

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

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

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13.00 - 13.45 Lunch in the IOD Experience Foyer (Estrel Convention Centre)				
Time	Track	Session Title	Speaker	Session Information
13.45 - 13.50	General Session (IOD Auditorium)	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		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	
High Value Partnering	Rob Thomas, Vice President Worldwide Business Development, IBM Information Management Software, IBM Software Group			
14.55 - 15.35	Leveraging Information On Demand (Room 1)	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 Business Partners can help organizations leverage information for smarter business outcomes.
	Leveraging Information On Demand (Room 12-Lyon)	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 (Room 3)	Informix Warehouse - Unlock Greater Business Value from your Data at Lower Cost	Gary Proctor, Sr. Channel Sales Leader - IBM Informix, 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 (Room 11-Paris)	InfoSphere Warehouse	Yannick Barel, Program Director, InfoSphere Warehouse Solutions, Information Management, IBM Software Group	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 (Room 2)	Information Management Worldwide Client Support & Education: Partnering for Client Success, Satisfaction & Loyalty	Debbie Landers, Vice President Worldwide Client Support, Information Management Software, IBM Software Group	Together with our Software ValueNet (SWVN) partners we strive to build a strong, integrated ecosystem to enable us to jointly drive customer satisfaction and loyalty with our shared end-customers. This session by Debbie Landers, Vice President WW IM Client Support & Education, provides for a unique opportunity to discuss the following for all support providing partners: - Incremental information about our new Software ValueNet Support Provider model, and what it will mean to your organization to be a SWVN Support Provider - Benefits and opportunities with partnering in the delivery of Client Support for all partner types - Latest Education and Premium Support offerings enabling your success
Business Intelligence & Performance Management (Room 4)	The IBM Cognos Advantage	Mel Zeledon & Rupert Bonham-Carter, Global Alliances and Channels Executive - IBM Cognos Software, Information Management Software, IBM Software Group 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 at the IOD Experience Foyer				
16.05 - 16.45	Leveraging Information On Demand (Room 1)	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	An information agenda approach addresses companies that struggle to establish and leverage trusted information across multiple applications and processes for sustained competitive advantage. IBM's Information Agenda approach drives unique opportunities for IBM Business Partners who want to grow their business and enjoy significant upsell/cross sell opportunity and annuity revenue. Attend this session to learn how an Information Agenda can help you drive increased sales and client value with IBM's proven approach and end to end capabilities.
	Data Management (Room 3)	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 (Room 12- Lyon)	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 (Room 11-Paris)	InfoSphere - The Synergy Advantage for delivering Trusted Information	Paraic Sweeny, VP Product Management, Information Platform and Solutions, Information Management, 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 (Room 2)	ECM Product Roadmap & Strategy	Ken Bisconti, Vice President, ECM Software Products and Strategy	The presentation describes the IBM ECM overall product strategy and vision highlighting: - 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 (Room 4)	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 (Room 1)	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 (Room 3)	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 (Room 11-Paris)	InfoSphere Next Steps Selling	Larry Weber, Deep Embed Channel Marketing, Developmental Job Role, 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 (Room 2)	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 (Room 4)	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	
17.30-18.15 Bus transfer to the Business Partner Appreciation Reception at the Axia				
18.00-20.45 Business Partner Appreciation Reception				

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