

Seminar: WebSphere Portal Family Strategy and Offerings

Item: Audience Profile - Whom to Invite

Target Customers: Enterprises, ISPs, ASPs, NetGens

Audience: This seminar is targeted at LOB managers (VP Marketing, VP Sales), CTO/CIO, Web Masters, IT executives and key managers. Sales and marketing directors, IT departments and web masters within the finance, retail/distribution, wholesale distribution and manufacturing

Company Size: Midsize to Very Large Businesses with:

An operational Web site
Annual revenues of \$10M or more, 100+ employees
Very large number of users
Wants to personalize user experiences for multiple vendors and suppliers
Companies focused on employees retention opportunities
A desire to differentiate and grow their business

Target Industries: Banking/Finance/Insurance
Wholesale/Distribution
Retail
Manufacturing
Government

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