

IBM Software

Lotusphere2012

Business. Made Social.

January 15 – 19

WALT DISNEY WORLD Swan and Dolphin Resort, Orlando, Florida



TOP 5 Reasons to Attend

1 It's THE technology & business event of the year

- Lotusphere 2012 is where business meets IT. It's the place to learn why – and how – to become a Social Business. And Lotusphere brings the concept of 'crowd-sourcing' to a new level, giving you direct access to IBM strategists, product experts, engineers, architects and developers – and of course, customers and industry “thought leaders.”

2 Radically improve your social skills

- Hundreds of information-packed technical and business sessions – from application development to product architecture, features, capabilities and deployment; from business-focused sessions to a Solutions Showcase featuring real-world best practices and solutions.

3 Social + Mobile + Cloud = Opportunity³

- Exponentially grow your business outcomes with tools, tips, and tricks to integrate built-in social intelligence, fully utilize mobile devices, and take advantage of all the benefits the cloud has to offer.

4 Your social circle is about to get a lot bigger

- NEW this year: IBM Connect 2012, a two-day Social Business conference that takes place alongside Lotusphere and is customized for forward-thinking business leaders. This new conference will showcase the strategic value and tangible impact that 'social' can have on your business and how social business solutions and collaboration concepts can deliver real return on investment. (Lotusphere attendees are welcome to attend the IBM Connect sessions, space permitting.)

5 Value

- Get a year's worth of technical and business education in one week! No other event offers the depth and breadth of technical content (with a distinct business spin) that you'll find at Lotusphere 2012.



REGISTER

www.ibm.com/lotusphere

“ Lotusphere 2011 was testament not only to the fact that this change [to Social Business] has helped IBM improve its own organizational productivity, operations, and product development, but also to the fact that IBM can be both mentor and technology provider to those customers and partners that also want to benefit from this journey. ” – IDC

* Software (Gartner, IDC, ICS Strategy Analysis, GMV); Services (Kennedy Information, ICS Strategy Analysis, GMV)

JOIN OUR SOCIAL CIRCLE
Lotusphere 2012 – positioning you for a productive and “social” year.