

## Turn your mainframe into an information integration platform

*Attend one of our free half-day technical seminars to learn how your mainframe can be used to integrate information and transform data into business insight*

Information may be your most valuable asset, but first you have to identify what's important and then use it to drive business decisions. Without that knowledge, opportunities will never quite materialize, such as using demand signals to drive supply chain, or using customer analysis to tailor marketing and sales.

Join IBM for this complimentary half-day seminar to learn how to best leverage your mainframe and its mission-critical information. You'll see how the revolutionary IBM data integration software platform provides the flexibility to perform information integration directly on the mainframe without added z/OS® operational costs. It enables you to profile, cleanse, transform and deliver information from mainframe and distributed data sources alike to drive greater insight for your business. You get the right information, on time and in the format requested.

If you're in application development or management, a project leader or an IT architect, this seminar can give you a competitive edge with your mainframe by:

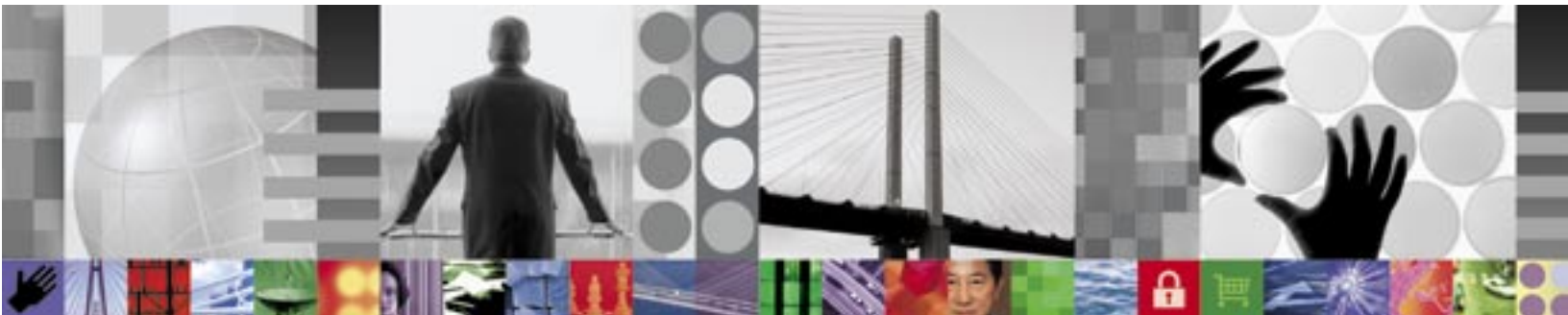
- *Delivering a single version of the truth in data across customer, product and partner repositories*
- *Offering trusted information that is complete and easy to interpret, and still closely monitored*
- *Controlling costs associated with data integration tools, while offering more agility for ongoing innovation.*

### Agenda

9:15 A.M.	<b>Welcome and introduction</b>
9:30 A.M.	<b>How do major corporations utilize their mainframe computers for critical business initiatives?</b>
10:45 A.M.	<b>Break</b>
11:00 A.M.	<b>Key considerations for mainframe data integration</b>
12:30 P.M.	<b>Questions and answers</b>

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## Abstracts

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**9:30<sub>AM</sub>**

### **How do major corporations utilize their mainframe computers for critical business initiatives?**

Most key business initiatives cannot succeed without effective integration of information. In fact, the IBM Global CFO survey (Jan. 2006) found that organizations that were highly effective at integrating information were five times more likely to generate value than those who were poor at it. Critical business initiatives such as having a single view of a customer, business intelligence, application migration, supply chain management, and Basel II and Sarbanes-Oxley compliance require consistent, complete, and trustworthy information. Learn what major organizations are doing to leverage their mainframes to address their most critical business initiatives.

**11:00<sub>AM</sub>**

### **Key considerations for mainframe data integration**

Now that you know what organizations are doing to address critical business initiatives, learn how they are doing it. In this session, you'll also gain an understanding of how the IBM revolutionary data integration software platform is helping companies to integrate information natively on the mainframe. It delivers business results faster within these initiatives, and the results are of higher quality.

## Locations and dates

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<b>Baltimore</b> IBM 100 East Pratt Street Baltimore, MD Executive Briefing Room	<b>February 20, 2008</b>
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<b>Kansas City</b> IBM 2345 Grand Ave. Kansas City, MO Plaza Room	<b>February 21, 2008</b>
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