

## **Seminar: WebSphere Application Server and WebSphere Studio**

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

**Target Customers:** Target customers range from high-medium to larger SMB accounts, as well as large enterprise departmental entities. These customers want to know from a business consultative perspective how to start or enhance a Web presence, simply and easily, and generate immediate business value

**Audience:** This seminar is targeted at IT managers/department managers and others with similar responsibilities within the company

**Company Size:** Company size ranges from high-medium to larger SMB accounts, as well as large enterprise departmental entities. 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 Industries

**Functional Titles:** Chief Technology Officers, Vice President/Director of LAN/Network; Sr. Programmer/Analyst; Managers of Application Development/Systems; IT Services and/or Line of Business Managers