

IBM Business Partner European Retail University Malta, 29th May – 1st June 2007

Business nCounter Structured Networking IBM Employee guide to completing the system profile

As an IBM representative, you want to get the best out of the networking opportunities at the European Retail Business Partner University in Malta. Business nCounter can help you meet up with your most valuable Business Partners and colleagues by pre-booking face-to-face meetings during the dedicated networking session at the event.

This short guide to completing the Business nCounter registration and profile is designed to help you provide the best possible information so that conference delegates know the most appropriate IBM representatives to request meetings with.

Don't forget – you can also request meetings with Business Partners! In our experience BPs find this a very positive sign of your commitment and interest in growing their business.

- Q** *Will my registration contact details be shared with other Delegates?*
- A** Only if you choose to do so – you can enter any text into the profile description boxes including your name and email if you so wish. By default, Business nCounter is a company-to-company service and keeps your personal details anonymous. All emails are from the system and do not reference your details.
- Q** *What boxes should I check in the 'tick box' section of the profile ?*
- A** Please check the 'IBM Employee' box under the 'IBM Membership Level' section; check 'Hardware Manufacturer' and 'Software Developer' under the 'Organization Type' section; check the appropriate boxes under the 'Technology Focus' section. Mostly the other sections are not relevant to IBM Employees.
- Q** *What information should I put in the "Description of your Company" box?*
- A** This is a special case since IBM is the host of the conference. Text from this box is displayed in the shortform search listing pages. For most Delegates this box is best used to describe their company. As an IBM Employee, everyone already knows your Company. We recommend you put your job function and role description into this box to best help Delegates decide why they should meet with you. For example: "I am the world wide retail marketing manager and can help you launch global programs" is a clear indication.
- Q** *What information should I put in the "Description of your Application or Service" box?*
- A** Use this box to give a more detailed description of how you can work with Business Partners to advance their business.
- Q** *What information should I put in the "Description of your type of Partners you are seeking" box?*
- A** Describe the type of partners you would ideally like to meet with. For example: "I am interested in meeting with Systems Integrators looking to expand their business into the European retail market using the Store Integration Framework."
- Q** *What information should I put in the "Keyword Search" box?*
- A** This box should contain comma separated keywords or phrases not already contained in the other text boxes that will help Delegates find you using the search facilities. From our examples above these may be: "marketing programs, program manager, global, SIF, director, executive, " etc.
- Q** *What do I do if I want to change any of my information?*
- A** You can log back into the system at any time and update any elements of your profile. The Business nCounter team will review entries on a regular basis and contact you with suggestions if we believe your profile needs adjustment.
- Q** *What do I do if I have any other questions?*
- A** You can email ncounter@118software.com at any time with your questions and suggestions. We will do our best to incorporate any changes that you suggest.