



IBM Software Group

Welcome to Our z9 Executive Briefing

Best Practices for Improving Mainframe Total Cost of Ownership & Achieving Highest Level of IT Application and System Services



ON DEMAND BUSINESS™



IBM Software Group

Dot Alexander

Vice President – Americas z9 IBM Software Sales



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Agenda

Executive Briefing

Tuesday, 25 October 2005

- **08:45 AM** **Mainframe Software Strategy - Improving Total Cost of Ownership**
Ray Jones - Vice President - zSeries Software Sales
- **09:45 AM** **Why Deploy New Workload on your Mainframe - Strategy & Direction**
Mark Anzani - Vice President - System z/9 Hardware Products
- **10:45 AM** **Break**
- **11:15 AM** **Challenges of Today's Business Environment and Role of the Mainframe**
Mike Chuba - Gartner Research Vice President & Research Director
- **12:15 PM** **Roundtable Lunch - Las Brisas Patio**
- **01:30 PM** **IT Service Management - What, How and Why**
Rodney Foreman - Tivoli Alliances Executive - IGS & Industry Solutions



*Agenda**Executive Briefing**Tuesday, 25 October 2005*

- **02:30 PM** **IT Service Management Customer Experience**
Arthur Hoffman - Director - IBM Global Services
- **02:50 PM** **Break**
- **03:30 PM** **Business Resiliency and Security for the Mainframe**
Tim Nicolaou - Vanguard Vice President - Sales and Marketing
Art Hatfield-Mihelic - Vanguard Senior Professional Services Consultant
- **04:30 PM** **Close**
Dot Alexander
- **06:30 PM** **Cocktails and Dinner - Las Brisas Patio**



*Agenda**Executive Briefing**Wednesday, 25 October 2005*

- **07:15 AM** **Continental Breakfast**

- **08:15 AM** **Opening Remarks**
Dot Alexander - Vice President - zSeries Software Sales

- **08:30 AM** **Extending Your Data Assets - Providing Highest Level of Performance and Services**
Dan Wardman - Vice President - Information Management Tools

- **09:30 AM** **Break**

- **09:45 AM** **Implementation of Service Oriented Architecture on the Mainframe**
Deon Newman - Director - WebSphere Application & Integration Middleware Software

- **10:45 AM** **Business Integration and Transformation on the Mainframe**
Yvonne Perkins - Vice President - Enterprise Platform

- **11:45 AM** **Closing Remarks - *Dot Alexander***

- **12:00 PM** **Take Away Lunch**
Optional Social Activities - Golf , Hummer Desert Tour,SPA

