

# Client Speaker Overview

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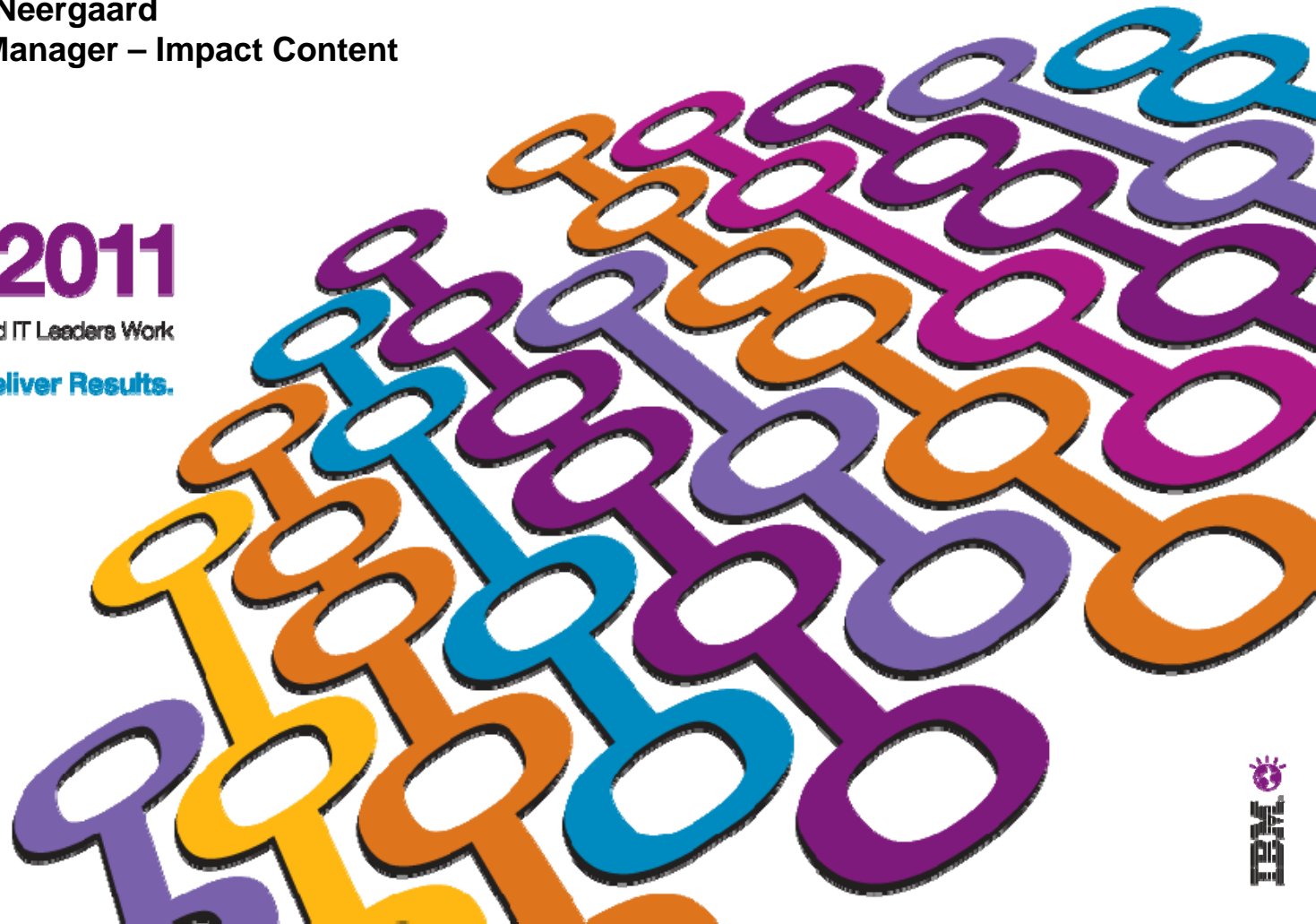
December 7, 2010

IBM Software

## Impact2011

Changing the Way Business and IT Leaders Work

**Optimize for Growth. Deliver Results.**



# Impact2011

Changing the Way Business and IT Leaders Work

*April 10<sup>th</sup> – 15<sup>th</sup>  
Venetian Hotel, Las Vegas*

**Optimize for Growth. Deliver Results.**

- With over **6,600 attendees** expected – this is the all-in-one conference for Business and IT leaders to learn, network and get access to the best experts in the industry
- An extensive **Technology Program** offering over **500 sessions** that includes a wide array of implementation success stories, developer education, lectures, workshops, hands-on labs, and networking opportunities
- A **Forbes sponsored Business Leadership Forum** that will offer over 40 sessions focused on the business value and implications of new technology opportunities
- A state of the art **Product Technology Center** offering open labs, Meet the Experts sessions and product demos integrating networking, hands-on training and other social learning into a single program
- A world class **Solution Showcase Center** featuring over 130 business partner and IBM exhibitors demoing the latest technology
- A dedicated **Business Partner Summit** focusing on strengthening the IBM partner relationship and enabling over 1,000 business partners on our strategy and rich portfolio
- A **dedicated Industry Zone in the EXPO** plus targeted sessions by industry featuring best practices and specialized demos along with the collective experience of 300+ industry leading experts on site
- More than **300+ customer, analyst and thought leader speakers** available to share their insights and experience – to become a speaker, submit your session proposal prior to January 7, 2011



# Taking Impact 2011 to the Next Level of Success



## A Powerful integrated cross-IBM conference

- Spotlight upcoming **IBM Centennial** – showcasing IBM's transformation and how IBM is creating new markets and compelling clients to take action
- Feature **cross-IBM solutions** and provide an excellent forum for demand generation and deal progression for SWG, GTS, STG and S&D
- Reinforce the **Smarter Planet** agenda and IBM Software Story



## Enhanced Content to target a Broader Audience

- **Sterling Customer Connect** event integrated into Impact's curriculum with over 30 Sterling sessions in the Technical & Business Program plus networking lounge, client advisory council, etc
- A new dedicated **Marketing Track** in the Business Program for marketing executives and professionals who support marketing functions, as well as others interested in using innovative marketing tools to transform their business.
- A new **Cross-Channel Commerce & Exceptional Web Experience track** featuring sessions on how IBM helps organizations deliver more personalized web experiences and supports end-to-end cross-channel commerce needs, from marketing and selling to order mgmt and fulfillment

## Bigger and Better Solution Showcase

- Extra 6,000 sq ft for a total of **29,000 sq ft** - hosting 79 BP sponsors and 45 IBM peds
- More **networking opportunities** with the BP Café, Industry Lounge and Business Agility lounge now on EXPO floor





# 5 The Top 5 Reasons To Attend **Impact 2011**

**Sharpen your skills** in WebSphere®, BPM, SOA and Cloud technologies through hands-on labs, training and certifications

**2 Boost business performance** by leveraging insights from industry experts and peers at the Forbes-sponsored business program

**3 Network and meet** leading worldwide experts, from inventors to educators, industry analysts and senior IT and business executives.

**4 Discover the latest demos and technologies** for working smarter at the state-of-the-art solution EXPO and ProductTechnology Center

**5 Experience the all-in-one conference** where business and IT leaders can together optimize for growth and deliver results

Learn more at [ibm.com/impact](http://ibm.com/impact)

**Five Days** focused on Your Success

**560 Technical and Business Sessions**

**More than 1,000 IBM Business Partners**

**Over 310 client speakers presenting their expertise**

**A 93% 'good to excellent' satisfaction rating**



# Impact 2011 Conference Agenda at a Glance



| Sunday, April 10                                      | Monday, April 11                                      | Tuesday, April 12                                | Wednesday, April 13                                      | Thursday, April 14                               | Friday, April 15                                 |
|---|---|--|--|--|--|
|   | <p><b>Opening Session</b><br/>8:15-10:15am</p>        | <p><b>General Session</b><br/>8:30-10:00am</p>   | <p><b>General Session</b><br/>8:30-10:00am</p>           |  | <p>11:45AM<br/>Conference Ends</p>               |
| <p><b>Registration Opens</b></p>                      | <p><b>SOLUTION CENTER</b><br/>11:00-4:00PM</p>        | <p><b>SOLUTION CENTER</b><br/>11:00-4:00PM</p>   | <p><b>SOLUTION CENTER</b><br/>11:00-2:00PM</p>           |  |  |
| <p><b>Breakout Sessions</b> →</p>                     |   |  |  |  |  |
| <p><b>Business Partner Summit</b><br/>10:30-5pm</p>   | <p><b>Analyst &amp; Press Events</b></p>              |  |  |  |  |
| <p><b>5:00 – 8:00pm</b><br/>Sol. Center Reception</p> | <p><b>5:30 – 8:00pm</b><br/>Sol. Center Reception</p> | <p><b>7:00PM- 10PM</b><br/>Special Event</p>     | <p><b>7:00PM-11PM</b><br/>Inner Circle Special Event</p> | <p><b>OPEN Evening</b></p>                       |  |
|   | <p><b>Product Tech Ctr.</b><br/>10:30-5:30pm</p>      | <p><b>Product Tech Ctr.</b><br/>10:00-5:00pm</p> | <p><b>Product Tech Ctr.</b><br/>10:00-5:00pm</p>         | <p><b>Product Tech Ctr.</b><br/>10:00-5:00pm</p> | <p><b>Product Tech Ctr.</b><br/>9:00-10:30am</p> |



# Impact 2011 Curriculum Objectives

## The Premier IBM Conference for Changing the Way Business & IT Leaders Work

### Optimize for Growth. Deliver Results

- A compelling and insightful agenda for both the IT and LOB attendee
- Align content with customer and business partner education and training requirements in addition to market relevant topics
- Focus on cross-IBM content to reinforce the IBM transformation story
- Continued focus on industries with alignment to Smarter Planet
- Enable attendees to build their customized agenda and with several roadmap options by either technology suite, industry, product category or by role
- Continued emphasis on clients presenting to clients - More than 300+ customer, analyst and thought leader speakers available to share their insights and experience
- Increased focus on the Marketing Professional and highlighting IBM's CMO Initiative at Impact



# Program Structure for Impact 2011



## Forbes Business Leadership Forum

### Tracks

- Business Innovation and Technology Outlook
- Key Strategies for New Growth
  - Reengineer the Customer Experience
  - Increase Operational Agility and Dexterity
- Mastering the Art of Leadership: Skills to Get Ahead
- Bringing Science to the Art of Marketing
- *Drive Business Growth and Optimize Results for your Industry*

## Technology Program

### Tracks

- Application Infrastructure
- Application Development
- Connectivity and Integration
- SOA and Governance
- BPM and Decision Management
- Cross-Channel Commerce and Exceptional Web Experience
- Implementing Industry Solutions for Improved ROI

## Virtual Curriculum / Roadmaps

### Roadmaps

- Cloud
- Sterling Commerce
- Business & IT Alignment

### Roadmaps

- By Role
- Workload Optimization
- System z
- Appliances

### Roadmaps

- Industry Specific
- Product Specific
- Business Analytics

Two Day Business Program & Two-Day Pass (\$950)

Sterling Commerce content in 30+ dedicated sessions

World-class technology and business leaders

A new track targeting Marketing Professionals

Build your agenda by role, industry or specialty area

*Titles in Purple Text may become a full track based on number of sessions we receive*

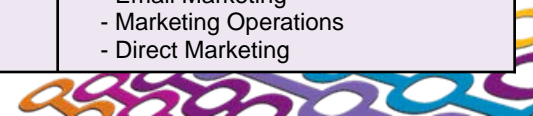


# Forbes Business Leadership Forum

Focal Point: Eric Jacobsen (erjacob@us.ibm.com)



|                                  | TRACKS   |  |   |  |
|----------------------------------|--|--|---|--|
|                                  | Business Innovation and Technology Outlook   | Key Strategies for New Growth  | Mastering the Art of Leadership: Skills to get Ahead  | Bringing Science to the Art of Marketing   |
| Sub-tracks<br>• Potential Topics | <ul style="list-style-type: none"> <li>▪ Kickoff: “Big Trends for the Corporation”</li> <li>▪ “Invention Everywhere”</li> <li>▪ “Key Data in Fast Decision Making”</li> <li>▪ “Top Tech-Enabled Business Trends &amp; Their Organizational Impacts”</li> <li>▪ Deep Dive: “Increase Your Ability to Get and Keep More Customers”</li> <li>▪ Industry Experimental: “What Do Healthcare, Retail, Banking, Insurance and Government Have to Look Forward to?”</li> <li>▪ Innovation Spotlight: “Extending Your Business Network Beyond the Enterprise”</li> <li>▪ Blue Sky Panel: “Visionaries Share How Complexity is the Mother of Innovation in Their Organizations”</li> </ul> | <p><b>Sub-Track: Reengineer the Customer Experience</b></p> <ul style="list-style-type: none"> <li>-- Understanding Your Customers</li> <li>-- Reaching Your Customers</li> <li>-- Co-creating With Your Customers</li> <li>-- Pleasantly Surprising Your Customers</li> <li>-- “The Age of Hyperpersonalization”</li> </ul> <p><b>Sub-Track: Increase Operational Agility &amp; Dexterity</b></p> <ul style="list-style-type: none"> <li>-- Kickoff: “Turn Your Organization into a Laboratory”</li> <li>-- Simplify Processes</li> <li>-- Manage Complexity</li> <li>-- Increase Decision-Making Speed and Flexibility</li> <li>-- Pilot a Porous, Networked Organization</li> <li>-- “Empowering Your Allies”</li> <li>-- Sterling Commerce sessions</li> </ul> | <ul style="list-style-type: none"> <li>▪ Building Creative Leadership</li> <li>▪ Creativity In Leadership &amp; Partnerships</li> <li>▪ “Innovation and Retention”</li> <li>▪ Management in a World of Open Roles”</li> <li>▪ Inspiring Performance.</li> <li>▪ Managing in a Connected World</li> <li>▪ Understanding Success, Decision Making &amp; Trends</li> <li>▪ Collaborating and Strategy</li> </ul> | <ul style="list-style-type: none"> <li>• Kickoff: Bringing Science to the Art of Marketing</li> <li>• Marketing Campaign Excellence</li> <li>• Consistent Brand &amp; Customer Experience</li> <li>• Optimized Marketing Processes</li> <li>• Deep Customer Insight</li> <li>• Market Relationships, Not Products</li> <li>• “Grow Your Business Through B2B and B2C e-Commerce”</li> <li>• “Leverage e-Commerce to Reach New Markets”</li> <li>• Customer Session with Analyst</li> </ul> |
| Target Audience                  | <ul style="list-style-type: none"> <li>• CEO / President</li> <li>• CFO</li> <li>• CIO</li> <li>• Business Architect</li> <li>• Business Analyst</li> <li>• Consultant</li> <li>• LOB Executive</li> <li>• LOB Manager</li> </ul>  | <ul style="list-style-type: none"> <li>• CEO / President</li> <li>• CFO</li> <li>• CIO</li> <li>• Business Analyst</li> <li>• Consultant</li> <li>• LOB Executive</li> <li>• LOB Manager</li> </ul>  | <ul style="list-style-type: none"> <li>• CEO / President</li> <li>• CFO</li> <li>• CIO</li> <li>• Business Analyst</li> <li>• Consultant</li> <li>• LOB Executive</li> <li>• LOB Manager</li> </ul>   | <ul style="list-style-type: none"> <li>• CEO / President</li> <li>• CMO</li> <li>• COO</li> <li>• Manager / Director / VP of                             <ul style="list-style-type: none"> <li>- Interactive Marketing</li> <li>- Online Marketing / eMarketing</li> <li>- Database Marketing / CRM</li> <li>- Email Marketing</li> <li>- Marketing Operations</li> <li>- Direct Marketing</li> </ul> </li> </ul>   |





# Technology Program



Focal Points: Beth Currier (ecurrier@us.ibm.com) and Sree Ratnasinghe (sreer@us.ibm.com)

| TRACKS   |   |   |  |   |
|--|---|---|--|---|
|  | Application Development   | Application Infrastructure  | Business Process Management and Decision Management  | Connectivity and Integration  |
| <b>Sub-tracks</b><br><b>• Potential Topics</b> | <b>Development Tools</b> <ul style="list-style-type: none"> <li>Rational Tools for development and problem determination</li> <li>WebSphere sMash</li> <li>Eclipse</li> <li>Cloud development</li> </ul> <b>Java Development and Programming Models</b> <ul style="list-style-type: none"> <li>Java EE, including latest on JPA and EJB</li> <li>OSGi</li> <li>SCA</li> <li>Open Source</li> </ul> <b>Web 2.0</b> <ul style="list-style-type: none"> <li>Rich Internet Application Development</li> <li>Dojo, AJAX</li> <li>JAX-RS</li> <li>REST</li> </ul> | <b>WebSphere Application Server Infrastructure:</b> <ul style="list-style-type: none"> <li>Latest information on WAS</li> <li>Best practices</li> <li>Problem Determination</li> <li>Migration</li> </ul> <b>Security &amp; Management</b> <ul style="list-style-type: none"> <li>WebSphere Security including SSO</li> <li>Infrastructure Hardening</li> <li>Tivoli Security Software</li> </ul> <b>CICS</b> <ul style="list-style-type: none"> <li>CICS Tools</li> <li>Systems Management &amp; Administration</li> <li>Web 2.0 Support</li> </ul> <b>Cloud Computing, Virtualization &amp; Performance</b> <ul style="list-style-type: none"> <li>Private or hybrid clouds</li> <li>Virtualization</li> <li>Extreme Transaction Processing (XTP)</li> <li>Performance tuning and best practices</li> </ul> | <b>BPM: From Projects to Programs</b> <ul style="list-style-type: none"> <li>How to model, simulate, execute, rapidly change, monitor and optimize core business processes throughout the process lifecycle.</li> </ul> <b>Decision Management</b> <ul style="list-style-type: none"> <li>BRMS</li> <li>Event Processing</li> <li>Analytics</li> </ul> <b>BPM Infrastructure</b> <ul style="list-style-type: none"> <li>Administration WPS, WLE</li> <li>Deployment, optimization, migration WPS, WLE</li> <li>Security and Performance best practices WPS, WLE</li> </ul> | <b>Messaging Infrastructure</b> <ul style="list-style-type: none"> <li>Universal Messaging administration, deployment, optimization, security and problem determination</li> <li>Managed file transfer</li> <li>Pub/Sub</li> </ul> <b>Enterprise Integration</b> <ul style="list-style-type: none"> <li>ESB</li> <li>Service Federation</li> <li>Application integration</li> </ul> <b>B2B Integration</b> <ul style="list-style-type: none"> <li>Integration patterns</li> <li>Integration technology</li> <li>Security</li> </ul> |
| <b>Target Audience</b>                         | <ul style="list-style-type: none"> <li>Application Programmers</li> <li>Software Engineers</li> <li>Web Designers</li> <li>Enterprise Architects</li> <li>System Integrators Server-side and Web</li> <li>Application developers</li> <li>Software Developers</li> </ul>  | <ul style="list-style-type: none"> <li>Software Engineers</li> <li>IT Project Managers</li> <li>Software Engineers</li> <li>Infrastructure Managers</li> <li>Operations Managers</li> <li>System Administrators</li> <li>IT Consultants</li> </ul>  | <ul style="list-style-type: none"> <li>Business Analysts</li> <li>LOB Execs</li> <li>Architects</li> <li>System Integrators</li> <li>Infrastructure Managers</li> </ul>  | <ul style="list-style-type: none"> <li>Architects</li> <li>IT Consultants</li> <li>Software Developers</li> <li>Infrastructure Managers</li> <li>IT Executives</li> <li>Systems Integrators</li> </ul>  |



# Technology Program (cont'd)



Focal Points: Beth Currier (ecurrier@us.ibm.com) and Sree Ratnasinghe (sreer@us.ibm.com)

|  | TRACKS  |  |   |
|--|---|--|---|
|  | SOA and Governance  | Cross-Channel Commerce & Exceptional Web Experience  | Implementing Industry Solutions for Improved ROI  |
| <b>Sub-tracks</b><br><b>• Potential Topics</b> | <b>SOA Principles and Practices</b> <ul style="list-style-type: none"> <li>Methodologies and patterns in design and development of SOA</li> <li>Process Integrity</li> </ul> <b>SOA Governance</b> <ul style="list-style-type: none"> <li>IBM's SOA Governance strategy</li> <li>SOA Policy Management Capabilities.</li> <li>Service level management</li> <li>Managing complex organizational change.</li> </ul> <b>SOA in Action</b> <ul style="list-style-type: none"> <li>Real world examples from clients, business partners and the IBM community</li> </ul> | <b>Cross-Channel Commerce</b> <ul style="list-style-type: none"> <li>WebSphere Commerce</li> <li>Sterling Order Management and Fulfillment</li> <li>B2C, B2B and extended business models</li> <li>The latest in web, mobile, and social technologies</li> </ul> <b>Delivering Exceptional Web Experiences</b> <ul style="list-style-type: none"> <li>WebSphere Portal and the IBM Customer Experience Suite</li> <li>Content management</li> <li>Cloud Services</li> <li>Enterprise portal framework,</li> <li>Social and real-time communication</li> <li>Personalization &amp; Search</li> <li>Marketing tools</li> <li>Mobile device support</li> <li>Real-time analytics</li> </ul> | <b>Banking and Financial Markets</b><br><b>Communications Service Providers</b><br><br><b>Energy &amp; Utilities</b><br><br><b>Government</b><br><br><b>Healthcare &amp; Life Sciences</b><br><br><b>High Tech &amp; Manufacturing Industries</b><br><br><b>Insurance</b><br><br><b>Retail, Consumer Products</b><br><br><b>Travel &amp; Transportation</b> <ul style="list-style-type: none"> <li>Unique industry solutions for all the above</li> </ul> |
| <b>Target Audience</b>                         | <ul style="list-style-type: none"> <li>IT Executives</li> <li>Enterprise Architects</li> <li>IT Executives</li> <li>LOB Execs</li> <li>IT Consultants</li> <li>IT Project Manager</li> <li>System Integrators</li> </ul>  | <ul style="list-style-type: none"> <li>Enterprise Architects</li> <li>Architects</li> <li>IT Executives</li> <li>Web Designers</li> <li>Business Analysts</li> <li>LOB Execs</li> </ul>  | <ul style="list-style-type: none"> <li>IT Executives</li> <li>Solution / Software Architects</li> <li>Software Designer &amp; Developers</li> <li>LOB Executives</li> </ul>   |



# A great catalyst for **Success**, is **Success**

When leveraged correctly -- one success story can serve as the foundation for others

**Focal Point: Karen McCracken (kmc crack@us.ibm.com)**



## Important dates (subject to change)

- o Call for Speakers closes  
Jan. 7, 2011
- o Speakers selected  
Jan. 31, 2011
- o Speaker commitment due  
Feb. 7, 2011
- o Lab images due  
March 1, 2011
- o Final presentations due  
March 25, 2011
- o Conference begins  
April 10, 2011

## Why be a Speaker at Impact?:

- All accepted customer speakers will receive a complimentary pass (a \$2,150 value) \*
- Networking opportunities with over 6,600 industry experts, press and analysts
- Use of the exclusive, pool-side Client Speaker Cabana for meetings
- Speaker gift to use on site
- A year's worth of the *best technical education* in just one week

How do I get started?  
[www.ibm.com/impact](http://www.ibm.com/impact)

Click on Call for Speakers



\* Unless prohibited by your company or restricted per government entity guidelines



# Three Easy Steps...

## Step 1 – Create a speaker Profile

### New questions added

- Is your success documented in our client references database?
- Would you be willing to participate in a video interview while at Impact to create an external case study highlighting your success with IBM solutions?
- Please provide the name and email of your IBM sales representative.

## Step 2 – Add session proposal

Deadline: January 7, 2011

Technology (only visible to IBMers)

Inner Circle

Client Submissions

Business Partner Submissions

## Step 3 – Stand out from the crowd

- Highlight your success in implementing innovative solutions that drive real business results



# Thank you!

You know what makes your company unique—

**now spread the word**



# Questions & Answers



**FAQ**

