Seminar: WebSphere Application Server and WebSphere Studio

Item: Seminar Invitation Copy

Please find below a sample invitation copy for the WebSphere Application Server and WebSphere Studio 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 complimentary seminar to learn how you can exploit the web for your business benefit. This seminar will be on **(date)** in **(location).**

Does your company require a highly scalable e-business or do you want to understand how to leverage your current IT assets to reach more customers and improve service? Are you just getting started and want to understand what e-business is all about?

This seminar will address the technology issues related to e-business from a business perspective, explain why a broad platform architected on open industry standards is not only required but strategic, and how you can get started by building on your current IT investments. In this seminar, you will learn more about:

- the various stages of e-business adoption and determine where your needs can be addressed
- how WebSphere Foundation and Tools are a key component of the WebSphere platform
- how WebSphere Application Server and WebSphere Studio meet the needs of customers
- features, functions, and benefits of WebSphere Application Server and WebSphere Studio
- trends, directions, and future development for WebSphere Foundation and Tools;
- and how we can perform a business consultative assessment of your business to determine how WebSphere Application Server and WebSphere Studio 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)

OPTIONAL: The Executive Assessment for WebSphere Application Server/WebSphere Studio is scheduled for completion by the end of June. You may want to incent your customers to attend your seminar by performing the Executive Assessment free of charge or at a reduced cost! For more details on the executive assessment, go to:
http://www.ibm.com/partnerworld/software>Marketing and Sales>Tools for Selling our Software>Tools for Selling our Software Cross Brand