

Impact2012

Comes To You

Change the Game



Five Reasons to attend

Impact Comes to You

Impact Comes to You (ICTY) is the unique event where business and IT leaders can come together to discuss the opportunities to drive greater innovation, transformation and growth. Join us at ICTY and learn how aligning technology and business strategies can help you change the game and accelerate the success of your organization.

At ICTY, forward-thinking companies will share best practices for leveraging the latest technologies like mobile, expert integrated systems - IBM PureSystems™, Business Process Management (BPM), Service Oriented Architecture (SOA) and cloud computing to identify new opportunities, transform customer engagements and get to market faster than ever before.

The Top 5 Reasons to attend an Impact Comes to You 2012 event:

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.

4

Change the economics of IT. Learn about and see IBM PureSystems, our new expert integrated systems family. These new systems leverage built-in expertise, integration by design and a simplified experience to fundamentally change the game.

2

Listen and learn. Get expert education on the latest mobile, IBM PureSystems, IBM WebSphere®, BPM, SOA and cloud capabilities. Meet and network with visionary business leaders.

5

Expand your reach. See how IBM mobile capabilities can help capture new market opportunities and provide new capabilities across your enterprise, with reduced risk and greater integrity, regardless of the device.

3

Realize business value. Learn how emerging technologies can accelerate growth and enhance business results.

An **ICTY 2012** event is taking place in [city] on date]. Register now to learn how to change the game and grow your business with new technologies.

<Date>

<City>

<Location/Address>