**Customer
Executive Forum**

Technical Conference

Press Day

Munich – May 19-23, 2003

Analyst Day

**Customer
Executive Forum**

Solution Showcase

All attendees

IBM Software Symposium 2003
General Session in Detail

Objectives: To set the scene for IBM Software Symposium 2003

Key Messages: Accelerate your business – integration – e-business on demand

Duration: 90-120 minutes

Master of ceremony: Tom Francese, Vice President Software Group EMEA, IBM

IBM Keynote: Steve Mills, Senior Vice President and Group Executive, IBM

External Keynote:
(Potential)

Michail Gorbachov – Politician (Advisory board choice No. 1)

Madeleine Albright – Politician (Advisory board choice No. 2)

Dr. Carl Hahn – CEO Volkswagen Group (Advisory board choice No. 3)

IBM Software Symposium 2003
Technical Conference in Detail

What?
– Four content-packed days of in-depth technical education
– Sessions graded for Beginners, Intermediate-level and Experts
– Birds-of-a-feather sessions
– IBM and Business Partners Solution Showcase
– Certifications
– Hands-on Labs
– Informal evening networking events

Who should attend?
– IT Managers
– Architects
– Developers
– Database Administrators
– Systems Administrators

IBM Software Symposium 2003
Technical Conference in Detail

Core Themes and Breakouts
More than 300 breakout sessions organised around five core themes and 13 tracks.

Theme 1:   **IBM Software Strategy and Solutions**
Single track

Theme 2:   **DB2 Data Management**
Track 1: Optimise your Data
Track 2: Integrate your Data
Track 3: Expand your Data

Theme 3:   **Lotus**
Track 1: IT Management - Strategy and Planning
Track 2: Application Development
Track 3: Collaborative Infrastructure

Theme 4:   **Tivoli**
Track 1: Tivoli Security Management
Track 2: Tivoli Storage Management
Track 3: Tivoli Performance, Availability, Configuration & Operations Management

Theme 5:   **WebSphere**
Track 1: Foundation & Tools
Track 2: Business Integration
Track 3: Reach & User Experience

IBM Software Symposium 2003
Solution Showcase in Detail

What?   Four days exhibition, with pedestals from:

– IBM Software Group and other divisions of IBM
– IBM Software Group Business Partners
– IBM Software User Groups

Seven Key Reasons to attend the Solution Showcase:

– Meet the experts
– Find out about the latest products
– Optimise your investment in IBM Software and solutions with
  complementary products
– Feedback your requests directly to the pedestal representatives
– Interface with your User Group
– See the full scope of solutions developed with IBM Software
– Socialise with your peers

IBM Software Symposium 2003
Seven Key Reasons to Attend for a Customer

1. Understand IBM Strategy

Through the IBM Strategy and Solutions track, customers will learn about how IBM is helping
organisations worldwide to move to the next stage of e-business.

2. Insight of the Future

All tracks will clearly define not only the latest developments at Data Management, Lotus,
Tivoli and WebSphere Software, but also their future roadmaps.

3. In-depth Training

On-site certifications and detailed technical presentations give customers the opportunity to get
right up-to-speed with the latest versions of IBM Software Group's products and methodologies,
including learning about making e-business on demand a reality.

4. Networking

Delegates will meet other users at informal gatherings such as Birds of a Feather sessions,
the Gala Party and evening receptions.

5. Peers' Experience

Through meeting with their peers and sharing their experiences of using IBM Software and
solutions, attendees will gain valuable insights normally unavailable during a normal work schedule.

6. Meet the Experts

At no other IBM user conference in EMEA during 2003 will so many IBM product managers,
developers, systems engineers and consultants be available for formal meetings and informal discussions.

7. **ROI – One event; Four days**

With a wealth of integrated content over four days, attendees only need visit one conference
to get the complete picture of the world of IBM Software.

IBM Software Symposium 2003
Seven Key Reasons to Attend for a Business Partner

1. Understand IBM Strategy

Through the multi-brand IBM Strategy and Solutions track, Business Partners will learn about how IBM is helping organisations worldwide to move to the next stage of e-business.

2. Networking with IBM Executives

IBM Software Symposium 2003 is the ideal place to meet with key IBM Executives.

3. Meet their customers

IBM Software Symposium 2003 presents an ideal environment for Business Partners to meet with their customers.

4. Developing and closing sales opportunities

By bringing their customers to IBM Software Symposium they have further opportunities to develop their sales opportunities.

5. Networking with other Business Partners

There is no better time and place to meet with existing Business Partner contacts and to develop new relationships.

6. Gets Business Partners better known by IBM staff

Software Symposium is a great opportunity for Business Partners to raise the profile of their organisations to many "IBMers" in the same place during the same week.

7. Budget optimisation: 1 event

By sponsoring, exhibiting and attending Software Symposium, Business Partners are getting all of the above at one event.

IBM Software Symposium 2003
Week Overview

	May 18.03.	May 19.03.	May 20.03.	May 21.03.	May 22.03.	May 23.03.
AM		Pre-Conf Lotus Tivoli WebSphere / BP Executive Forum	Techn Conf / Customer Executive Forum / Press Day	Techn Conf / Brand Keynote Lotus / Analyst Day	Techn Conf / Brand Keynote Lotus	Techn Conf Repeat Session / Panel Exec & Chief Architect
PM		Keynote Address / Techn Conf / CEF	Techn Conf / Brand Keynote Tivoli	Techn Conf / Brand Keynote Data	Techn Conf / Exhibit Closes / UG Meetings	
EVENING	BP Gala Party Executive Welcome Dinner	Exhibit / Grand Opening	Tivoli Party			

Techn Conf=Technical Conference
CEF=Customer Executive Forum
BPEF=BP Executive Forum
Preconf=Lotus/Tivoli/WS Pre-conference
Certif=Certification
Hands on lab
UG Meeting – Users Group Meeting

IBM Software Symposium 2003
The Week in Detail – May 18th

Time is indicative	Solutions Showcase	Tech Conf Audience	Pre conf	CEF	BPEF	Press	Analyst
8:30 - 9:30							
9:00 - 10:30		Registration					
10:30 - 10:45		Registration					
10:45 - 12:15		Registration					
12:15 - 13:45		Registration					
13:45 - 15:45		Registration					
15:45 - 16:15		Registration					
16:15 - 18:15		Registration					
20:30 - 23:00					Welcome Dinner		

Techn Conf=Technical Conference
CEF=Customer Executive Forum
BPEF=BP Executive Forum
Preconf=Lotus/Tivoli/WS Pre-conference
Certif=Certification
Hands on lab
UG Meeting – Users Group Meeting

IBM Software Symposium 2003
The Week in detail – May 19th

Time is indicative	Registrat	Solution Showcase	Tech Conf Audience	Tech Conf Audience	Tech Conf Audience	Tech Conf Audience	Techn Conf Audience	Pre conf	CEF	BPEF	Press
8:30 - 9:30								Lotus / Tivolil / WS			
9:00 - 10:30	Open							Lotus / Tivolil / WS		BP Brand Keynote	
10:30 - 10:45	Open							Break		BP Brand Keynote	
10:45 - 12:15	Open							Lotus / Tivoli /WS		BP Brand Keynote	
12:15 - 13:45	Open							Lunch		BP Exec Lunch	
13:45 - 15:45	Open		Keynote Address	Keynote Address	Keynote Address	Keynote Address	Keynote Address		Keynote Address	Keynote Address	
15:45 - 16:15	Open		Break	Break	Break	Break	Break		Break	1 on 1	
16:15 - 17:15	Open		Software Strategy & Sol	WS Session starts	Tivoli Session starts	Data Session Starts	Lotus Session starts		CEF Brand Keynote	1 on 1	
17:30 - 18:30									CEF Brand Keynote	1 on 1	
18:45		Grand Opening	Welcome Reception		Welcome Reception	Welcome Reception	Welcome Reception		Solution Showcase	Airport	
18:45 - 20:30		Open	Welcome Reception		Welcome Reception	Welcome Reception	Welcome Reception		Solution Showcase		
20:30 - 23:00									Exec Gala Dinner		Welcome dinner

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Certif=Certification
Hands on lab
UG Meeting – Users Group Meeting

IBM Software Symposium 2003
The Week in Detail – May 20th

Time is indicative	Solution Showcase	Strategies & Solutions	DM T1	DM T2	DM T3	LOT T1	LOT T2	LOT T3	TIV T1	TIV T2	TIV T3	WS T1	WS T2	WS T3	Hands on lab	Certif	CEF	BPEF	Press	Analyst
8:30 - 9:30															Live	Open	Brand pgm			All conf
9:45 - 10:45															Live	Open	Brand pgm			All Conf
10:45 - 11:15	Open	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Live	Open	Brand pgm			
11:15 - 12:15	Open														Live	Open	Brand pgm		1on1	
12:15 - 13:45	Open	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Open	Lunch		Lunch	
13:45 - 14:45										Brand Keynote	Brand Keynote	Brand Keynote				Live	Open	1on1		1on1	
15:00 - 16:00										Brand Keynote	Brand Keynote	Brand Keynote				Live	Open	1on1		1on1	
16:00 - 16:30	Open	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Live	Open	1on1		1on1	
16:30 - 17:30	Open														Live	Open	Airport		Airport	
17:45 - 18:45	Open	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF						
17:30 - 20:30	Open																			
20:30 - 23:00		Tivoli party	Tivoli party	Tivoli party	Tivoli party	Tivoli party	Tivoli party	Tivoli party	Tivoli party	Tivoli party	Tivoli party	Tivoli party	Tivoli party	Tivoli party						Welcome dinner

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Certif=Certification
Hands on lab
UG Meeting – Users Group Meeting

IBM Software Symposium 2003
The Week in Detail – May 21st

Time is indicative	Solution Showcase	Strategies & Solutions	DM T1	DM T2	DM T3	LOT T1	LOT T2	LOT T3	TIV T1	TIV T2	TIV T3	WS T1	WS T2	WS T3	Hands on lab	Certif	CEF	BPEF	Press	Analyst
8:30 - 9:30						Brand Keynote	Brand Keynote	Brand Keynote							Live	Open				All conf
9:45 - 10:45						Brand Keynote	Brand Keynote	Brand Keynote							Live	Open				All Conf
10:45 - 11:15	Open	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Live	Open				
11:15 - 12:15	Open														Live	Open				1on1
12:15 - 13:45	Open	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Open				Lunch
13:45 - 14:45															Live	Open				1on1
15:00 - 16:00			Brand Keynote	Brand Keynote	Brand Keynote										Live	Open				1on1
16:00 - 16:30	Open	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Live	Open				1on1
16:30 - 17:30	Open		Brand Keynote	Brand Keynote	Brand Keynote										Live	Open				Airport
17:45 - 18:45	Open	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF	Repeat BOF						
17:30 - 20:30	Open																			
20:30 - 23:00																				

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Certif=Certification
Hands on lab
UG Meeting – Users Group Meeting

IBM Software Symposium 2003
The Week In Detail – May 22nd

Time is indicative	Solution Showcase	Strategies & Solutions	DM T1	DM T2	DM T3	LOT T1	LOT T2	LOT T3	TIV T1	TIV T2	TIV T3	WS T1	WS T2	WS T3	Hands on lab	Certif	CEF	BPEF	Press	Analyst
8:30 - 9:30		Chief Architect Panel										Brand Keynote	Brand Keynote	Brand Keynote	Live	Open				
9:45 - 10:45		Chief Architect Panel										Brand Keynote	Brand Keynote	Brand Keynote	Live	Open				
10:45 - 11:15	Open	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Live	Open				
11:15 - 12:15	Open															Live	Open				
12:15 - 13:45	Open	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Open				
13:45 - 14:45															Live	Open				
15:00 - 16:00															Live	Open				
16:00 - 16:30	Open	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Live	Open				
16:30 - 17:30	Dismantle														Live	Open				
17:45 - 18:45	Dismantle	Users Group Meeting	UG Meet	UG Meet	UG Meet	UG Meet	UG Meet	UG Meet	UG Meet	UG Meet	UG Meet	UG Meet	UG Meet	UG Meet						
20:30 - 23:00		Gala Dinner	Gala Dinner	Gala Dinner	Gala Dinner	Gala Dinner	Gala Dinner	Gala Dinner	Gala Dinner	Gala Dinner	Gala Dinner	Gala Dinner	Gala Dinner	Gala Dinner						

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IBM Software Symposium 2003
The Week in Detail – May 23rd

| Time is indicative	Solution Showcase	Strategies & Solutions	DM T1	DM T2	DM T3	LOT T1	LOT T2	LOT T3	TIV T1	TIV T2	TIV T3	WS T1	WS T2	WS T3	Hands on lab	Certif	CEF	BPEF	Press	Analyst
8:30 - 9:30															Live	Open				
9:45 - 10:45															Live	Open				
10:45 - 11:00		Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Break	Live	Open				
11:00 - 12:30		Chief Architect Panel	Chief Architect Panel	Chief Architect Panel	Chief Architect Panel	Chief Architect Panel	Chief Architect Panel	Chief Architect Panel	Chief Architect Panel	Chief Architect Panel	Chief Architect Panel	Chief Architect Panel	Chief Architect Panel	Chief Architect Panel	Live	Open				
12:30 - 13:45		Airport	Airport	Airport	Airport	Airport	Airport	Airport	Airport	Airport	Airport	Airport	Airport	Airport						
13:45 - 14:45																				
15:00 - 16:00																				
16:00 - 16:30																				
16:30 - 17:30																				
17:45 - 18:45																				
17:30 - 20:30																				
20:30 - 23:00																				

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IBM Software Symposium 2003
Solution Showcase Message Plan

Solution Showcase Theme: Accelerating Business; Driving Efficiencies.
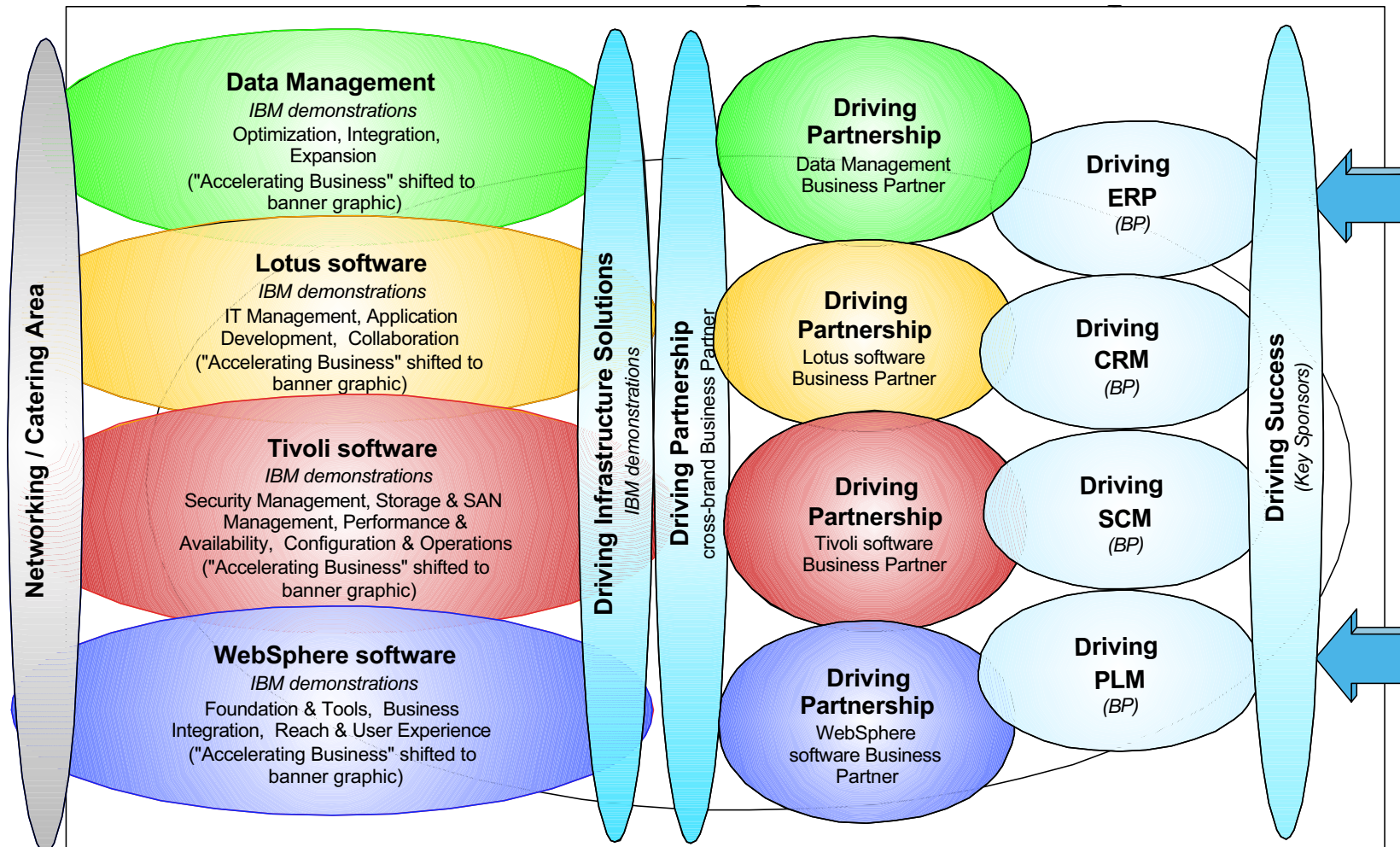
IBM Software Symposium 2003
Pricing scheme

Full price: € 1,950 excl VAT

Discount for 2002 attendees, User Group members, Premier Club, BP Premier

1 complementary ticket for 4 paying attendees same company/organization

1 complementary ticket for BP enrolling 4 of its customers

Early Bird period ends March 28th, 2003 COB

During Early Bird period

Full price: € 1,755 excl VAT

Discount for 2002 attendees, User Group members, Premier Club, BP Premier

Discounted price: € 1,657 excl VAT

Customers/BP have to give the correct promo i.d. to get the discount

After March 28th, 2003

Full price: € 1,950 excl VAT

Discount for 2002 attendees, User Group members, Premier Club, BP Premier

Discounted price: € 1,850 excl VAT

Customers/BP have to give the correct promo i.d. to get the discount

Daily pass available

IBM Software Symposium 2003
User Group Involvement

IBM will be working very closely with User Groups at IBM Software Symposium 2003. To encourage User Groups to promote IBM Software Symposium 2003 to their memberships, IBM has put together a very attractive package.

Participating User Groups:
– Will receive one complementary registration for the chairperson of International User Groups, EMEA User Groups or German User Groups
– Be listed as a User Group supporting IBM Software Symposium with a link to the User Group Web site from IBM Software Symposium Web site
– Be offered a special rebate for their members when a member registers using its user membership i.d. number and the special promo code provided by IBM
– Will include a paragraph promoting IBM Software Symposium 2003 in each of their regular newsletters, with a link to the IBM Software Symposium 2003 Web site.
– During the first week of April, User Groups will issue a special electronic mailing to their members promoting IBM Software Symposium 2003, using standard text provided by IBM.
– IBM will list the User Group as a User Group supporting IBM Software Symposium 2003 in the agenda planner distributed during the event.
– On Thursday May 22nd, from 17:30-18:45, IBM will provide one room in the Conference Centre, for individual User Groups to organise meetings with their membership present at the event.
– IBM will provide each participating User Group with one free pedestal in the Solution Showcase.

IBM Software Symposium 2003
For any info

Generic email i.d.: sympswg@fr.ibm.com
website: ibm.com/events/symposium2003

Registration Hotline: +44 (0) 208 939 3686
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