

## INVITATION

### Exclusive Business Partner Programme 2 June 2009 - Berlin, Germany

Dear Valued Business Partner,

We are delighted to invite you to attend the Business Partner Programme on 2 June, which is offered to all Business Partners who are registered to attend the **Information On Demand EMEA Conference 2009** and which will be held at the Estrel Convention Center, Berlin, Germany from 2 to 5 June. This Programme is free of charge for all Business Partners participating in the Conference and is designed to provide critical business information to help maximise business results, improve sales strategies and build on existing skills.

#### Agenda

##### Tuesday, 2 June 2009

We will start at 13.00 hrs with lunch, followed by a general session. You will then break out into 5 different tracks from 14.55 until 17.30 hrs. The breakout tracks will cover Leveraging Information On Demand and the individual segments within Information Management, IBM Software.

##### NEW: Information Management Innovation Awards

We are excited to be presenting Information Management Innovation Awards for the first time in the Europe, Middle East and Africa region during the special Business Partner Appreciation Reception from at 18.00 - 20.45 hrs. on 2 June at an impressive venue – the Axica.

IBM Business Partners from all PartnerWorld & Cognos Partner communities are eligible for entry in the 2009 Information Management Innovation Awards. For more details, please visit the Conference website. But, please note, nomination closes on 1 May.

For questions and additional information, contact Melanie Bessem: [mtb.bessem@nl.ibm.com](mailto:mtb.bessem@nl.ibm.com)

Looking forward to seeing you in Berlin,



**Tony Rummans**  
Vice President  
Information Management Software  
Southwest Europe IBM



**Ivo Körner**  
Vice President  
Information Management Software  
Northeast Europe IBM

# Exclusive Business Partner Programme

## Tuesday, 2 June 2009 - Berlin, Germany

**IBM Information**  
 >>> On Demand  
**BERLIN, 2009**

13.00 - 13.45 Lunch at the Festival Centre (Estrel Convention Centre)				
Time	Track	Session Title	Speaker	Session Information
13.45 - 13.50	Introduction	Opening & Welcome	Tony Rummans, Vice President, Information Management Software, Southwest Europe IBM Ivo Koerner, Vice President, Information Management Software, Northeast Europe IBM	
13.50 - 14.50	General Session	Business Momentum and Growth Opportunities	Ambuj Goyal, General Manager, IBM Information Management Software, IBM Software Group	Presented by our Information Management leadership team, the General Session will outline the business momentum and growth opportunities in Information On Demand for IBM Business Partners, IBM's sales and channel strategy and key initiatives, as well as an overview of the IBM Deep Embed and OEM strategy and the key sales and marketing tools Business Partners can leverage.
		Information Management Sales Strategy & Channel Initiatives	Neil Isford, Vice President, Worldwide Sales, IBM Information Management Software, IBM Software Group	
		Deep Embed OEM Strategy	Rob Thomas, Vice President Worldwide Business Development, IBM Information Management Software, IBM Software Group	
14.55 - 15.35	Leveraging Information On Demand	Driving Growth & Innovation: Leveraging Information for Smarter Business Outcomes	Andrew Warzecha, Vice President, Information Management Strategy, IBM Software Group Tom Inman, Vice President, Information On Demand Acceleration, Information Management Software, IBM Software Group	The world is flatter. The world is smaller. And the world is becoming smarter. With an explosion in the volume, variety and velocity of information, how do businesses use information to make more intelligent decisions? In times of change an Information Agenda approach accelerates your organization's ability to share and deliver trusted information across all applications and processes. Attend this session to learn more about IBM's strategy on Information Agenda and how we're helping organizations leverage information for smarter business outcomes.
	Leveraging Information On Demand	The Deep Embed program	Larry Weber, Deep Embed Channel Marketing, Developmental Job Role, Information Management Software, IBM Software Group	At the core of the „deep embed“ approach is an OEM arrangement, where IBM embeds software technology into a Business Partner's application or solution. Combine a deeply optimized solution, powered by InfoSphere for Trusted Information, with enhanced market planning and sales execution, and you have a partnership model that is designed to drive significant revenue for both parties.
	Data Management	Data Management Product Portfolio and Strategy	Arvind Krishna, Vice President, Data Management & Worldwide Information Management Software, IBM Software Group	Executive discussion on our Data Management Portfolio and Strategic directions. Insight on how to maximize your marketplace opportunities
	InfoSphere	InfoSphere Warehouse	Andrew Friedrich, Marketing Executive InfoSphere Warehousing	Come see how IBM provides a unified, powerful data warehouse delivering access to structured and unstructured information and operational and transactional data in real time. Let's discuss how you can easily design and deploy a data warehouse that leverages their existing customer investments.
	Enterprise Content Management	Software ValueNet Pricing and Distribution Model.	Mick Nguyen, IBM ECM Pricing & Investment Specialist, Information Management Software, IBM Software Group	This presentation will help you understand the ECM User Value Unit pricing model, the benefits of the UVU model, how to use the Value Unit Calculator, how to assist customers with their entitlement migrations, and where to get additional help to support increasingly complex business requirements.
Business Intelligence & Performance Management	The IBM Cognos Advantage	Mel Zeledon & Rupert Bonham-Carter, Global Alliances and Channels Executive - IBM Cognos Software, Information Management Software, IBM Software Group & EMEA Business Partners Executive - IBM Cognos Software, Information Management Software, IBM Software Group	Come and attend this session which details the value and benefits of the IBM-Cognos solution and what's in it for you, as an IBM Business Partner. Learn about the potential that business intelligence and performance management solutions have to deliver tremendous value to your customers. Listen to examples of how partners around the globe are embracing business intelligence and performance management as the next driver of growth, for their businesses. Learn more about the new partnering opportunities and the benefits available under IBM Software Valuenet as well as get answers to all of your questions.	
15.35 - 16.05 Coffee Break				
16.05 - 16.45	Leveraging Information On Demand	Increase Revenue & Client Value with an Information Agenda	Bob Keseley, Vice President Worldwide Sales, Worldwide Information Agenda Executive, IBM Software Group Rob Thomas, VP Worldwide Business Development, IBM Information Management Software, IBM Software	Organizations can create an Information Agenda to unlock the business value of information and transform information into a strategic asset. CIO's now have a blueprint for an approach that guides the strategy, journey, governance and use of Information for competitive advantage. IBM's Foundation Tools, Information Accelerators, Information Agenda Guides & Workshops help organizations develop roadmaps with highly justified projects to meet strategic business imperatives. Attend this session to learn how an Information Agenda can help your organization deliver increased sales and client value with IBM's proven approach and end to end capabilities.
	Data Management	DB2 - Expand Market Share, Reduce Costs & Increase Profits.	Conor O'Mahony, Program Director, DB2 Product Marketing, Information Management Software, IBM Software Group	Learn how new compatibility features coupled with autonomies and compression can open up new markets for your solutions while keeping costs low.
	Data Management	Optim - Product Portfolio and Strategy	Aidan Mongan, WorldWide Optim Channel Sales Leader, Information Management Software, IBM Software Group	Are your clients asking for you to deliver solutions that address: Cost reduction; Getting more out of their existing application investment, Improved application availability. If they are not they should. Learn about one of the fastest growing solutions in Data Management - Optim.
	InfoSphere	InfoSphere - The Synergy Advantage for delivering Trusted Information	Jim Welch, Vice President InfoSphere, Information Management Software, IBM Software Group	Considered separately, each component of the InfoSphere portfolio provides an industry leading value proposition. Considered together, InfoSphere is much more than the sum of its parts. It is an industry unique platform for the delivery of trusted information. This session will provide insight into the InfoSphere vision, strategic direction and the current portfolio roadmap
	Enterprise Content Management	ECM Product Roadmap & Strategy	Dave Caldeira, Product Marketing, Portfolio Manager, Information Management Software, IBM Software Group	The presentation describes the IBM ECM overall product strategy and vision highlighting: - The Agile ECM strategy - The overall portfolio integration with focus on the value for customers and partners leveraging any repository starting point - How ECM fits in the overall IBM SWG strategy and how ECM leverages other SWG products to drive competitive advantage in the market“
	Business Intelligence & Performance Management	IBM Cognos Performance Management and Industry Solution Blueprints	Peter Malandra, Worldwide Channel Marketing, BI & Performance Management, Information Management Software, IBM Software Group	The IBM Cognos Performance Management portfolio provides a compelling example of the Information Agenda at work, both within IBM customer accounts and with our business partners. This session will provide an overview of the IBM Cognos solution portfolio as well as an overview of the comprehensive inventory of industry solution blueprints that have been developed in collaboration with our customers and business partners. Learn how business partners can leverage these solution blueprints to develop new opportunities within specific industry verticals and hear about how you can build out new industry blueprints, based on your industry expertise and best practices.
16.50 - 17.30	Leveraging Information On Demand	Building your Partner Business with IBM Software ValueNet	Chas Kunkelmann, Vice President - IBM Software ValueNet, Information Management Software, IBM Software Group	Running order: 15 mins Chas, 10 mins Louise, 15 mins of Q&A, Would like to include Tony, Ivo & Pawel to take part in the executive Q&A Abstract: Learn about the latest partner innovations that give you exclusive opportunities to sell key information management solutions. IBM Software ValueNet provides for unique relationships with IBM Business Partners and is designed to reward partners who invest in skills and high-value solutions based on designated portfolios - and now it's available across Cognos, ECM, InfoSphere and Optim! We'll review the requirements of joining Software ValueNet and the benefits which include fixed price discounting, protected investments through controlled distribution, flexibility to choose a level of engagement and much more. „
	Data Management	Informix Warehouse - Unlock Greater Business Value from your Data at Lower Cost	Cathy Elliott / Terri Gerber, Strategy & Planning Marketing Manager, Information Management Software, IBM Software Group ; World Wide Informix Sales Manager, Information Management Software, IBM Software Group	Informix Dynamic Server (IDS) provides a superior, reliable database platform that delivers blazing performance, scalability, reliability and low cost administration. With the Informix Warehouse Feature, customers can easily design and deploy a data warehouse that leverages their existing Informix investment.
	InfoSphere	InfoSphere Next Steps Selling	Tom Digsby, World Wide Business Development and Product Marketing Manager, Information Management Software, IBM Software Group	IBM Business Partners can create an Information Agenda to unlock the business value of information and transform information into a strategic asset for their customers. Come and see how you can cross sell our IM portfolio of offerings for an approach that guides the strategy, journey, and use of Information for competitive advantage.“
	Enterprise Content Management	Enabling ValueNet Partners for Success in 2009	Phillip Jones, Executive Education - Planning and Development, Information Management Software, IBM Software Group	This multimedia segment will provide an update on the education and certification programs designed to drive your success. It will introduce exciting new developments, including: - New training options - More/expanded offerings - Changes to the certification program - Improved learner support“
	Business Intelligence & Performance Management	Key for Success: OEM Deep Embed Program for IBM Cognos Software	Sven Loeffler, ISV Partner's & OEM Sales Response Team, Europe, IBM Software Group	IBM Cognos software provides unlimited opportunity to enhance the value and ROI of a wide range of ISV solutions. Come and find out more about the OEM program and how it aligns with the IBM Deep Embed initiative. Learn all of the available benefits and support that are extended to our OEM partners and hear about the many ways partners are extending the value of their current solutions by leveraging the OEM opportunity
18.00-20.45 Business Partner Appreciation Reception				

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