

**Impact2010**

The Premier Conference for Business and IT Leaders

**Craig Hayman, GM, IBM WebSphere**  
**Paul Strain, CenterPoint Energy**

# Let's Build A Smarter Planet Together



## We are Living in a New Landscape

# Smarter Planet

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instrumented  
interconnected  
intelligent

people  
companies, institutions, industries  
man-made systems  
nature's systems





# Impact2010

The Premier Conference for Business and IT Leaders

- 300 customer speakers
- 500 sessions
- New business program
- Certifications and labs

[www.IBM.com/IMPACT](http://www.IBM.com/IMPACT)

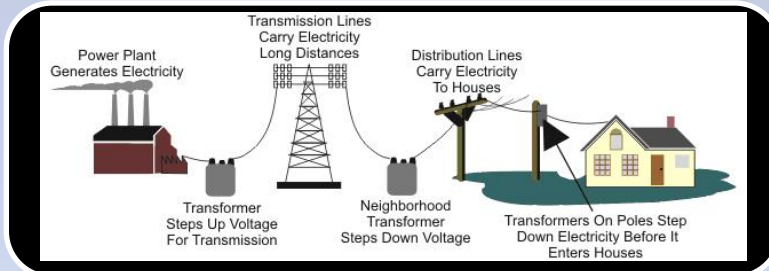
# IMPACT is about IBM Customers!



**Paul Strain**  
Enterprise Architect



# CenterPoint Energy



- **Reduction in the frequency and duration of power outages through proactive management and automated response**
- **Extended asset life for distribution and substation equipment through remote monitoring and diagnostics**
- **Real-time electric use data provided by smart meters to CenterPoint and to the consumer**

Real-time instrumentation and intelligent analytics



# IMPACT is about IBM Customers!



**Justin Snoxall**  
Vice President



**Paul Nussbaum**  
Vice President



**David Yoo**  
Vice President



# IMPACT 2010: Role-based Education for YOU

## Business Program

### Tracks

- Industry Solutions for Working Smarter
- Insight & Innovation
- Business Agility & Change Mgmt.
- Winning @ Globalization
- Workforce Optimization
- Enhance your customer experience
- Executive Education

## Smart SOA & BPM Technology Program

### Tracks

- Business Process Management
- Dynamic Application Infrastructure
- SOA Connectivity & Integration
- Application Development
- SOA & Governance
- Implementing Integrated Industry Solutions

**NEW**

## Business Agility NOW!

### *Interactive Symposium*

- Targeted to a combined Business and IT audiences to address specific business challenges.
- Interactive Workshops to allow for company executives and technologists to come together to and address specific business and technology challenges

# Thank You!

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