

Seminar: IBM Enterprise Modernization Strategy
Item: Enterprise Modernization Seminar Welcome Letter

Attached is a *sample* welcome letter for the IBM Enterprise Modernization Strategy seminar track. You should feel free to customize this letter with your own information.

Dear Enterprise Customer,

Modernization is a strategic approach to deliver e-business through the harvesting and re-use of existing IT assets, as well as to leverage e-business technology, such as intranet collaborative solutions, to improve the efficiency of the application development process.

In today's e-business environment, speed is key. Any mechanisms that can be used to move the company toward its e-business goal are very important. Also in today's environment, it is critical that diverse development groups work together well. All of this is key to modernizing the enterprise, moving them from the traditional systems to the web based systems of today.

I am glad that you were able to join us today for the Enterprise Modernization Strategy seminar. We are certain that you will find this seminar enlightening. After today's seminar, we feel confident you will understand the reasons to adopt the IBM Enterprise Modernization strategy and how (***Business Partner Name***) can work with you to help enable your company for e-business today!

Sincerely,

Business Partner Executive
Business Partner Logo and emblem