

**reasons**

**to attend**

**3**

# Impact2010



The Premier Conference for Business and IT Leaders

**Discover. Interact. Optimize.**

**MAY 2-7** Las Vegas, NV

## **1 Work Smarter and Achieve Business Agility Now**

Discover how to successfully implement BPM, WebSphere and SOA solutions that can transform your enterprise IT with new levels of efficiency and agility

- Get the latest in BPM, WebSphere, and SOA technological advancements
- Network and learn from peers on their implementation success stories
- Discover new innovative ways to work smarter and achieve business agility now

## **2 Get the Best Technical Education in the Shortest Time**

A year's worth of the best technical education in just one week

- Get certified on the spot
- Participate in hundreds of sessions and hands-on labs
- Be the first to hear about new product information and technology advancements

## **3 Lower Risk and Optimize Business Performance**

Align Your Business Objectives with IT and learn how to do things right the first time

- Reap the benefits of sessions on business critical topics that include optimizing business processes, improving decision management, empowering the changing workforce, and globalization
- Hear from 200+ clients about their real world insights on how to optimize business performance
- Connect with peers, leading industry thought leaders and IBM experts and achieve smarter business outcomes

## **4 Let IBM help and give you access to the leading experts in Business and Technology**

Easy access to senior industry thought leaders, analysts, IBM leadership and business partners

- Gain from the unprecedented experience and expertise that IBM has in working with clients worldwide across all industries
- Interact with business partners, other clients and key business and IT leaders from across the globe
- Receive advice on your critical business and technology issues

## **5 Save Money with this Unbeatable Offer**

Over \$4,100 worth of technical education for only \$1,850\*

- Standard tech training rate: \$725/day X 5 days = \$3,625 value
- Two free certification tests = \$400 value
- 50% discount on additional certification testing

**DON'T MISS THIS LIMITED-TIME DISCOUNT.\***

**PROVEN ROI!  
USE OUR E-KIT TO BUILD YOUR CASE FOR ATTENDANCE.  
REGISTER TODAY!  
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\* Note: the early bird rate of \$1,850 ends on February 28, 2010