

**Seminar: IBM Enterprise Modernization Strategy**  
**Item: Audience Profile - Whom to Invite**

- Audience: This seminar is targeted at CTO/CIO, Web Masters, IT managers/department managers and others with similar responsibilities within the company
- Target Customers: Target customer size ranges from high-medium to larger SMB accounts. These businesses typically deploy broad cross-platform support including MicroSoft Windows, Linux, Solaris, HP-UX, IBM AIX, OS/390, z/OS, IBM OS/400, and Novell Netware operating environments
- Target Industries: All
- Functional Titles: Chief Technology Officers, Chief Information Officer, Vice President/Director of LAN/Network; Sr. Programmer/Analyst; Managers of Application Development/Systems; IT Services and/or Line of Business Managers