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Attend the Impact Comes to You 2012 event in ****CITY****

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Learn how new technologies can help you change the game and grow your business.

****SALUTATION****,

There's no escaping complexity and change in today's global marketplace. But by aligning business strategy with IT technology, you have a tremendous opportunity to turn these challenges into advantage. At this local Impact Comes to You (ICTY) event, you will hear from forward-thinking companies who are leveraging the latest technologies to identify new opportunities, transform customer engagements and get to market faster than ever before.

Join other business and IT leaders at ICTY to discuss innovative technologies such as mobile, expert integrated systems, business process management (BPM), service oriented architecture (SOA) and cloud computing. At ICTY 2012, learn how by harnessing powerful—and disruptive—technologies you can transform business and change the game.

Top 5 Reasons to attend Impact Comes to You 2012:

1. **Innovate, transform and grow your business.** Hear best practices from industry experts. Discover how they are driving business growth by implementing new technologies while managing rising costs, economic pressures and global change.
2. **Listen and learn.** Get expert education on the latest mobile, expert integrated systems, IBM PureSystems™ WebSphere®, BPM and SOA software, and cloud capabilities. Meet and network with visionary business leaders and IT experts.
3. **Realize business value.** Learn how emerging technologies aligned with business strategy can accelerate and enhance business results.
4. **Change the economics of IT.** Learn about IBM PureSystems™, our new expert integrated systems family that leverages built-in expertise, integration by design and a simplified experience to fundamentally change the game.
5. **Expand your reach.** See how IBM mobile capabilities can help capture new market opportunities with reduced risk and greater integrity, regardless of the device.

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