Seminar: WebSphere Host Integration

Item: Audience Profile - Whom to Invite

Audience:
Your targeted customer for an IBM WebSphere Host Integration Solution is the Line of Business manager who needs to extend existing green-screen applications to the Web, without rewriting applications or disrupting current mission-critical operations.

Line of Business managers are generally not constrained by IT budgets. If they have a business problem, they have the authority to fix the problem. Line of Business managers make the budgets, they are not constrained by them as the IT professional may be.

Company Size:
You should focus on small to midsize companies with:
50+ employees
Annual revenues of $5M or more
A desire to differentiate and grow their e-business

Target Industries:
Banking and Financial
Manufacturing and Distribution
Government
Telecommunications
Health

Functional Titles:
President, CEO, General Manager
Vice President of Sales, Vice President of Marketing
Chief Financial Officer, Chief Operating Officer, etc.