

# Connect2016

January 31 - February 3

Hilton Orlando

#ibmconnect



## Top reasons for Business leaders to attend

**IBM Connect 2016** is the premier conference for social business and digital experience. Learn how IBM can help you drive business results by focusing teams on delivering customer value. See how to position your organization to seize every moment by rapidly sensing and responding to market and competitive shifts.

- 1 Optimize every customer moment**  
Meet with experts to see how to deliver a personalized digital experience by seamlessly integrating data, Web content, social engagement and mobile delivery.
- 2 Build a competitive advantage**  
Learn how IBM Smarter Process solutions increase ROI by streamlining customer and employee engagement strategies. Explore the advantages made possible by emerging trends like the API Economy and Content as a Service.
- 3 Focus on work that matters**  
Discover new capabilities to help you and your teams maximize every moment of your work day, including a personal assistant and next generation team work environment.
- 4 Leverage existing investments**  
Understand how Social and Digital Experience Cloud solutions can help you reap new benefits from your existing on-premises infrastructure.
- 5 Increase your expertise**  
Compelling keynotes, 150 sessions and insights into the latest industry trends and innovations will deepen your expertise.

Don't miss Connect 2016, the premier social business and digital experience conference! Register by October 27th to save \$200 off the regular conference rate.

**Register now at [ibm.com/connect](http://ibm.com/connect)**