



IBM Information On Demand

Key Information on Demand Activities Roadmap at PW2006

Date	Time	Mandalay Bay Location	Activity
Sunday, March 12	3:00 pm - 6:00 pm	Solution Center Bayside B & C Booth #303	Information is Power! Information On Demand is IBM's unrivaled approach to providing a broad portfolio of flexible middleware capabilities that enables the seamless flow of all forms of information regardless of format, platform or location. Come and discover the innovative solutions of our Information Management portfolio!
Monday, March 13	12:30 pm - 1:45 pm	Solution Center	Visit us at the Solution Village!
	3:30 pm - 6:30 pm	Solution Center	Visit us at the Solution Village!
Tuesday, March 14	6:30 am - 7:45 am	Palm D	By-Invitation Breakfast with Ambuj Goyal, General Manager, Information Management Software
	9:00 am - 10:30 am	Event Center	Software Group Executive Forum: The Value of Teaming with IBM Software Group. Hear from top IBM SWG Executives how each brand is more fully integrating channels into their 2006 plans.
	10:30 am - 4:00 pm	Solution Center	Visit us at the Solution Village!
	4:00 pm - 5:30 pm	Breakers J	Exchange Session: Information On Demand: Seize the Revenue Opportunity! Learn how Information On Demand can help you increase revenue while helping your clients gain insight and advantage. Hear about these successes directly from some of our business partners.
	6:30 pm - 8:30 pm	Rum Jungle	Join Information Management executives along with their SWG colleagues for some FUN at the SOA Live! March Madness Reception.
Wednesday, March 15	12:30 pm - 4:30 pm	Solution Center	Visit us at the Solution Village!
	2:00 pm - 5:30 pm	Breakers G	SOA Live! in Vegas Focus Sessions
	5:30 pm - 6:30 pm	Breakers G	Information Management Sponsored Reception immediately following SOA Focus Sessions