IBM Business Partner European Retail University
Malta, 29th May – 1st June 2007

Business nCounter Structured Networking
Delegates' guide to completing the system profile

You want to get the best out of the networking opportunities at the European Retail Business Partner University in Malta. Business nCounter can help you meet up with your most valuable potential Business Partners and IBM contacts by pre-booking face-to-face meetings during the dedicated network session at the event.

This short guide to completing the Business nCounter registration and profile is designed to help you provide the best possible information so that your fellow delegates know they should request meetings with you or accept your invitation for a meeting.

Don't forget – your profile is how Delegates will see you and judge the value of meeting with you.

Q   *Will my registration contact details be shared with other Delegates?*
A   Only if you choose to do so – you can enter any text into the profile description boxes including your name and email if you so wish. By default, Business nCounter is a company-to-company service and keeps your personal details anonymous. All emails are from the system and do not reference your details.

Q   ***What boxes should I check in the 'tick box' section of the profile ?***
A   These tick boxes are divided into sections covering the markets and technology areas you work in as well as the level of partnership you have with IBM and your technology focus in terms of hardware or software. This profile is used for many IBM events; given the very specific Retail Solutions focus of this event some sections, such as 'Industry Area' are less relevant if you are solely focused in the retail business.

Q   ***What information should I put in the "Description of your Company" box?***
A   Use this box to describe your company and its focus in the retail market. The first two lines of text from this box are displayed in the shortform search listing pages so make sure your opening statement is the best to help Delegates decide why they should meet with you. For example: "We are the market leader in mainland Europe for IBM Retail Solutions and need implementation partners to work with us in the Eastern block" may be a clear indication.

Q   ***What information should I put in the "Description of your Application or Service" box?***
A   Use this box to give a more detailed description of your particular expertise. Remember that most Delegates will already be aware of the IBM offerings; use this space to demonstrate your specific capabilities.

Q   ***What information should I put in the "Description of your type of Partners you are seeking" box***?
A   Describe the type of partners you would ideally like to meet with. For example: "I am interested in meeting with Systems Integrators looking to expand their business into the European retail market using the Store Integration Framework."

Q   ***What information should I put in the "Keyword Search" box?***
A   This box should contain comma separated keywords or phrases not already contained in the other text boxes that will help Delegates find your company using the search facilities. For example, a specialist in retail business intelligence may include: "SIF, business intelligence, middleware, real time retail, EPOS, data warehouse" etc.

Q   *What do I do if I want to change any of my information?*
A   You can log back into the system at any time and update any elements of your profile. The Business nCounter team will review entries on a regular basis and contact you with suggestions if we believe your profile needs adjustment.

Q   *What do I do if I have any other questions?*
A   You can email ncounter@118software.com at any time with your questions and suggestions. We will do our best to incorporate any changes that you suggest.

Business nCounter Structured Networking   *Contact: nCounter@118Software.com*