

# Impact2013

Business. In Motion.

The Venetian, Las Vegas, NV | April 28–May 2

## 5 Reasons To Attend Impact

### 1 ACCELERATE YOUR IMPACT

#### Hot topics include mobile & more!

On today's smarter planet, thriving businesses are in constant motion. Register for Impact 2013 to hear how market-leading organizations are combining business with technology — including mobile, social, cloud and big data — to optimize their applications and processes.

### 2 ACQUIRE THE SKILLS TO SUCCEED

Get certified and grow your technical skills with lectures, hands-on labs, meet-the-experts sessions and an expanded Developer Unconference. Explore breakthrough technologies and innovations in mobile, cloud, expert integrated systems, BPM, Operational Decision Management (ODM), SOA integration and WebSphere software. Get your business, in motion.

### 3 LEARN FROM TECHNOLOGY INNOVATORS

Learn from IBM customers, analysts and thought leaders how today's outperforming organizations are succeeding by leveraging innovative solutions to forge new relationships and drive deeper engagements. Gain valuable insights from leaders who solved their most critical challenges by re-imagining their operations, processes and technology. Learn how others do business, in motion.

### 4 ACHIEVE GREATER BUSINESS VALUE

Attend the Forbes Business Leadership Forum, where forward thinking business and IT leaders will share how key technologies are helping them reinvent their business operations, master exploding amounts of data, anticipate and respond in real-time to marketplace changes, and drive innovation.

### 5 SEE SOLUTIONS IN ACTION

Visit the solution center to interact with the latest cutting-edge solutions and technology from IBM and its Business Partners to enable business in motion. Connect with colleagues and network with others at the Social Playground, get hands-on experience with live demos, and experience the new “touch” labs featuring mobile apps.

Register Today!  
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