IBM Information >>> On Demand 2008
INNOVATE. OPTIMIZE. PERFORM.
Unlock the business value of your information.
October 26-31, 2008 Mandalay Bay - Las Vegas, Nevada

Attending IBM Information On Demand 2008 global conference provides a great return on investment for your company. The conference features technical and business leadership tracks and programs specifically designed to develop skills, ensure higher productivity and improve problem-solving capacities.

- Hear the latest IBM Information Management product updates and research findings from world renown analyst Tom Davenport, and IBM customers and business partners who will share their successful implementations
- Learn how IBM Information Management solutions can help innovate and optimize your business processes to outperform the competition, and cut costs in these challenging economic times
- Find out how an "Information Agenda" can turn your Information On Demand vision into reality by unlocking the business value of information

The Technical Skill Building program
Featuring an unprecedented breadth and depth of technical sessions over 4.5 days to help build skills across a wide array of IBM technologies, learn about all of IBM's new software products and releases and get behind-the-scenes views of how others are solving their toughest information management challenges. Choose from over 600 sessions - plenty of opportunities to learn about new topics, dive more deeply into products and technology, provide input to IBM's development community, and get hands-on with IBM products and solutions. Learn all you need to know about the IBM Information Management portfolio: Data Management, Enterprise Content Management, Information Integration, Master Data Management and Business Intelligence & Performance Management.

IBM's technology leaders will provide best practices, tips and tricks, and valuable insider news. Their presentations will be illustrated through discussions by IBM customers on how they met real-world challenges with the use of IBM technology. Get all the real-life details you need to get IT right when it affects users, system performance, application solutions, IT infrastructure and business processes.

Learn how other developers overcame some of the "challenges" that we all encounter. Take your technical expertise to new levels of proficiency by working alongside the experts in our Hands-On Labs. Meet and talk to leading developers in our Developer Den. Get feedback on your own pet projects at the Demo 'Til You Drop event. In our Usability Sandbox, gain insight into the future of the industry while providing IBM with valuable feedback on product usability and the functionality most important to you.

Attend complimentary professional certification
IBM's professional certification exams will be available to registered attendees throughout the event. Up to three Information Management, Rational, SOA, Tivoli, WebSphere or XML exams can be taken at no charge, a fee of $75 USD for subsequent exams will apply. Lotus and Hardware related exams will be offered at $75 USD each and $95 USD each, respectively.

Sharpen your skills with pre-conference technical education
Unique pre-conference training courses as well as Professional Certification preparation crammer courses will be available to all registered attendees. These courses will deliver more in depth information and skills than is possible in a regular conference session. The technical training courses will cover a wide range of topics addressing some of the hottest issues affecting IBM customers like you. Plan to arrive a day early as the courses will only be available for one day.

The Business Leadership program
Featuring innovative ideas and successful strategies to show you how to optimize your business, improve customer service, reduce costs, manage risk and tackle leadership challenges you face in your managerial role. The 120 sessions in the Business Leadership program over 2.5 days are designed for business executives and leaders who need the latest industry-specific information and trends.

Tracks are aligned by industry and include banking & financial markets, communications, consumer products, energy and utilities, government, healthcare & life sciences, industrial, insurance, retail and also cross-industry topics. Sessions focus on real-world examples from seasoned industry analysts as well as from other IBM customers in your industry who have successfully navigated the complexities of Information On Demand. Business leaders attending the conference will also have the unique opportunity to schedule one-on-one meetings with key IBM executives and distinguished technical leaders to share ideas and discuss your specific needs.

Meet the Experts
A unique opportunity for all attendees to make personal appointments to speak with IBM product and research technical and business experts from IBM Information Management as well as other areas of IBM. Don't miss the chance to get your individual questions answered in this one-on-one setting.

EXPO Solution Center
Experience cutting-edge demos and unprecedented participation from over 200 Business Partners and 130 IBM demos in the huge EXPO that promises to be one of the most exciting centers of innovative technology solutions. View IBM partner and exhibitor tools and solutions that could dramatically improve your processes. Take advantage of invaluable networking opportunities with customers, industry experts, peers and Information Management executives. Our Meet the Experts area will be located in the EXPO.

Expand your professional network
The best way to maximize your information management investment and conquer challenges is to spend time exploring how the products you use are put to the test elsewhere. Meet with your counterparts and other users and learn about their implementation successes. The technical staff will demonstrate practical solutions and easy-to-use tips and techniques to provide insight into the future direction of the products that will impact your organization.

Extend your learning after Information On Demand 2008
No doubt you'll want to return yearly to the Information On Demand global conference. Share new knowledge with the rest of your team upon your return to work, and offer that knowledge on specific areas where the company needs more information. Increased revenue generated and/or dollars saved are the best arguments for a return trip. Submit this information to your manager and you'll already have the justification to return next year. The Information On Demand 2008 post-event website will feature session presentations and highlights.