Impact2012

The Premier Conference for Business and IT Leadership

Innovate. Transform. Grow.

**IBM Business Partner
Summit Guide**

Welcome to the IBM Business Partner Summit

Welcome to Impact 2012, and thank you for joining us at the Business Partner Summit. Today's event is designed to help you innovate, transform and grow your business with IBM. Together we can help customers align technology and business strategy to change the game and accelerate success.

You will learn about enhanced Business Partner programs to optimize our strong partnership. You'll also have a preview of new IBM offerings to help our mutual clients turn change and complexity into advantage. Today's Summit and Impact week will help you sharpen your skills in mobile, cloud, expert integrated systems, BPM, SOA and WebSphere® solutions.

At Impact 2012, learn how to maximize your sales and marketing initiatives, meet with product and program experts, and fine tune your strategies for growth. Attend the main tent general sessions and more than 500 interactive sessions. Take advantage of the hands-on labs and the certification venue.

At the Business Partner Café located in the Solution Center, you can interact with subject matter experts and the Business Partner team. Please also plan to attend the Business Partner Reception at 6:00 p.m. on Tuesday, May 1 to network with your peers and IBM executives.

Leverage the information you gain from the Summit, the Business Partner Café, networking and all the Impact activities to build a strategic plan for driving new business throughout the year. We look forward to meeting you all, and having a great week!

Sincerely,

Kristen Lauria
Vice President, Marketing
IBM Mobile Enterprise and Application
and Integration Middleware

David Wilson
Vice President, Worldwide WebSphere
Business Partners, General Business
and Enablement, IBM Software Group

Impact 2012 Business Partner Summit Keynote and Luncheon	
Welcome	David Wilson, Vice President, Worldwide WebSphere Business Partners, General Business and Enablement, IBM Software Group
Innovate, Transform and Grow at Impact 2012	Kristen Lauria, Vice President, Marketing, IBM Mobile Enterprise and Application and Integration Middleware, IBM Software Group
Changing the Game through the Business of Technology	Marie Wieck, General Manager, Application and Integration Middleware, IBM Software Group
Panel Discussion: Innovate, Transform and Grow by Partnering with IBM	Mark Register, Vice President, IBM Software Business Partners and Midmarket, IBM Software Group
Increase Profits with WebSphere in 2012	David Wilson
Impact 2012 Business Partner Award Ceremony	Kristen Lauria and David Wilson
Closing Remarks	David Wilson

IBM BUSINESS PARTNER SUMMIT AGENDA
Innovate, Transform and Grow by Partnering with IBM

Sunday, April 29
Level 2

TIME	SESSION		LOCATION
9:30 a.m.–11:30 a.m.	2848	Mobile strategy and trends: Introduction to IBM Mobile Platform	Bellini 2104
	2895	Understanding competitive opportunities: Interactive panel discussion	Bellini 2105
11:30 a.m.–12:00 p.m.		Business Partner Summit General Session Lunch Buffet*	Venetian Ballroom G
12:00 p.m.–1:30 p.m.	2930	Innovate, Transform and Grow by Partnering with IBM: Business Partner Summit @ Impact 2012*	Venetian Ballroom G
1:30 p.m.–1:45 p.m.		Beverage Break	Titian 2203/2303
1:45 p.m.–2:45 p.m.	2859	Maximize your profits while delivering tomorrow's apps with IBM Application Acceleration	Bellini 2105
	2120	Optimizing ISV applications for Expert Integrated Systems	Bellini 2106
	2860	Ride the Cloud wave: Accelerate new revenue streams	Bellini 2104
	2856	IBM BPM and Decision Management: Maximizing software and services revenue for IBM Business Partners	Titian 2204
	2851	How to increase client value and your bottom line by including IBM WebSphere in your solution!	Titian 2205
	1211	State of the Application and Integration Middleware market	Titian 2206
2:45 p.m.–3:00 p.m.		Beverage Break	Titian 2203/2303
3:00 p.m.–4:00 p.m.	2921	Be more productive and profitable with WAS v8.Next and the Liberty profile	Bellini 2105
	2896	Identify new opportunities selling software and services with IBM Expert Integrated Systems	Bellini 2106
	2862	Capitalize on new opportunities: Externalize services to unlock your customers' information	Bellini 2104
	2874	The new SOA: How to drive new business opportunities	Titian 2204
	2861	Make your marketing deliver! Leverage IBM Marketing to build a stronger pipeline	Titian 2205
	2919	Customer insights and Business Partner opportunities: Improving business value across the development and deployment continuum	Titian 2206
5:00 p.m.–7:30 p.m.		Welcome Reception	Solution Center

*Attendees must have pre-registered and have a Summit ribbon on their conference badge.

1211 State of the Application and Integration Middleware market

The global market has seen dramatic change over the past several years.

In this session, you will discover:

- How this change has affected today's global IT environment
- How Application and Integration Middleware fits in today's complex environment
- What IT buyers are looking for and how the market is evolving
- The future of the Application and Integration Middleware market and the worldwide opportunity by segment
- The implications for Business Partners and how you can take advantage of the opportunities being created

2120 Optimizing ISV applications for Expert Integrated Systems

This session will provide information on the business and technical value of enabling applications on IBM Workload Optimized Systems.

2848 Mobile strategy and trends: Introduction to IBM Mobile Platform

Mobile technologies are transforming businesses, having a profound impact on relationships between enterprises, customers, employees and partners. However, there are significant challenges with a fragmented and rapidly changing landscape, and different application lifecycles requiring new development skills. Businesses need end-to-end enterprise-ready solutions with appropriate security and system management policies. Business Partners can seize this opportunity to tap into the fast-growing enterprise mobile market space and maximize their revenue with IBM's comprehensive mobile foundational capabilities.

Steve Drake, IDC Program Vice President Mobility and Telecom, will review the mobile market, market forecast for smartphone and tablets, and opportunities for IBM Business Partners.

IBM experts will then outline IBM's mobile strategy and application development capabilities associated with Worklight, the IBM mobile lifecycle and test strategy, and IBM's security and Mobile Device Management solutions.

2851 How to increase client value and your bottom line by including IBM WebSphere in your solution!

Increase profits, reduce time to market, shorten your sales cycle and improve customer satisfaction by partnering with WebSphere for ISVs. Become a single-source solution provider anywhere in the world, using Application-Specific Licensing and OEM. Hear industry-focused success stories and learn how you can partner with WebSphere for success.

2856 IBM BPM and Decision Management: Maximizing software and services revenue for IBM Business Partners

In this session, we will detail IBM's Business Process Management and Operational Decision Management offerings and how you can use them to meet your customers' needs. Whether your customer is just getting started or trying to transform their entire business, IBM has solutions sized for their needs.

BPM enables customers to discover, model, execute, rapidly change, govern and gain end-to-end visibility on their business processes to:

- Dramatically improve operations
- Give direct control of an organization's processes to its line of business
- Increase our customers' ability to change and innovate
- Improve organizational decision making

Operational Decision Management helps deliver better business outcomes by automating, governing and improving operational decision-making across business processes and applications to:

- Make more profitable decisions with real-time detection of opportunities and risks
- Easily, safely and reliably implement changes in order to meet new market demands or policy requirements
- Empower business experts to manage and validate decision logic, eliminating delays in business – IT hand-off

2859 Maximize your profits while delivering tomorrow's apps with IBM Application Acceleration

In this session we'll explore business opportunities for you to help your clients deliver the next wave of applications. Today's applications are mobile, engaging and immersive. The explosion in "apps" brings increased transactions and the back-end, more than ever, needs to be secure, scalable and reliable. The lifecycle across development and operations must also be as be as efficient as possible. With Application Acceleration from IBM, today's applications can be quickly delivered on a secure, scalable platform. Organizations can make internal services available both internally and externally to foster an ecosystem of innovation and to extend the reach of an organization's applications and services beyond its enterprise walls. Find out how capabilities across IBM WebSphere Application Server, WebSphere MQ, Workload Deployer, Worklight, Cast Iron® and DataPower come together to help you deliver the next wave of applications.

2860 Ride the Cloud wave: Accelerate new revenue streams

Cloud computing is one of IBM's key initiatives for 2012 and is one of two IBM focus areas for midmarket customers. Cloud, including private, public, hybrid and mobile, remains one of the fastest growing technology areas in the industry. Learn how you can leverage IBM offerings to grow your business with Cloud solutions and services. In this session, we will provide an overview of several Cloud models and the business drivers behind the various approaches. We will highlight which WebSphere products are appropriate for each cloud model.

IBM Business Partners Ciber and Lexicon Networks Inc. will describe how they incorporated Cloud solutions built on IBM offerings in their business models to successfully drive new revenue streams.

2861 Make your marketing deliver! Leverage IBM Marketing to build a stronger pipeline

Your success is our success! Are you taking advantage of the marketing resources available to support your business growth? This session will cover new marketing programs and demand generation techniques in order to increase your pipeline and maximize your return on investment. Join our interactive session and demo, along with our IBM PartnerWorld experts, who will help you navigate the rich collection of resources, benefits and programs inside PartnerWorld. Discover the power of teaming with IBM software and unlock your profitability for 2012 and beyond!

2862 Capitalize on new opportunities: Externalize services to unlock your customers' information

Learn how to uncover opportunities and increase your revenues with Integration Appliances. The session will review various appliance sales plays, how to find the opportunities, and cross-sell opportunities. As consumers demand 24/7 service availability, companies need to reach out to a wider audience providing information and services on-demand using social platforms and mobile devices such as smart phones. In order to meet evolving consumer demands, companies need to secure and properly scale data based on customer needs which give companies a competitive advantage, and provide a better customer experience. Learn how you can enable your customers to properly scale and secure their applications while reducing costs and easing maintenance.

2874 The new SOA: How to drive new business opportunities

The rise of new capabilities and computing models like Mobile and Cloud has resulted in a new wave of interactions. Technology is moving ever closer to the heart of your business and your architecture has never been more important for driving better business outcomes. Ever evolving, a service-oriented architectural approach delivers the loose coupling, abstraction and reusability necessary to succeed in this era of ubiquitous transactions.

Are you getting your share of the opportunity? Attend this session to learn tangible tactics for embedding service-oriented principles in your key initiatives, helping you to win with the "new" SOA.

2895 Understanding competitive opportunities: Interactive panel discussion

The session will provide a review of key competitor strengths and weaknesses, an understanding of competitor sales strategies, as well as objection handling and competitive advantages that you can use in your opportunities. Our goal is to equip you with some competitive insights that will help you successfully position the WebSphere portfolio and increase your win rate. The session will also include a panel discussion with IBM product and competitive experts who will address any questions and share their experiences.

2896 Identify new opportunities selling software and services with IBM Expert Integrated Systems

With the exciting announcement of the new class of IBM expert integrated systems, there are significant opportunities for IBM Business Partners. As clients optimize their businesses using expert integrated systems, they will seek expertise to further reduce their project risk and accelerate time to value. Savings from gained efficiencies can be invested in new project innovations. In this session, we will show why clients are responding enthusiastically to expert integrated systems and the types of services offerings that provide a complete customer solution. Learn how to quickly capitalize on expert integrated systems opportunities, accelerate sales cycles, and develop new, high-value consulting and implementation services offerings leveraging IBM's integrated system approach.

2919 Customer insights and Business Partner opportunities: Improving business value across the development and deployment continuum

Customers like Verizon Wireless are looking for more economical ways to automate and manage their software systems across the development and deployment lifecycle. This presents an opportunity to deliver a cross-brand IBM solution, expand the IBM footprint in customer accounts and capture an incremental revenue stream around your established WebSphere practice. This session will provide both customer and sales insight into:

- Optimizing WebSphere deployments with more automation and reduced operational costs
- Introducing new ways to cut cost, risk and cycle time of WebSphere MQ customers through integration testing and virtualization of complex environments
- Sales resources to help you expand your footprint in accounts

2921 Be more productive and profitable with WAS v8.Next and the Liberty profile

Introducing the new WAS v8.5 and the Liberty Profile. Hear how you can:

- Improve profitability by reducing time to market
- Increase developer productivity through decreased restart times
- Leverage your existing skills while benefiting from a lighter-weight development environment
- Create web and OSGI applications easily and quickly with new light-weight options

Join Cerner Corporation along with WAS Architects and Product Management in a discussion of the latest improvements to facilitate your application development and customer runtimes.
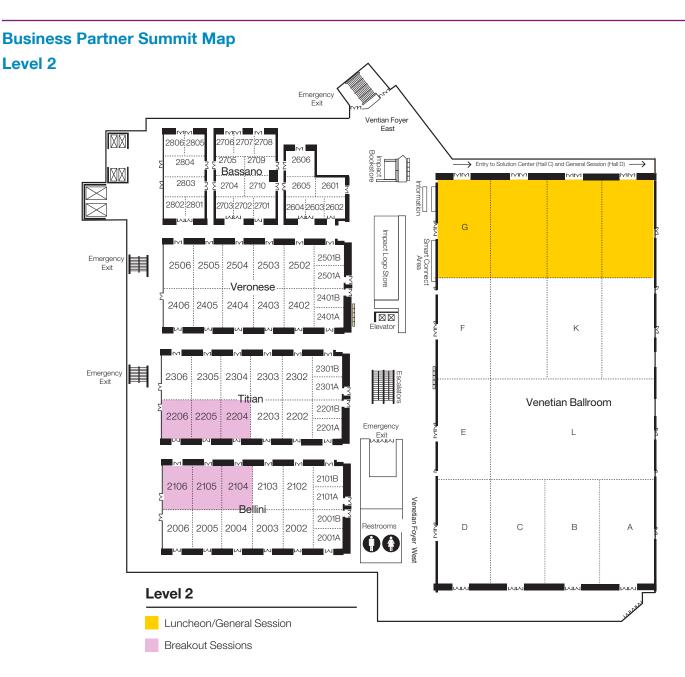
2012 Impact Business Partner Awards

Congratulations to all of the IBM WebSphere Business Partners who are award winners and finalists of the 2012 IBM Impact Business Partner Awards. These awards provide an opportunity for an IBM Business Partner to showcase to the world their innovation and excellence in delivering business value to clients through their solutions based on integrations with IBM WebSphere software.

Most of the awards will be presented during the Business Partner Summit general session. The Best of Show award will be announced during the opening general session on Monday.

This year's award categories include:
• Best of Show Award
• Business Process Management Award
• Cloud Innovation Award
• Distributor Excellence Award
• Software Solution Award
• Smart SOA Award
• Smarter Decision Management Award

Business Partner Summit Map
Level 2

Level 2

■ Luncheon/General Session
■ Breakout Sessions

Café

Welcome to the IBM Business Partner Café

The Business Partner Café is the place to be at Impact 2012

The Business Partner Café at Impact is the perfect place for Business Partners to network with other Business Partners, meet with your IBM team to build future plans and conduct one-on-one meetings. Gain access to IBM Subject Matter Experts to learn the latest news on the WebSphere portfolio, Business Partner programs, technical and sales enablement offerings, and marketing resources.

Where: Solution Center Expo

When:		
Sunday, April 29	5:00 p.m. – 7:30 p.m.
Monday, April 30	10:15 a.m. – 4:00 p.m.
	5:30 p.m. – 7:30 p.m.
Tuesday, May 1	10:15 a.m. – 4:00 p.m.
Wednesday, May 2	10:15 a.m. – 2:00 p.m.

Sponsor:

INGRAM MICRO
Partner Smart
Advanced Computing™

Business Partner Cafe Meeting Rooms

Need meeting space? Stop by the Cafe Information Desk and inquire about using the meeting rooms available within the Cafe.

Business Partner Lead Passing

IBM is committed to their Business Partners as the route to market for midmarket and small deals. As an extension to IBM's large sales teams, IBM generates many opportunities for our Business Partners. We'll help you understand IBM's Lead Management Process and how to best position yourself to receive leads from IBM. This process reinforces our commitment to our Business Partner channel and aims to treat all Business Partners fair and equitably.

Business Partner Marketing, Midmarket and Small Deals

Come by and visit with our WebSphere Business Partner Marketing team to learn about new marketing programs and solution areas that will help grow your business. Spend some time with us to understand how to leverage co-marketing funds, how to host an Impact Comes to You or other type of demand generation event, or how to increase the profitability of the solutions you offer to your customers.

Create New Revenue Streams with IBM Cloud Solutions

Leverage IBM to help your customers realize the value of cloud computing, and create new opportunities with higher margins. Stop by to learn about the new SVP Cloud Authorization and PartnerWorld Cloud Speciality programs, and how you can earn added incentives and benefits. Find out more about how you can build your pipeline with a myriad of cloud opportunities:

- Integrating Cloud applications with WebSphere Cast Iron
- Reselling IBM BlueWorks Live
- Developing and testing on the IBM Smart Business Cloud
- Deploying private cloud solutions with the new IBM Workload Deployer
- Creating new Cloud applications on WebSphere application infrastructure

IBM Business Analytics

Are you seeking new growth opportunities for your business? Want to deliver greater client business value and increase your profit potential? Visit the Business Analytics table in the Business Partner Cafe to learn how this unique portfolio delivers decision-ready, interactive, personalized information to anyone, anywhere and any time, all the while satisfying IT's need for management and compliance.

IBM Global Finance

IT budgets remain tight, yet savvy companies—whether it's your clients or your own firm—must invest if they want to grow. Break through budget limitations with IBM Global Financing solutions. Simplify software, hardware and service solutions (including your own services) into a single, affordable monthly payment for your clients. Help free up cash for more strategic investments, and better align costs to expected business benefits. Come by and discuss how you can take advantage of financing solutions to grow your business.

IBM ISV and Developer Relations

Our mission is to drive leadership for IBM by building a community of skilled Business Partners, academia, startups and professionals who use, recommend, and add value to IBM and IBM Business Partner products and solutions. Learn about our rich portfolio of offerings, including programs available to help you deliver greater client value within the industries you serve.

IBM Mobile Platform

Come learn how to leverage IBM's capabilities for mobile application development. IBM's acquisition of Worklight provides mobile offerings that span application development, integration and management, with a secure, open platform that speeds delivery of existing and new mobile applications to multiple devices.

IBM PartnerWorld Programs and Incentives

Are you taking advantage of all benefits available to you as an IBM Business Partner? Do you have questions about your PartnerWorld relationship such as the benefits, membership level, website or profile? Come visit the experts to learn how to fully leverage your relationship and maximize your opportunity to earn more selling IBM Software!

IBM PureApplication System

Learn about IBM's new PureApplication System: a system with integrated expertise that combines the flexibility of a general-purpose system, the elasticity of cloud and the simplicity of an appliance tuned to the workload, fundamentally changing the experience and economics of IT.

IBM Tools to Enhance your Business

Want the potential to earn more with IBM Software in 2012? Visit the onsite experts to explore IBM Software tools such as the Business Partner Profitability tool, the Grow Your Business tool and the Business Partner Locator. We can help you enhance your PartnerWorld Profile System record to better market your company to potential clients and to easily find complimentary products to add to your current IBM Software portfolio.

IBM WebSphere Sales and Technical Enablement

Do you need to build or further develop your or your employees' WebSphere sales and technical skills, but are not sure where to turn? Visit the Business Partner enablement experts to learn about the programs and resources available to help you be even more successful!

Information Management: Big Opportunities and Big Profit

Why IBM Information Management? Information Management software integrates data and content to deliver information that is always available, always complete and always right. Join expert members from our Product Segment team and engage in strategy discussions regarding our Information Management portfolio, including Data Governance and Information Integration and Governance, while also gaining an understanding of our positioning of Netezza, IBM Smart Analytics Systems and DataWarehousing offerings. Learn what assets we have available to make you successful in the marketplace. We can also work with you on the upselling or cross-selling opportunities of our portfolio.

Tivoli Sales Enablement

Maximize your revenue by using the latest channel tools and sales enablement resources. We can help you learn how to build skills fast, navigate through PartnerWorld, access sales kits, training roadmaps and much more. In particular, we are very excited to tell you about the latest enablement resources available for our IBM SmartCloud Technologies! Come by and find out what's available for you:
- Sales Resources
- Face-to-Face Enablement
- Virtual Training

Business Partner Café Sponsor: Ingram Micro

Ingram Micro Inc., a Fortune 100 company, is the world's largest technology distributor and a leading technology sales, marketing and logistics company for the IT industry worldwide. As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics services, technical support, financial services and product aggregation and distribution. Learn more about partnering with Ingram Micro, and how it can benefit your IBM business. Contact the Ingram Micro IBM Software Market Development Team today at ibmsoftwareteam@ingrammicro.com and come visit us in the Business Partner Café!

WHILE YOU ARE AT IMPACT...

Impact Comes to You

Take the excitement of Impact 2012 to a city near you with the Impact Comes to You event series!

There are several ways you can get involved with the excitement of Impact Comes to You. Continuing on the success of past events, IBM will offer a number of these events again this year throughout the world, and in many cities will look to involve Business Partners. You can get involved with these IBM-led events by nominating a customer to speak about the benefits they achieved with your solution based on IBM WebSphere and other software offerings. Some IBM-led events have mini-solution centers where Business Partners can register to host a table, while others simply encourage you to attend and bring prospects and customers to learn how to optimize growth through Business Agility.

In addition to IBM-led Impact Comes to You events, you can host your own Impact Comes to You event centered around the unique solutions you provide to the marketplace. We have marketing assets and collateral for audience generation as well as the best of the best presentations from our Impact 2012 event here in Las Vegas. Our Business Partner Marketing team will work with you to select a city, build an agenda and provide an IBM speaker to deliver a keynote. If you prefer, we can also provide a registration and awareness site for your event where we will capture registrations and turn them directly over to you. Finally, don't forget that this type of event is a great use of your IBM co-funded marketing funds. So don't wait, visit us in the Business Partner Cafe at Impact or contact us at agility@us.ibm.com to find out how you can participate in the excitement of Impact Comes to You!

You're Invited: IBM Worldwide Business Partner Reception at Impact 2012

In appreciation of your loyalty and commitment to IBM Websphere Software, please join IBM executives, as well as the Channel Sales and Marketing team, at a reception in your honor. Don't miss out on this great opportunity to network with IBM and your fellow IBM Business Partners. Please mark your calendar for Tuesday, May 1st from 6:00 p.m.–7:00 p.m. on Level 5, Palazzo A/B.

In Case You Missed a Session

In case you missed a session from today's Business Partner Summit agenda, the breakout session presentations will be posted on PartnerWorld. Check them out at ibm.com/websphere/partners.

2012 IBM Software Business Partners Virtual Summit

If you have not yet taken advantage of the 2012 IBM Software Business Partner Kickoff Virtual Summit, now is the time! Held live on January 31, the content was designed with the sole purpose of helping you "Turn Opportunity into Profitability." You will walk away with the information that will enhance your ability to deliver value to clients in 2012, and understand key programs and incentives. Highlights include:

- General Session: Host Mark Register, VP of IBM Software Business Partners and Midmarket, and our SWG leadership team update you on our most critical initiatives, incentives and strategies in 2012.
- Breakout Sessions: 18 deep-dive sessions are available, including cross-brand topics:
  - Acquisitions: Drive incremental sales through new business opportunities
  - Business Partner Led Model: Increase your profitability
  - Demand Generation: Effective marketing can reap big rewards
  - Business forecast: Clouds turning to profit opportunities
  - Midmarket and Small Deals: Win new customers and expand your customer base
  - Software-as-a-Service: New opportunities for Software Value Plus Business Partners
  - Software Subscription and Support: Protect and grow your install revenue

  and brand topics:
- Business Analytics
- Industry Solutions
- IBM Collaboration Solutions
- IBM Security Systems
- Information Management
- Rational®
- Tivoli®
- WebSphere

View the 2012 IBM Software Business Partner Kickoff Virtual Summit at **ibm.com**/partnerworld/software/2012.

Mobile News for IBM Software Business Partners

Get the latest news from your smart phone or desktop! The Mobile News widget provides you easily accessible information on key sales, marketing and technical content to help you drive sales and growth. With real-time updates, you can tailor the content to match your specific business requirements, providing you only the information you need to help deliver client value and drive growth. The widget is available for both desktop and mobile access. Download and install today.

ibm.com/partnerworld/page/swg_com_sfw_bp_widget_index

Mobile version: ibmsoftwarebps.com

Make an Impact. Get Social.

Networking is an important part of the Impact experience. The new Impact Social Playground is an exciting social hub that will bring together all the social movers and shakers. Located in the Solution Center, the playground features the Impact TV broadcast stage, private recording pods, a recharger bar station and ample lounge seating for networking. The Playground will also be the location for the Impact Social Happy Hour on Tuesday, May 1 from 4:00 p.m.–5:00 p.m. with special guest Katie Linendoll.

Be sure to follow the action throughout the year through social media:

Twitter: @ibmwebspherebps, @ibm_soa_bp

twitter.com/ibmwebspherebps, twitter.com/ibm_soa_bp

LinkedIn: IBM Software Business Partners

linkd.in/ibmswbps

Youtube: IBM Software Business Partners

Youtube.com/ibmswchannels

Sponsorship Interest for 2013?

If your firm is interested in learning more about the Sponsorship and Exhibitor opportunities for Impact 2013, please email chuck@corcexpo.com for additional information.

Suggestions and Feedback

We strive to make this program a valuable part of your overall conference experience. Your feedback on how satisfied you were with the Business Partner Summit program and suggestions for how we can improve it is greatly appreciated. Please complete the survey and hand it to a session representative as you leave or drop it off at the Business Partner Café at your convenience.

Thank you to our Sponsors and Exhibitors at Impact 2012

Akamai	G-2	Manhattan Associates	T-8
Alphinat Inc.	T-2	MindTree Ltd.	E-17
Appzero Software	CZ-13	Miracle Software Systems, Inc.	P2
Aria Systems	CZ-8	Nastel Technologies, Inc.	Z-3
Ascendant Technology	G-5	NetSuite	E-5
ASG	S-13	NovaTech Services	CZ-3
Autodesk	CZ-10	OpenLogix	E-1
Avada Software	S-3	Parasoft	E-3
Avaya	S-8	Perficient	G-3
Aviarc	T-1	Prolifics	G-1
Bizteon	E-18	ProSoft Technology Group	E-15
BlueCat Networks	CZ-14	Radware Inc.	S-16
BP3 Global, Inc.	E-14	Raytheon Trusted Computer Solutions	Z-5
Canam Software Labs, Inc.	E-11	Reflexis Systems, Inc.	T-3
Capgemini	G-11	Ricoh Americas Corporation	S-7
Centerline Digital	BOT	Safira - Consultadoria Em Informatica, S.A.	E-10
Ciber	CZ-16	Saldlab LLC	S-9
Cincom Synchrony	E-6	Sales Force	CZ-9
Cincom Systems	T-4	Sasken Communications Tech Ltd.	M-1
CloudTrigger	S-14	Sepia Unitified Communictions	M-3
Cognizant Technology Solutions	G-4	Siemens PLM Software	T-7
Computer Sciences Corporation	G-8	Silanis Technology	T-5
Compuware	S-12	SL Corporation	S-5
Corent Technology	CZ-7	SoftPath Technologies	E-19
CrossView	S-4	Streebo, Inc.	E-12
Element Blue, LLC	IZ-1	SugarCRM	CZ-2
EmeriCon	S-18	Summa	S-6
Environmental Systems Research Institute, Inc.	E-2	System Integration Architects	S-2
ForeFront, Inc.	CZ-1	Tata Consultancy Services	G-9
Genuitec, LLC	E-13	Temenos	IZ-5
Green Hat, Ltd.	S-10	Texas Memory Systems	E-8
GT Software	Z-4	Trident Services, Inc	Z-2
HCL Technologies	S-11	Vindicia	CZ-15
Image Process Design, Inc.	IZ-4	Web Age Solutions	E-4
Infosys	G-10	WebLayers	S-1
Insurance Data Processing, Inc.	IZ-3	Wipro Limited	S-15
iSOA Group, Inc.	S-17	XebiaLabs	E-9
JET Health Solutions by AAJ Technologies	IZ-2	Zobrist Consulting Group, Inc.	E-7
Lexicon Networks Inc.	CZ-6	ZSL	CZ-11

Pedastal Locations

CZ = Cloud Zone	S= Silver	P = Platinum	Z = z Zone
IZ = Industry Zone	G = Gold	E = Exhibitor	M = Mobile Zone
T = PureSystems		BOT = Business of Technology Area	