

Seminar: WebSphere Everyplace Access Offering

Item: Audience Profile - Whom to Invite

Target Customers: Enterprises, ISPs, ASPs, NetGens

Audience: This seminar is targeted at LOB Manager (Sales director), CTO/CIO, Web Master IT executives and key managers. Sales directors, IT departments and webmasters within the finance, retail/distribution, travel and insurance industries are most likely to be early adopters of WebSphere Everyplace Access.

Company Size: You should focus on companies with 100 or more employees using the following platforms: AIX, Solaris, Linux, NT and Windows 2000*
*Voice technology supported on NT and AIX

WebSphere Everyplace Access is ideally targeted to companies who want to give customers more self-service capabilities, expand their markets and reduce operational costs. Companies that have mobile employees will also benefit from this offering because access to business data from anywhere can improve employee productivity.

Target Industries: Finance
Wholesale/Distribution
Travel
Insurance

Functional Titles: Chief Information Officers, Chief Technology Officers, Sales Directors; Vice President/Dir of LAN/Network; Database Admin; Sr. Programmer/Analyst; VP/Director/Mgr of Application Development/Systems; IT Services