

## **Seminar: WebSphere MQSeries and Business Process Management**

### **Item: Audience Profile - Whom to Invite**

**Audience:** Line of business managers, CTO/CIOs, IT professionals and systems integrators make up the target audience in the retail, wholesale/distribution, and healthcare BF&S, manufacturing, telecommunications, utilities industries

**Company Size:** The WebSphere MQSeries Business Process Management solution is ideally targetted to companies who have multiple applications that need to be interlinked or are interlinked manually or through some home-grown process or need to quickly adapt to changing business scenarios: from mergers to reorganizations to adding users on their intranet or extranet

**Target Industries:** Retail, Wholesale/Distribution, BF&S, Manufacturing, Telecommunications, Utilities ad Healthcare

**Functional Titles:** Chief Information Officers, Chief Technology Officers, Sales or Marketing Directors, IT Professionals