Seminar: IBM Enterprise Modernization Strategy

Item: Seminar Invitation Copy

Please find below a sample invitation copy for the IBM Enterprise Modernization Strategy seminar track. Please include registration instructions for your seminar in your invitation. You may also feel free to customize this with your own information.

(Business Partner Name), an IBM Business Partner, cordially invites you to a <u>complimentary</u> IBM Enterprise Modernization Strategy seminar on **(date)** in **(location).**

Are you ready to learn how IBM's Enterprise Modernization Offering can address the unique requirements of your e-business? Have you asked yourself "why should your company modernize it's business and what would be the benefits of modernizing?"

Attend this seminar to learn what IBM's Enterprise Modernization offering consists of and the benefits and value proposition of this important offering. This is your opportunity to learn how Enterprise Modernization can improve your company's processes by leveraging e-business technology and how you can become more competitive by reducing costs through leveraging your existing application assets using IBM Enterprise Modernization. In this seminar, you will also learn:

- the various stages of e-business adoption
- how Enterprise Modernization can reduce e-business application development time
- how Enterprise Modernization meets the needs of customers
- how Enterprise Modernization can reduce the impact of skills requirements and technical challenges of e-business and promotes the reuse of IT assets as components;
- and how we can perform a consultative assessment of your business to determine how the IBM Enterprise Modernization offering would work for you

Please join **(BP name)** for this complimentary seminar on **DATE, TIME, PLACE (with directions).** Enroll today **(insert enrollment info)** to find out how you can transform your company into an e-business by teaming with **(Business Partner Name)** and IBM. We look forward to your attendance at this seminar!

(Business Partner logo) (business partner emblem)