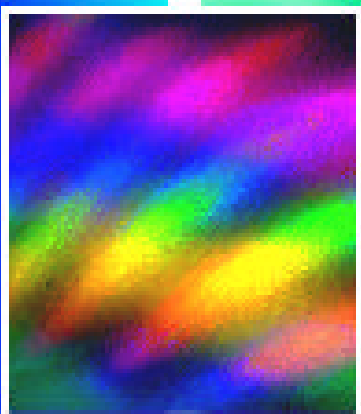


# 2001

## zSeries e-business Executive Briefing



### **zSeries e-business Briefings are coming to a city near you!**

The Executive Briefing Center is excited to announce a one day e-business briefing specifically tailored for S/390- zSeries customers. This is a great opportunity for our valued customers to learn more about recently announced technology and IBM's strategy and plans for new zSeries technology and solutions. These new developments will facilitate the rapid development, deployment and management of their mission critical e-business applications.

The first half of the day will offer the latest on enterprise e-business trends and directions delivered by IBM Executives . The remainder of the day will provide IT executives and their teams the option to attend four additional briefing topics based on their individual business interests and needs. Demonstrations of many of the solutions discussed during the day will be available following lunch and during the reception at the end of the day. Briefing topics are listed below categorized by area of interest:

#### **Briefing topics focused on deployment and management of e-business applications/systems**

Why Deploy e-business on zSeries?  
Managing e-business Network Service Levels  
Integrating your e-business Systems  
e-business and e-commerce Solutions for zSeries

#### **Briefing topics focused on designing, building, and maintaining e-business applications/systems**

Delivering Applications on the Web  
Building and Web-Enabling CICS Applications  
Application Development Topics I- Speed deployment of e-business Applications  
Application Development Topics II - New Enterprise Application Test and Debug Tools

#### **Briefing topics focused on database strategy and database management**

Web Enabling your Data  
Turning Data into Business Intelligence  
Enterprise Data Management Topics I - DB2 V7 Enhancements  
Enterprise Data Management Topics II - New Data Management Tools

#### **Briefings scheduled in the following locations**

Dallas	Thursday, April 26	Four Seasons Hotel
San Francisco	Monday, April 30	Airport Marriott Hotel
Detroit	Wednesday, May 2	The Townsend Hotel
Atlanta	Thursday, May 10	Omni Hotel, CNN Center
Chicago	Thursday, May 24	The Westin, Michigan
Avenue		
Toronto	Thursday, May 31	Hotel Inter-Continental
New York City	Tuesday, June 12	Le Parker Meridien

If you are interested in participating in one of the briefings listed above please contact your IBM representative or IBM Business Partner. IBM representatives and Business Partners will be able to nominate their customers beginning on Thursday March 22, 2001. Seating will be limited so immediate nomination is being advised. The Briefing Center will confirm or wait-list each nomination within 48 hours of its receipt.