Events
Program of Lectures

Corporate Lectures

Conferences
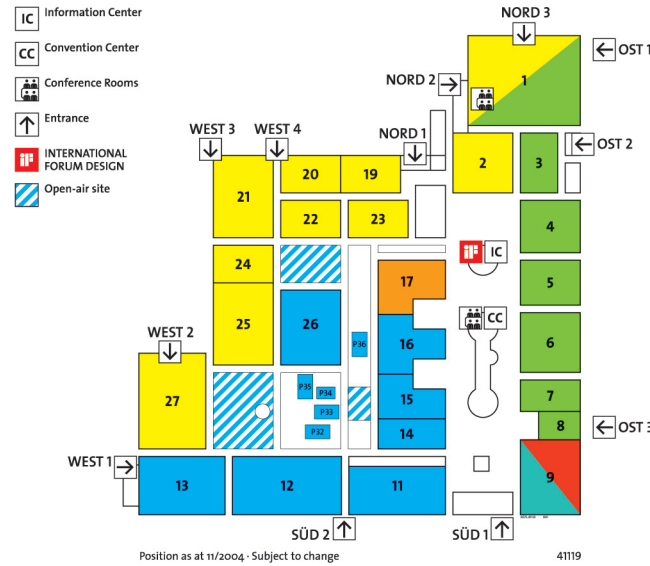
Forums

CeBIT

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**HANNOVER
10 – 16 MARCH 2005**

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CeBIT 2005 at a glance

IC — Information Center
CC — Convention Center
Conference Rooms
Entrance
INTERNATIONAL FORUM DESIGN
Open-air site

NORD 3
NORD 2
NORD 1
OST 1
OST 2
OST 3
WEST 3
WEST 4
WEST 2
WEST 1
SÜD 2
SÜD 1

Position as at 11/2004 · Subject to change   41119

Business Processes
(Halls 1, 3 – 8)

Communications
(Halls 11 – 16, 26, Pavilons 32 – 36, Open-air Site)

Digital Equipment and Systems
(Halls 1, 2, 19 – 25)

Banking & Finance
(Hall 17)

Public Sector Parc
(Hall 9)

future parc
(Hall 9)

Special displays and presentations
(Halls 1, 6, 7, 9, 17, 21, 25, 27)

Forums
(Halls 1, 3, 5, 6, 8, 9)

Conferences and Corporate Lectures
(CC and Conference area Hall 1)

Table of contents

Corporate Lectures

The fast lane to IT insight

The topics per day

Special Displays, Forum program and Conferences

General information for visitors

The daily program at CeBIT 2005 will be published as from 21st February by going to www.cebit.de/dailyprograms as a pdf-download. Please note that the online program of events will be subject to periodic updating.

Please pay attention to the date of general updates on the internet.

Searching for events on the Internet

Since the end of January you are able to search for specific events on the Internet by going to www.cebit.de/search_ke. Please note that the online program of events will also be subject to periodic updating.

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Corporate Lectures

The fast lane to IT insight

Have you ever thought how many kilometers you end up walking at CeBIT to find a solution to a specific problem? Well this year, why not take a shortcut? Visit the CeBIT Corporate Lectures in the Convention Center to get your bearings before you start. With a wealth of up-to-the-minute information, this year's Corporate Lectures will help you make the most of your precious time at CeBIT. Most problems have more than one solution - find out which is the best for you.

Sourcing-in, Sourcing-out

The sourcing topics on offer this year are as broad-ranging as ever, helping you find the best strategy for reorganizing your added value. With IT outsourcing already booming, BPO is also set to gain ground, proving that it has a lot more to offer besides external payroll accounting or purchasing. Visitors are invited to a range of informative specialist lectures designed to address companies' frequent security worries prior to out-sourcing their processes. To give decision-makers a comprehensive, soundly-based fund of knowledge, this year's Corporate Lectures will once again be focusing on potential savings and solutions for your business processes.

Networking for added speed, security and flexibility

Whether wireless or wireline, the demands on modern network technology are increasing all the time, particularly when it comes to security and flexibility. New applications about to come on the market make broadband technology more and more attractive, with the user increasingly at the heart of new services. IP telephony has also recently come of age and is presenting itself as the "killer application" for broadband. Reliability and voice quality are increasing all the time, with many different applications emerging. Security must not be allowed to compromise efficiency, and with this in mind we take a look at the world of virtual corporate networks to see how field services can be made more effective, communication more secure and flexibility increased for employees on the move - and all at a reasonable cost.

Information flows, documents, portals

Companies looking for ways of streamlining their workflows realize that the above terms are like three peas in a pod. Systems for recording and distributing information now include a whole range of paradigms which previously had to be integrated as stand-alone applications in heterogeneous systems. Features most highly prized by users are straightforward operation and efficiency, but potential savings also play a key role.

Complete Lecture program over 4 days at CeBIT 2005

The broad range of issues covered at this year's Corporate Lecture program at CeBIT 2005 reflects current trends, focusing on the customized solutions and industry-specific services on offer from exhibitors. The program includes everything from short 20-minute product lectures to one-hour specialist lectures, and workshops lasting several hours. The efficient structuring of the lecture program makes it easy for CeBIT visitors to attend several lectures in the same main display category in a short time, giving them a range of different viewpoints on a particular subject. The program is designed to provide visitors with an overview of what is a very broad range of topics and support them in their planning. We look forward to seeing you again at this year's **CeBIT Corporate Lectures** and hope that we will once again be able to provide you with an interesting and stimulating overview of what CeBIT has to offer. You will find the current lecture program on page 5 onwards in this online program or on the Internet at www.corporatelecture.de, where it is regularly updated.

Free for all CeBIT visitors

The Corporate Lectures are free for all visitors to CeBIT 2005 on presentation of a business card.

Registration

Visitors are advised to register in advance at www.cebit.de.

FThere is no obligation to sign up for particular lectures when you register online. But by checking off lectures you might be interested in you can receive valuable information by e-mail.

And advance registration helps you avoid unnecessary delays on the day of the actual lecture. Holders of "permanent badges" should be aware that these are no longer valid for 2005.

Your contact details will be used for one purpose only – to pass on to the companies whose lectures you are attending. These companies may contact you after CeBIT.

Languages

All lectures will be simultaneously translated from German to English and vice versa.

The following pages provide a complete overview of the themes covered.

Venue

Convention Center ground floor
Thursday, 10 March and Friday, 11 March 2005
Monday, 14 March and Tuesday, 15 March 2005
from 10.00 a.m. to approx. 5.00 p.m. – exact times are listed in the detailed program on page 5 onwards in this online program and on the Internet at:

www.corporatelecture.de

Contact:
Deutsche Messe AG

Exhibitor Services
"Corporate Lectures" Team
Messegelände
D-30521 Hannover
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You will find the "Corporate Lectures" team on the ground floor of the Convention Center, Room 219.

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Topics on Thursday, 10 March 2005

CRM – solutions for small and medium-sized enterprises

Marketing and sales is more than just CRM

Multichannel Customer – All information channels lead to the customer

Mobile business: technologies, expectations and successful business models

Innovative financial services

UMTS, GPRS and Wireless LAN: strategies for mobile applications

Mobile applications optimize field service operations

Planning, Analysis and Reporting

Technologies for efficient communications

Voice over IP, network infrastructure, CTI: hybrid networks for voice, video and data

Advanced Unified Communication

Call center and voice processing: solutions for small and medium-sized enterprises

Integrated solutions for public administration bodies

Hardware innovations

Automotive Special

Securitymanagement

Global security concepts

Using open source software effectively

Virtual private networks (VPNs) for secure business communications

Living in the intelligent home

Innovations in the fields of digital TV, DVB-T, DVB-H, HDTV and digital broadcasting

Broadband networks pave the way for new applications

User-centric Services

Next-generation networks

Network infrastructure consolidation

News from the data racetrack – Infrastructure for optical and mobile phone networks

Voice over IP, network infrastructure, CTI: hybrid networks for voice, video and data

Network operations

Application services and application hosting – what are the success factors?

Managed services, managed hosting

Outsourcing: strategies, implementation and management

Business Process Outsourcing for medium enterprises

Digital Lifestyle

Innovation management: new discoveries are not accident.

Grid computing

Streamlining: making business processes more effective and efficient

Managing complex IT systems: strategies and success factors

The Topics on Friday, 11. March 2005

Gartner Briefing: The Future of IT

On-the-road applications: navigation, tracking & tracing and value-added telematics services

Mobile applications optimize field service operations

Mobile business: technologies, expectations and successful business models

Mobile Corporate Access

RFID – Optimization Potential for the Entire Supply Chain?

RFID – Applications and potential

Business Rule Management

Corporate portal services: the gateway to content

Content management and DMS: efficient information and document management and retrieval

Document management: from automated invoice verification to intelligent workflows

Optimum information processes – Knowledge management

Focus on server and cluster solutions: performance, scalability, availability and cost

Automotive Special

User-centric Services

High speed Internet: IP Videos, videostreaming and more

DSL test and measurement

Web-applications and e-mail: The problem of viruses, spam and other external security risks

Managing complex IT systems: strategies and success factors

IT management: systematic use of potential efficiency gains and savings

Streamlining: making business processes more effective and efficient

Integrated solutions for public administration bodies

The end of public sector accounting as we know it? Business processes in the public sector

eGovernment: the changing face of public administration bodies

Application services and application hosting – what are the success factors?

Managed services, managed hosting

Recognizing outsourcing potential – New ways to add value

Outsourcing: strategies, implementation and management

Human Resources: the central management function

Digital Gerontechnology

Voice over IP, network infrastructure, CTI: hybrid networks for voice, video and data

Call center and voice processing: solutions for small and medium-sized enterprises

Technologies for efficient communications

User-centric Services

The Topics on Monday, 14. March 2005

Technologies for efficient communications

Advanced Unified Communication

User-centric Services

Strategies for next generation networks: advanced IP-based voice and video services

Ethernet over DSL – Launch new Business Services

Next-generation networks

Virtual private networks (VPNs) for secure business communications

Planning, Analysis and Reporting

IT management: systematic use of potential efficiency gains and savings

Efficiency at any Price? – Analyzing the Cost-Effectiveness of IT Projects

Streamlining: making business processes more effective and efficient

Disaster recovery for Mission-Critical Enterprise Applications

Storage and backup solutions for small and medium-sized enterprises

Focus on server and cluster solutions: performance, scalability, availability and cost

WIMAX – Standards, solutions and potential

Productivity gains with Wireless Solutions

Mobile business: technologies, expectations and successful business models

UMTS, GPRS and Wireless LAN: strategies for mobile applications

Mobile Corporate Access

High-availability networks for mission-critical business processes

Digital-Rights-Management: Electronic Software Distribution Next Generation

Global security concepts

Secure personal IDs: trust center, public key infrastructure and digital signatures

Secure communications: encryption for wireless and network applications

RFID – Applications and potential

RFID – Optimization Potential for the Entire Supply Chain?

Supply chain management solutions

Best-Fit Business Process Outsourcing

The Topics on Tuesday, 15. March 2005

Enterprise Application Integration: fewer interfaces, more efficiency

Correct use of standard software

Integrating ERP, CRM, PLM and DMS

ERP systems: data consolidation, data migration and the next stage of integration

Manufacturing Execution Systems (MES): production and industrial business management

IT management: systematic use of potential efficiency gains and savings

Life cycle management for ITC systems

Client/server or thin clients?

Storage revisited – High performance storage systems, SAN, NAS and web-based solutions

Focus on server and cluster solutions: performance, scalability, availability and cost

Managed services, managed hosting

Innovation management: new discoveries are not accident.

Mobile business: technologies, expectations and successful business models

eCommerce, eBusiness and eMarketing: dynamic and efficient

eProcurement: systems, classifications, platforms and success stories

Corporate portal services: the gateway to content

Optimum information processes – Knowledge management

Data mining & business intelligence:learning more about the whole business and not just the customer

Knowledge management as a strategic tool: employee participation, tools and concepts

eLearning – The right approach to networked education

Web-based eGovernment solutions

Audio- and Webconferencing, trends, market and potential

High speed Internet: IP Videos, videostreaming and more

User-centric Services

Position as at 7 March 2005
We reserve the right to make changes.

CRM – solutions for small and medium-sized enterprises

Prospects for small and medium-sized enterprises through successfull customer management
10:00   Benefit from your knowledge about customers by utilizing a DATEV customer management system
DATEV, Ulrich Leis (436)

Hosted CRM powered by Siebel On Demand. A professional solution for Customer Relationship Management without financial risks.
10:30   **T-Systems,** Johannes Bronswick (538)

Marketing and sales is more than just CRM

The Jupiter Project: Providing the customer at the right time with the best products
11:00   Optimzied Customer and Retailer support through integrated pre-launch and post-launch product strategy
IBM Deutschland, Paul Bolton (480)

Telco CRM Maturity   – The evolution and maturity of european carriers. An international survey of fixed line & mobile carriers.
11:30   **T-Systems,** Matthias Riveiro (Detecon) (558)

Multichannel Customer – All information channels lead to the customer

Presentation bloc by T-Systems

Sales support in the insurance market – managing the change
12:00   **T-Systems,** Wolfgang Klein (574.1)

Industrialization of sales
12:20   Succes factor in retail banking – Closed loop relationship architecture – Mobility and flexibility of branches
T-Systems, Eckhard Bellinghausen (574.2)

The traveller of the future
12:40   **T-Systems,** Dr. Dietrich Eickelpasch (574.3)

Retail & consumers in harmony, by the example of tracking & tracing and the consumer and retail information base
13:00   **T-Systems,** Herbert Hielscher (574.4)

Mobile business: technologies, expectations and successful business models

SmartAccess and SmoothRoaming – the Citrix View on Mobility
13:30   Integration of Mobile Workers with the Citrix MetaFrame Access Suite – wireless access – best practices with GSM, HSCSD, GPRS, UMTS and WLAN
Citrix Systems, Daniel Liebisch (512)

Secure remote-accesss-solutions for mobile employees
14:20   With business horizons steadily expanding and real-time communication becoming more and more essential, companies are finding secure remote network access to be of strategic importance
NOKIA, Günter Busch (644)

Innovative financial services

SEMOPS - The new generation mobile payment system
14:50 Real-time electronic payment service for micro and
       macro values, bill payments, P2P fund transfers,
       topping up of prepaid accounts and payment for
       mobile services like parking and ticketing
       SEMOPS Magyarorszag, Andras Vilmos (568)

UMTS, GPRS and Wireless LAN: strategies for mobile applications

Wireless Internet at home and on the move
15:20 The o2 products Surf@home and UMTS data card
       O2 (Germany), Dr. Oliver Schmitt (491)

Mobile applications optimize field service operations

Mobile order processing in the fieldservice at Deutsche Telekom Immobilien
15:50 **T-Systems,** Matthias Schröckenschlager, Dr. Hans-
       Joachim Held, Hannes Heckner (mobileX AG) (600)

Planning, Analysis and Reporting

TN Planning and BusinessObjects XI: the complete BI solution for planning, reporting and analysis
10:00 **Thinking Networks,** Dr. Jürgen Faisst, Jörg Diekkämper
       (Business Objects) (636)

Technologies for efficient communications

Professional Internet Access
10:50 **T-Systems,** Dieter Weinhardt (564)

Enabling flexible working using Hybrid IP VPNs
11:20 **Nortel Networks,** Tim Hubbard (603)

Voice over IP, network infrastructure, CTI: hybrid networks for voice, video and data

Enhance your business value with IBM IP communication
11:50 IP Communication, the solution to decrease costs and
       optimise your business processes
       IBM Deutschland, Andreas Essigke (530)

Integrated messaging solutions for telco carrier: experiences and perspectives
12:20 **T-Systems,** Christoph Dierkes (549)

Business case and value of IP-based communicatins solutions for enterprises
12:50 Results from a joint IBM-Siemens Study on the Value
       Potential of IP-based Communications Technologies
       IBM Deutschland, Thomas Ross, Michael Meyer (654)

Advanced Unified Communication

Convergence of heterogenous TK-&IT-environments
13:40 Integration of the most important communications
       media as Telephony, E-mail enhanced with Mobility
       Features
       Cycos, Martin Abels (639)

Call center and voice processing: solutions for small and medium-sized enterprises

Managed services in the intelligent network: virtual contact centers and IVR solutions On Demand
14:10 **T-Systems,** Sven Klindworth (554)

Multichannel solutions, new ways of efficient customer interaction
15:00 Cost efficient service excellence by using multichannel
       solutions
       dtms Deutsche Telefon- und Marketing Services, Olaf
       Betha, Philipp-Maximilian Seibt (488)

Integrated solutions for public administration bodies

Intelligent telephone solutions for public administrations, jobcenter (Hartz IV), utility companies and waste disposal services
15:30 **dtms Deutsche Telefon- und Marketing Services,**
       Dr. Ralf Kohl (486)

Hardware innovations

High mobility for the 64 bit future
10:00 The new AMD Turion ™ 64 mobile technology
AMD, Arno Hegemann (526)

Automotive Special

Perfect networking of the automative industry – efficient, reliable cooperation for every size company
10:50 **T-Systems,** Joachim Völz (562)

Digital Lifestyle

Digital content - quo vadis?
11.20 **medionfun - a new offer for retailer**
MEDION, Martin Feuerhahn (682)

Multimedia super corridor Malaysia

Gain access into the asia pacific and OIC markets
11:50 MSC Malaysia: your strategic business partner
Multimedia Development Corporation,
Datuk Dr. Muhamed Arif Nun (713)

Using open source software effectively

IBM Open Client- the strategy around Linux on the desktop
13:10 Successful migration of corporate desktops towards
Linux and Open Source
IBM Deutschland, Mark Oliver, Greg Kelleher (653)

Virtual private networks (VPNs) for secure business communications

SmartAccess with Citrix MetaFrame Secure Access Manager
14:20 Secure access to enterprise data and applications from
any location using leading-edge security, content
management and gateway technologies
Citrix Systems, Markus Klein (513)

Networking infrastructure in financial services. Boosting quality and cutting costs – just a dream?
15:10 **T-Systems,** Peter Menzel (561)

Living in the intelligent home

Gigaset Home Control: An open platform concept turns the cordless telephone into the central control device for the smart home and provides remote access via mobile at the same time.
10:00 Partnerships with manufacturers from all application
fields are essential to create a comprehensive system
for home control and jointly promote it on the market.
Siemens, Gerd Lütjering (462)

Innovations in the fields of digital TV, DVB-T, DVB-H, HDTV and digital broadcasting

gigaset goes TV: digital television as melting pot of broadcast and broadband applications
10:50 **Siemens,** Klaus Karl (461)

Digital narrow-bandwidth as a communication platform
11:20 Reaching an audience of more than 10 million potential
customers 24 hours a day has never been that cheap:
narrow-bandwidth digital TV makes it possible
dtms Deutsche Telefon- und Marketing Services,
Tilmann Zechlin (489)

System Solutions for the cinema and film industry
11:50 **T-Systems,** Dr. Wolf Siegert (Iris Media) (546)

Personal Video Recorder (PVR) – Trends 2005
12:20 What will be the leading products and services at
present and in the near future and how will they
influence the consumers' attitude - this lecture is
looking forward to address exactly these questions
moreTV Broadcasting Nikolas Samios (677)

Broadband networks pave the way for new applications

Ethernet WAN Services – LAN like WAN
12:50 **T-Systems,** Rudolf Pfeiler (542)

Communication 2010 – driving value of future services
13:20 **T-Systems,** Falk Wöhler-Moorhoff (Detecon) (555)

Next-generation networks

Optimise your Business Process with Managed Communication Services
13:50 Customer and employee interaction services: growing
your sales, improving your productivity and reducing
your total cost of ownership with business communica-
tion services
Alcatel SEL, Dominique Buyse (533)

Network infrastructure consolidation

It's not just about bandwidth
14:20 How application performance is impacted by WAN
constraints
Riverbed Technology, Robert Mustarde (527)

News from the data racetrack – Infrastructure for optical and mobile phone networks

 A mutli-service basestation for all radio standards
14:50 **Alcatel SEL,** Frank Engmann (531)

Voice over IP, network infrastructure, CTI: hybrid networks for voice, video and data

ELCONnect-system: The revolution in bidirectional data-distribution for CATV-operators
15:20 This presentation describes, how existing TV-cable-
structures could be used for highbitrate,bidirectional
datatransfers without any additional construction-work
ELCON Systemtechnik, Torsten Herrmann, Joachim
Sell (687)

Network operations

Presentation bloc by Siemens

Operation Services for Service Provider: The new Reality

10:00   Hosted Services - An efficient entry into the VoIP business
Siemens, Gerhard Eber, Jean-Antoine Schaffer (459.2)

10:40   Network perations Outsourcing – A path to focus and performance improvements
Siemens, Dr. Tobias Naujoks (459.1)

Application services and application hosting – what are the success factors?

IBM Application Management Service (AMS) On Demand for SAP

11:30   IBM AMS helps you to reduce costs significantly, improve the quality of services delivery while increasing flexibility and transparency at the same time
IBM Deutschland, Peter Wolfgang Schmidt (452)

EMS-Cortex: secure provisioning system for Managed Services Providers

12:00   Cost effective and integrated IT business solutions for the SME market
EMS-GLOBAL, Paul van Tol (453)

Process improvements with CMMI to boost software development efficiency

13:00   CMMI Level 5 certification – experiences and benefits at IBM Application Management Services: IBM consulting offerings for the implementation of CMMI
IBM Deutschland, Andreas Knapp (470)

Managed services, managed hosting

Focus on small and medium companies – IT Hosting of IBM iSeries (AS/400) environments

12:30   The new On Demand hosting solution for iSeries
IBM Deutschland, Markus Schäfer (467)

Outsourcing: strategies, implementation and management

Communications resourcing. The intelligent sourcing strategy. Lowering your ICT costs up to 30%.

13:30   **T-Systems,** Helge Bock (539)

Business Process Outsourcing for medium enterprises

Business Process Management for medium enterprises. One-stop shopping for flexible billing services.

14:00   **T-Systems,** Peter Kaiser (552)

Global security concepts

An efficient and affordable approach to network security

14.30   **Singha, Singh Roy,** Paul Turney   (683)

Airport security: Tomorrows passenger logistics

15:00   **Bundesdruckerei,** Björn Brecht (493)

Secure by Design – Citrix MetaFrame Access Suite

15:30   Secure access to enterprise data and applications from any place with any device. Single Sign-on to all enterprise applications.
Citrix Systems, Susanne Warken (516)

Innovation management: new discoveries are not accident.

Presentation bloc by IBM

Emerging Business Opportunities

10:00   Innovation at work
IBM Deutschland, Michael Herweg (511)

Growth through technology #1: Strategic innovation – Beyond R&D

10:30   Deriving business value from innovation management
IBM Deutschland, Dr. Iris Ginzburg (472.1)

Growth through technology #2: Differentiation through technology driven strategy

11:10   How the innovative use of technologies inspires business strategies to enable new growth
IBM Deutschland, Jonathan Koopmanns (472.2)

Growth through technology #3: Grid by example

11:50   Hype or reality? 10 reasons why grid is delivering business value
IBM Deutschland, Pierre Sabloniere (472.3)

Grid computing

Grid Computing

12:40   Definition and business applications
IBM Deutschland, Marcus Schmid (510)

Streamlining: making business processes more effective and efficient

Presentation bloc by IBM

Managing complexity & legacy transformation #1: new strategic options for your enterprise
13:10 Achieving the On Demand Business by fusing strategy and architecture of the future
       IBM Deutschland, John Cameron (473.1)

Managing complexity & legacy transformation #2: How CIOs can achieve flexibility and control costs
13:50 Adopting a service-oriented approach for business and IT
       IBM Deutschland, Comac Petit dit de la Roche (473.2)

Managing complexity & legacy transformation #3: Navigating around the pitfalls of legacy transformation
14:30 Straight from the chief architect's desk – case study: Successful partnership for legacy tranformation
       IBM Deutschland, Dr. Mark Behrsin (473.3)

Managing complex IT systems: strategies and success factors

Process optimisation for data center operations
15:20 Optimised processes improve customer value and reduce operational costs.
       IBM Deutschland, Klaus Müller (465)

Gartner Briefing: The Future of IT

The future of IT - and its business consequences
10:15 Key technologie trends
       Gartner Deutschland, Steve Prentice (618)

The Future of IT- and its business consequences
11:45 Digital business powertrends
       Gartner Deutschland, Mark Raskino (619)

On-the-road applications: navigation, tracking & tracing and value-added telematics services

Telematic solutions from IBM Engineering & Technology Services
13:10 The session will review IBM's points of view for the automotive industry and telematics solutions; how IBM E&TS can address typical client problems, and give industry case studies
       IBM Technology Group Schweiz, Michael Wirth (508)

Intelligent Tracking Management – Case Study Schmitz Cargobull
13:40 **T-Systems,** Harmut Feuchtmüller (548)

Mobile applications optimize field service operations

Mobile sales and service force solutions
14:10 Approaches and practical experiences in comparison
       T-Systems, Christoph Kögler (671)

Mobile business: technologies, expectations and successful business models

Secure remote-accesss-solutions for mobile employees
14:40 With business horizons steadily expanding and real-time communication becoming more and more essential, companies are finding secure remote network access to be of strategic importance
       NOKIA, Günter Busch (643)

Mobile Corporate Access

15:10 **T-Online,** Daniel Boogaerts (651)

RFID – Optimization Potential for the Entire Supply Chain?

RFID – Optimising the supply chain practical solutions
10:00 **T-Systems,** Klaus Barkhofen (576)

RFID – Applications and potential

What's important when selecting RFID/contactless smart cards?
10:30 Markets – Technologies – Evaluation
       LEGIC Identsystems, Urs Andrin Lampe (694)

Business Rule Management

ILOG JRules Business Rule Management
11:00 Improve IT-Services. Adapt business processes. Automate decisions. Increase transparency. Manage rules. Customer retention. Cost reduction. Reduce time to market
       ILOG Deutschland, Thorsten Ripper (567)

Corporate portal services: the gateway to content

Presentation bloc by IBM

Becoming an On Demand business with IBM Workplace: that fits small business
11:50 Increase your productivity today and be prepared for the future: with portal solutions and the right proportion of integration, networking and efficient communication. With IBM Workplace.
       IBM Deutschland, Axel J. Schwarz (450.1)

Success in SMB with On Demand strategy: LexCom
12:25 Grow with your demands: Example of the successful integration of Web applications in a high complex market for IT-provider in the automobile and manufacturing industry
       IBM Deutschland, Harald Neugebauer (Lex-Com Informationssysteme) (450.2)

Success in SMB with trendsetting portal technology: Vitanet
12:50 The today's portal technology: efficiently and economically. Information, Shop, panels and service of and for over 750 pharmacies in one portal.
       IBM Deutschland, Jens Orhanovic (LIS.TEC) (450.3)

Content management and DMS: efficient information and document management and retrieval

Information Lifecycle Services: Saving time and money with intelligent e-mail archiving from T-Systems
13:20   **T-Systems,** Bernhard Müller (541)

DM, WCM, Portal and now ECM: What will they call it next?!?
14:50   Connecting people and information: Actual customer examples show how knowledge-based systems return on their investment.
        Hyperwave, Christoph A. Michel (434)

Document management: from automated invoice verification to intelligent workflows

Automated processing of incoming invoices
13:50   Basic principles and case studies
        SoftM Software und Beratung, Klaus Jungnickl (431)

Optimum information processes – Knowledge management

Bank model of the future: The no-ringing subsidiary
14:20   Bundling market processes in customer-service-units
        dtms Deutsche Telefon- und Marketing Services, Dr. Ralf Kohl (483)

Content management and DMS: efficient information and document management and retrieval

Enterprise Level Content Management - with Open Source
15.40   Practical experiences with TYPO3 in medium to large size
        net & works Netzwerke und Service, Michael Dengler (TYPO3partner.net) (714)

Focus on server and cluster solutions: performance, scalability, availability and cost

AMD64 Technology and Multi-Core Processing
10:00   The next evolution in enterprise computing
        AMD, Dr. Ulrich Knechtel (525)

Automotive Special

Perfect networking of the automative industry – efficient, reliable cooperation for every size company
10:50   **T-Systems,** Joachim Völz (T-Com) (563)

User-centric Services

Fixed-mobile convergence: new opportunities for fixed and mobile operators to extend and expand service delivery
14:10   Advanced, multi-media services over 3G and broadband networks: the technologies, operator business models, strategic approach, and how to gain revenue from the new services
        NetCentrex, Olivier Hersent (569)

High speed Internet: IP Videos, videostreaming and more

Triple Play becomes mainstream
12:10   The evolution of pure packet combined with intelligent access has simplified delivery of triple play and made systems integration a straight forward provisioning process.
        Sorrento Networks, Stephen Klein (Zhone Technologies) (601)

Broadband networks pave the way for new applications

The complexities of mulitmedia services over broadband networks
11.40   **Iskratel** (697)

DSL test and measurement

DSL test and measurement – essential though costly or real added value
12:40   From DSL hand held tester to test system – requirements and solutions
        Vierling Holding, Georg Herrmann (680)

Web-applications and e-mail: The problem of viruses, spam and other external security risks

Open for business - Open to attack!
13:10   Even with firewalls in place, 75% of Web applications are vulnerable to hacker attacks. Application security gateways are very effective in providing security and availability
        Fujitsu Siemens Computers, Roland Heer (Seclutions) (669)

Spam – Phishing – Virus: How to asses and manage email vulnerability amidst the growth of blended email threats
13:40   MailFrontier offers comprehensive solutions for the email-security of enterprises and mid-size organizations
        Information Week, Vanessa Wade (Mail Frontier) (686)

IT-Management: systematic use of potential efficiency gains and savings

Cost reduction comes with standardization: IT solution provider INOSOFT AG creates an uniform work station based on Windows XP SP2 for Heidelberger Druckmaschinen AG
15.00   **INOSOFT,** Axel Junghans (Heidelberger Druckmaschinen), Thomas Winzer   (709)

Digital Lifestyle

Digital music – quo vadis?
15:50   medionfun - a new offer for retailer
        MEDION, Martin Feuerhahn (715)

Managing complex IT systems: strategies and success factors

On Demand Systems Management for SMB
10:00 First steps into the On Demand world with new services offerings
      IBM Deutschland, Felix Koop (456)

Management of complex IT systems: How organizations like Dresdner Bank, Deutsche Bahn and the German Foreign Office keep their IT systems in shape!
10:30 **ASDIS Software,** Thomas Wolf (518)

Disk Based Storage Technologies – Exploring the new paradigm shift
11:50 **NEXSAN TECHNOLOGIES,** Diamond Lauffin (641)

IT management: systematic use of potential efficiency gains and savings

Computer & Data Flexibility
11:30 Appliance Computing and Information Availability Management: cost savings through flexible IT-Services
      T-Systems, Harald Walser, Markus Feldhaus (573)

IBM Dynamic Infrastructure for mySAP Business Suite (IDI)
12:20 On Demand Business solution to provide more flexibility and resilience by dynamically allocating IT resources to SAP application services
      IBM Deutschland, Marco Metzlaff (457)

Streamlining: making business processes more effective and efficient

Optimizing margins by integration – keep up the flow
13:20 The market is changing continuously. Prices must decrease – service must improve. Only those who have their B2B-Processes well implemented are able to succeed
      BISON Schweiz, Peter Herzog (665)

Integrated solutions for public administration bodies

Public administration well connected
13:50 Better services and less costs with intelligent telephone solutions
      dtms Deutsche Telefon- und Marketing Services, Patrick Lange (484)

ePassport: Biometric features in travel documents
14:20 **Bundesdruckerei,** Walter Landvogt (492)

Integrated document management-satisfying freedom of information acts – a case study
15.50   **Singha, Singh Roy,** Bob Stanton (685)

The end of public sector accounting as we know it? Business processes in the public sector

Lean Administration through DATEVkommunal
14:50 From Public Billing to Annual Financial Statements
      DATEV, Doris Kahlhöfer (438)

eGovernment: the changing face of public administration bodies

The Card Application Management System (CAMS) as central component of the electronic health card with digital signature
15:20 Due to the card's capability to download applications after card issuance, qualified digital signatures can be downloaded gradually in the field as additional functions for the health card
      Giesecke & Devrient, Werner Bschorr (442)

Application services and application hosting – what are the success factors?

IBM Flexible Application Hosting for SAP
10:00 Cost effective operations of SAP environments
      IBM Deutschland, Andreas Kuehmichel (466)

Robust & Resilient Foundation - Citrix MetaFrame Access Suite
10:30 Evolution from terminal services and server-based computing to an enterprise-wide access infrastructure
      Citrix Systems, Edwin Sternitzky (515)

Managed services, managed hosting

Present and Future of Desktop Services with IBM Workplace Services
11:20 Current and new solutions for the operation of distributed IT infrastructures
      IBM Deutschland, Niclas Grabowski (471)

Recognizing outsourcing potential – New ways to add value

IT Services partnering with IBM's infrastructure On Demand concepts
12:10 360° report of a new sourcing strategy from the client´s, an independent and IBM´s point of view
      IBM Deutschland, Dr. Oliver Janzen, Stefan Breschinski (bank-verlag Köln), Gisèle Labinschus (Pylon) (476)

Presentation bloc by T-Systems

Communication trends change sales process
13:20 **T-Systems,** Henning Bauwe (575.1)

Re-engineering in the financial industry
13:45 **T-Systems,** Dr. Jürgen Hernichel (575.2)

Increasing profits in retail banking
14:10 **T-Systems,** Dr. Berthold Kaib (575.3)

Outsourcing: strategies, implementation and management

Outsourcing – more scope and heightened efficiency for SMEs
14:50 **Avaya-Tenovis,** Guido Gloy (477)

Human Resources: the central management function

DATEV Personal Management Systems: Prospects for small and medium-sized companies
15:20 From day-to-day operations to a strategically adjusted personnel management
DATEV, Andre Rosenkranz (437)

Digital Gerontechnology

Digital technology for an ageing world
15:50 As we age our ability to remain independent diminishes. However, the baby boomers expect technology to maintain their quality of life. Ignore the power of this market segment at your peril.
One NorthEast, Alistair Jenkins (652)

Voice over IP, network infrastructure, CTI: hybrid networks for voice, video and data

IP Voice Integration: More application opportunities and usage potential.
10:00 **T-Systems,** Wolfgang Kühnel (540)

Can an IP based centrex solution replace a classical PBX?
10:30 Next Generation Network – Chances, and potential advantages
IBM Deutschland, Antonius Klein (529)

Triple Play - The real story for carriers
12:10 **Telco Systems,** Dr. Zvi Marom (441)

VoIP and Voice Quality
12:40 The next step in VoIP deployment
Inalp Networks, Ramon Felder (647)

How to create profitable fixed-mobile convergent services?
13:10 **T-Systems,** Lars Theobaldt (Detecon) (559)

Call center and voice processing: solutions for small and medium-sized enterprises

Multichannel solutions, new communication channels for medium-sized businesses
11:40 Integration of new channels by using the existing structure – without nameable investment
dtms Deutsche Telefon- und Marketing Services, Philipp-Maximilian Seibt, Olaf Betha (487)

Technologies for efficient communications

Digital Media as a Factor of Competitiveness
13:40 Today, the growing demand for rich media and the exploding availability of affordable bandwidth is causing enterprises to evaluate how to manage digital media more efficiently
IBM Deutschland, Gerold Jasch (454)

Potential benefits and success factors when migrating to IP-based voice networks
14:30 **Avaya-Tenovis,** Markus Bornheim (478)

Professional Internet Access
15:00 **T-Systems,** Dieter Weinhardt (565)

User-centric Services

User centric broadband
15:30 More than a vision
Alcatel SEL, Dr. Stefan Pastuszka (522)

Technologies for efficient communications

Digital Narrow-BandwidthTV: fast, simple and efficient
10:00   Introducing a brandnew, costefficient way to explore the fast-growing digital TV-market in Germany: Narrow-bandwidth is the key to money-making Digital TV
dtms Deutsche Telefon- und Marketing Services,
Frank Wagner, Ofer Ronen (490)

Migration paths to a converged platform - What makes VoIP so attractive for companies
10:30   **Avaya-Tenovis,** Hans-Jürgen Jobst (479)

Professional Internet Access
11:00   **T-Systems,** Dieter Weinhardt (566)

Advanced Unified Communication

Convergence of heterogenous TK-&IT-environments
11:30   Integration of the most important communications media as telephony, e-mails enhanced with mobility features
Cycos, Martin Abels (640)

User-centric Services

User-centric broadband
12:00   More than a vision
Alcatel SEL, Dr. Stefan Pastuszka (523)

Strategies for next generation networks: advanced IP-based voice and video services

Video communications: case studies and strategies for deploying attractive and profitable IP-based video services
12:50   Market overview of 3G and fixed network video communications, the technologies, case studies and strategies for deployment of attractive, profitable services
NetCentrex, Nicolas Jordan (570)

Ethernet over DSL – Launch new Business Services

Ethernet over DSL - Launch new business services
13:40   Combine clever services for business customers with low operational expenditure (OPEX)
Schmid Telecom, Dr. Peter Schelbert (496)

Next-generation networks

Bring more convergent services to your customers with reduced risks
14:10   Convergence with Alcatel's proven NGN Open Service Delivery Environment (OSDE)
Alcatel SEL, Heinz Honemann (532)

Triple Play in the access network
14:40   **KEYMILE,** Christian Haas (572)

Virtual private networks (VPNs) for secure business communications

Urgent Event for middel classes
15:10   **T-Systems,** Dirk Fromm (Firma Dirk Heuß) (578)

Technologies for efficient communications

Operational Support Systems for Telco Operators
10.30   Practical implementation of convergent/real time OSS using NGOSS, NG IN and NG SDP standards and principles
STROM telecom, Mirko Jelčič (716)

Global Security Concepts

Raising the level of professionalism in Information Security - the new role of the IT security manager
11.00   CA Computer Associates, Dr. Peter Berlich (CISSP) (707)

Planning, Analysis and Reporting

Ready for revitalising controlling?
12:00   Substantiate your decisions for the vital future for your company through emotional benchmarks (growth, strategy and innovative potential)
CSS Computer Software Studio, Michael Friemel (688)

IT management: systematic use of potential efficiency gains and savings

MATERNA ITIL-Framework – conceptual design and functions at a glance – service support processes - service level management processes
12:30   The MATERNA IT Service Management Framework supports the service support disciplines according to ITIL and Service Level Management and is based on flexible preconfigured modules
Materna, Hans-Heinz Wisotzky (451)

Efficiency at any Price? – Analyzing the Cost-Effectiveness of IT Projects

ROI analysis and transparency of costs in the data center
13:00   A long-term usage of the results of the economical ana-lysis tool will lead to a review of the quality of the fore-cast and an improved transparency of costs in the data center.
     COMPAREX Informationssysteme, Lars Meineke (521)

Streamlining: making business processes more effective and efficient

Presentation bloc by IDS Scheer

Business processes as bridges between strategy and solution: The way with IDS Scheer
13:50   **IDS Scheer,** Helmut Kruppke (439.1)

Business Process Management in SMEs with costomized suites that unite software and processes
14:20   **IDS Scheer,** Herbert Kindermann (439.2)

From Process Modelling to Process Management
14:50   **IDS Scheer,** Dr. Wolfram Jost (439.3)

ARIS for SAP NetWeaver - Business Process Excellence for SAP solutions
15:20   **IDS Scheer,** Torsten Scholz (439.4)

Disaster recovery for Mission-Critical Enterprise Applications

Disaster Recovery and Business Continuity
10:00   Concepts, problems and solutions
     IBM Deutschland, Thomas Luther (536)

Storage and backup solutions for small and medium-sized enterprises

Backup and Desaster Recovery with Online-Imaging solutions
11:10   Online-Disk-Imaging, backup and desaster recovery for servers and workstations
     PEZ Kommunikationssysteme, Helmut Heptner (497)

Focus on server and cluster solutions: performance, scalability, availability and cost

New IBM global services methods for effective server and storage consolidation
11:40   Based on new developed tools and proven methods, we swiftly provide you a business case and fixed price proposal for your consolidation project.
     IBM Deutschland, Michael Hofmeister (455)

Server Virtualisation in a modern On Demand operating environment
12:10   **IBM Deutschland,** Dr. Stefan Radtke (475)

WIMAX – Standards, solutions and potential

The future of Broadband Wireless is here today: WiMAX
13:20   The current status of the 802.16 standard and the WiMAX Forum's progress towards certification, con-trast them with proprietary systems and other stan-dards
     Alvarion, Zvi Slonimsky, Dr.Mohammad Shakouri (517)

Productivity gains with Wireless Solutions

Mobilising your Desktop with BlackBerry!
14:10   Email and beyond - learn how BlackBerry users gain 52 minutes of productive time per day
     Research In Motion UK, Jens-Uwe Theumer (580)

Mobile business: technologies, expecta-tions and successful business models

Secure remote-accesss-solutions for mobile employees
15:00   With business horizons steadily expanding and real-time communication becoming more and more essenti-al, companies are finding secure remote network access to be of strategic importance
     NOKIA, Günter Busch (646)

UMTS, GPRS and Wireless LAN: strategies for mobile applications

UMTS in your company – Your office is where you are
15:30   Fast and comfortable access to your e-mails, internet and company information wherever you are
     O2 (Germany), Dr. Stefan Kaas (581)

Virtual private networks (VPNs) for secure business communications

VPN Solution for middle classes
10:00 **T-Systems,** Dirk Fromm (Firma Dirk Heuß) (577)

VPN Solution for middle-classes
11:40 **T-Systems,** Dirk Fromm (Firma Dirk Heuß) (579)

Mobile Corporate Access

Worldwide and efficient access to your company information
10:50 **T-Online,** Daniel Grossheimann (650)

High-availability networks for mission-critical business processes

Network infrastructure and safety
12:30 Intelligent solutions for the greatest possible availability and safety in physical infrastructures
Rittal, Ralf Dahmer (481)

Digital-Rights-Management: Electronic Software Distribution Next Generation

Digital Rights Management with CodeMeter: Electronic software distribution next generation
13:20 Digital Rights Management with CodeMeter: new sales opportunities and license models, secure protection for software and digital content as well as advantages for users and authors
WIBU-SYSTEMS, Oliver Winzenried (500)

Global security concepts

How to secure fixed-line or mobile carrier networks
13:50 Turnkey Security Solutions & Services for Carriers
Siemens, Holger Viehoefer (460)

Secure personal IDs: trust center, public key infrastructure and digital signatures

Optimising business processes with digital signature
14:40 **T-Systems,** Eberhard von Faber (545)

Secure communications: encryption for wireless and network applications

Smartcard authenification and single sign on – what level of security does your company need?
15:10 **NEC Deutschland,** Michael Bernhard (499)

Call Center and Voce Processing Solutions for small and medium -sized enterprises

Contact Centre Proposition for SME
15.40 **Singha, Singh Roy,** (698)

RFID – Applications and potential

RFID-chance or risk
10:00 A current assessment using the retail/consumer goods industry as an example within the supply chain
T-Systems, Nathalie Heeb (543)

Mulitapplication in the smart card world security ownership, flexibility
10:50 Security, ownership, flexibility
LEGIC Identsystems, Martin Fiur (604)

Leveraging RFID solutions for business process transformation
11:50 RFID is not just about tags and readers but business process change and integration. IBM and Symbol show how to successfully transform your business with RFID
Symbol Technologies, Kurt Rindle (IBM), Paul Aspden (668)

RFID – Optimization Potential for the Entire Supply Chain?

RFID – Optimising the supply chain practical solutions
11:20 **T-Systems,** Klaus Barkhofen (635)

Supply chain management solutions

Supply Chain: Smarten your management – RFID embedded telematics
12:40　**T-Systems,** Dr. Rolf Hermann Schmid (547)

IT enabled Supplier Relationship Management (SRM) – approach to more transparency and value contribution within procurement
13:10　**T-Systems,** Timo Lührs (Detecon) (556)

SAP in the Defence Industry
13:40　Collaborative processes for the defence industry with SAP
　　　IBM Deutschland, Michael Weigand (468)

Best-Fit Business Process Outsourcing

Business Process Outsourcing, logical extension of IT-Outsourcing
14:30　BPO represents the logical extension of IT-outsourcing, since corporations focus on their core competencies. However, flexible IT-outsourcing remains a focus area for executives
　　　CGI Group, Bernd Kleinhenz (528)

Business Process Management for large enterprises. Flexible billing services from one competent partner
15:20　**T-Systems,** Peter Kaiser (550)

Efficient information and claim management for mass markets - economic processes to avoid and realize outstanding claims
15:50　**T-Systems,** Peter Bürker (551)

Enterprise Application Integration: fewer interfaces, more efficiency

Presentation bloc by T-Systems

Resume about EBI Projects in large enterprises
10:00　**T-Systems,** Dorin Barna, Thomas Breig (544.1)

ITIL Process Backbone - A solution for Incident Management
10:25　**T-Systems,** Dr. Corinne Böckstiegel (544.2)

Multi Channel & Transaction Solution
10:50　**T-Systems,** Bernhard Reuß (544.3)

It's do or die - A strategy for EAI
12:20　**T-Systems,** Matthias Appel (560)

Enterprise Applicatin Integration

Business Process Management without an automated execution layer will not help.
11.30　Analysts say that in excess of 40% of IT budgets are spent on integration (EAI, B2Bi) and only roughly a third of all integration initiatives deliver the promised return on investment and return on opportunity. Learn how a Next-Generation Collaboration Platform can help you in improving business process efficiency, with less costs.
　　　Cordys Europe BV, Wilfred Harbers (720)

Protecting your software investment with individualized standard
13:50　You are thinking about investing in new Software? You are concerned about how to protect these investments? You want to know the factors that ensure investment-protection.
　　　BISON Schweiz, Ulrich Meyhöfer (663)

Integrating ERP, CRM, PLM and DMS

Best practice ERP in the SMBs – Efficient – Profitable – Productive
12:50　Did you ever ask yourself what benefits ERP offers for your business? What is important for my enterprice, how do I select, how do I begin, how does it help me to grow, how do I generate measurable benefits? Here you get the answers.
　　　SoftM Software und Beratung, Michael Wockenfuß (432)

ERP systems: data consolidation, data migration and the next stage of integration

SAP Harmonisation – Business needs and practical transformation
13:20　**T-Systems,** Hans J. Hess (553)

On-the-Road applications: Navitation, tracking & tracing and value-added selematics services

Telematic solutions from IBM Engineering & Technology Services
14:20　**IBM Technology Group Schweiz,** Michael With (509)

Enterprise Application Integration – fewer interfaces, more efficiency

14.50　Bridging the gap between the business analyst, IT and Operational Management - Introduction to a true closed-loop business collaboration platform, streamlining the interactions between systems, people and organizations at InterPay, Dutch payment clearinghouse.
　　　Cordys Europe BV, Wilfred Harbers (719)

IT management: systematic use of potential efficiency gains and savings

Presentation bloc by T-Systems

Cutting off IT infrastucture costs by optimising the output process
10:00 IBM Business Output Optimization – put pressure on your print!
IBM Deutschland, Markus Petrak (464)

Inventory-Management as central part of a quality-based IT Lifecycle
10:50 Criteria and factors for success for the effective implementation of a companywide core application considering as example the "Deutsche Forschungsgemeinschaft".
CebiCon, Johannes Walter (494)

ICT-Strategies for network centric organizations
11:20 **T-Systems,** Dieter Wendel (Detecon) (557)

Life cycle management for ITC systems

SNIA's Vision for ILM - Information Lifecycle Management – overview and tutorial
11:00 **NEXSAN TECHNOLOGIES,** Philip Black (642)

Client/server or thin clients?

Access infrastructure with Citrix MetalFrame Access Suite
12:20 Evolution from terminal services and server-based computing to an enterprise-wide access infrastructure. costs and decreasing complexity
Citrix Systems, Manfred Schulz (514)

Storage revisited - High performance storage systems, SAN, NAS and web-based solutions

Application areas of Information Lifecycle Management (ILM) using Hierarchical Storage Management (HSM)
13:10 Solving your demand for increasing storage capacities and high cost pressure with IBM Tivoli Storage Manager for Space Management for UNIX
IBM Deutschland, Fabián Kuhl (672)

Focus on server and cluster solutions: performance, scalability, availability and cost

The Virtual Data Center – More efficiency in cental IT
14:00 State of the art virtualisation technologies and the integration of economical and organisational aspects, lead to new solutions which increase the efficiency of data centers
COMPAREX Informationssysteme, Michael Hensche (520)

Open Enterprise System Virtualization Stonehenge
14:50 IT Infrastructure consolidation and simplification by virtualization
IBM Deutschland, Hubert Karmann (463)

Managed services, managed hosting

Utility Computing by IBM – the IT powerplant for On Demand Business
15:40 How will we obtain IT services in the future? IT as a utility is especially interesting for companies that need to react fast to changing IT requirements
IBM Deutschland, Thomas Wenzel-Haberstock (681)

Innovation management: new discoveries are not accident

Innovation Chain - Concept Phase Gate
10:00 A structured innovation process & enabling tool
IBM Deutschland, Frank Kertscher (474)

Mobile business: technologies, expectations and successful business models

Digital Broadcasting and Mobile Entertainment
10:50 Technology and Win-Win-models for media and telecommunicatins companies
T-Systems, Thomas Wächter, Jean-Darius Deloud (693)

Secure remote-accesss-solutions for mobile employees
11:40 With business horizons steadily expanding and real-time communication becoming more and more essential, companies are finding secure remote network access to be of strategic importance
NOKIA, Günter Busch (645)

eCommerce, eBusiness and eMarketing: dynamic and efficient

Multi-Channel Retailing, why serving your customers well on all
12:10 Traditional retailers are facing massive challenges. Retailers serving their customers in a way across multiple channels faremuch better. Hear how your company can participate.
IBM Deutschland, Ian Devine (498)

eProcurement: systems, classifications, platforms and success stories

Supplier Management in a horizontal structure
13:00   Supplier excellence across entire supply chain
        IBM Deutschland, Dr. Rainer Krause (638)

Purchase without spending money
13:30   Functions and opportunities of strategic procurement
        via Internet
        T-Systems, Steffen Prasse (673)

Getting on top of license management and digital rights management (DRM)

Adding to your bottom line with software license right-sizing
14.00   **Singha, Singh Roy,** Bob Stanton (684)

Corporate portal services: the gateway to content

How to leverage your corporate portal with business critical content, processes and human knowledge
14:50   **IBM Deutschland,** Guido Steil (449)

Optimum information processes – Knowledge management

The next generation of telebanking
10:00   Cost reduction and customer retention with intelligent
        speech dialogue systems
        dtms Deutsche Telefon- und Marketing Services,
        Patrick Lange (482)

Data mining & business intelligence: learning more about the whole business and not just the customer

BI@SCM by the example of our customer J. A. Woll
10:30   Stock- and result calculation. From the absorption of
        the cash-figures up to the dialogue analysis and delive-
        ry of complete reports, considering as example the
        retail store chain Jawoll
        SoftM Software und Beratung, Volker Carrey (433)

Knowledge management as a strategic tool: employee participation, tools and concepts

Share knowledge not ignorance
11:00   A hands on guide to efficient knowledge management.
        Forget about all the theory. Just find out how to drama-
        ticallly improve your corporate kowledge within just
        one quarter.
        Hyperwave, Andreas Helios (435)

eLearning – The right approach to net-worked education

Rapid Learning: The future of e-Learning
11:30   Faster business processes require faster learning
        methods. Learn how the new e-learning paradigm pro-
        vides faster and better results.
        Hyperwave, Dr. Frank Kappe (447)

Web-based eGovernment solutions

Best Practice: Information and learning portals for eGovernment
12:00   **T-Systems,** Ulrike Volejnik (674)

Audio- and Webconferencing, trends, market and potential

Do you use conferencing (in the most effective way)?
12:30   Cut costs. Communicate efficiently. Great reasons to
        use conferencing. But the most difficult obstacles are
        often invisible. Learn how to adopt conferencing within
        the enterprise
        Thomas Kaleja (Darome) (637)

High speed Internet: IP Videos, videostreaming and more

Triple Play becomes mainstream
13:00   The evolution of pure packet combined with intelligent
        access has simplified delivery of triple play and made
        systems integration a straight forward provisioning
        process.
        Sorrento Networks, Stephen Klein (Zhone
        Technologies) (602)

User-centric Services

User-centric broadband
13:30   More than a vision
        Alcatel SEL, Dr. Stefan Pastuszka (524)

Technologies for efficient communications

Effective voice solutions during translation period
14.20   **Iskratel** (695)

WEE directive on redundant electrical devices: imppact on the market, manufacturing and trade

The new ElectroG - return of used electrical equipment. What does it mean for producers and importers?

14.50 FIEGE and CLEANAWAY join forces with logistics and waste disposal and provide a european network for electrical and electronic waste.
Speech Design, Hennig Hilmer (FIEGE CLEANAWAY) (711)

Managing the compliance with WEEE

15.20 Is this above all a task for your CFO?
TechProtect, Helmut Minor, Maximilian Scheppach (recycle it) (712)

Special Displays, Forum program and Conferences

BUSINESS PROCESSES

SME Forum
Hall 6, Stand E30
Thursday, 10 March to Wednesday, 16 March 2005

Owners of small and medium-sized businesses, industrialists, politicians and senior media editors will be discussing and debating best practices for forward-looking small and medium-sized firms. Security, processes, procurement and mobility are the keynote themes in the discussion forums and at the information stands. Each day from 10.00 a.m. to 6.00 p.m. decision-makers will gather here to listen to lecture presentations and platform discussions and debate the issues with fellow professionals. For the latest information about the items on the program, check out the website at www.cebit-mittelstand.de.

Organizer: Deutsche Messe AG and BITKOM
Coordination: puscher one GmbH, Hamburg

Forum Enterprise Applications
Hall 5, Stand D18
Thursday, 10 March to Wednesday, 16 March 2005

Independent experts will highlight current market trends and developments in the software market. The Forum program covers a range of themes relating to centralized business applications, such as ERP/PPS, stock management, CRM and MES. Also featured are general-interest topics that cut across business categories (including software technologies, software financing and contract design), together with reports from business users on their own experiences.

Organizer: Research Institute for Rationalization (FIR) at the RWTH College of Technology in Aachen

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Marketing Solutions Area
Hall 6, Stand G43
Thursday, 10 March to Wednesday, 16 March 2005

A business platform with integrated conference featuring the foremost suppliers from the online, e-mail and mobile marketing sectors

In cooperation with the organizer, SM:IL COMMUNICATION, Deutsche Messe AG is hosting a MARKETING SOLUTIONS AREA. This is a group display featuring companies offering online, search engine, e-mail and mobile marketing solutions. Located in Hall 6, the presentation also incorporates a conference and acts as a one-stop information point for all aspects of digitized marketing. Visitors can not only view and learn more about all the latest innovations, trends and cost-cutting measures but also receive expert advice – gratis!
The range of exhibits at the new MARKETING SOLUTIONS AREA includes online advertising, interactive marketing, cross-media advertising, one-to-one marketing, advertising marketing for online and offline media, search engine marketing and optimization, e-mail marketing, e-mail software & technology, response management, web controlling, performance marketing, mobile marketing tools, mobile entertainment & content, mobile video streaming, mobile portal solutions, mobile software & technology, location-based services, online and mobile research, wireless application service providing.

Organizer: SM:IL Communication, Garmisch-Partenkirchen

IT Freelancers Congress CeBIT 2005
Conference Area Hall 1, BRUSSELS Room
Saturday, 12 March 2005, 10.00 a.m. - 6.00 p.m.

The next job is just around the corner

What matters is the next project. IT freelancers discover how to go about finding it. Useful information on issues relating to the IT market, client acquisition, fees, taxation and legal requirements. At the accompanying exhibition: promising project contacts with potential clients.

Organizer: IT FREELANCER MAGAZIN
Am Hirthaus 3, 82239 Alling
Tel. 0171/8292939 Fax +49-(0)89/92185093
Mr. Ulrich Bode
www.it-free.info in association with
Gesellschaft für Informatik e.V.
Language: German

Participation:

Participation fee	Early bookers by 20.2.2005	Fee as from 21.2.2005
Standard fee	140 Euro	180 Euro
GI member or subscriber	120 Euro	160 Euro
GI member and subscriber	100 Euro	140 Euro
Student, trainee	40 Euro	80 Euro

World of Solutions
Hall 6, Stand G30
Thursday, 10 March to Wednesday,
16 March 2005

World of Solutions - the biggest display devoted exclusively to software & services.
On a display area of some 3000 m² more than 100 exhibiting firms will be presenting the complete spectrum of their software solutions, both for general business use and for more specialized applications. As well as innovative software solutions, visitors will also be able to get professional advice here.

Organizer: Profair Abresch Kommunikation GmbH,
                        Montabaur

Heise Forum 2005: Security and
IT legislation
Hall 5, Stand E38
Thursday, 10 March to Wednesday,
16 March 2005

Staff journalists from the magazines c't and iX along with selected experts will be reporting here on current developments in IT security and legislation and discussing these with visitors to CeBIT. As well as lectures on topics such as RFID, Bluetooth and spam filtering, there will be feature events such as live hacking and platform discussions on all aspects of private copying and software patents. Useful information and advice about IT and the law will be the focus of lectures by our associate partners at the Kiel Data Protection Centre and the Institute for Legal Informatics at the University of Hannover.

Organizer: Heise Zeitschriften Verlag GmbH & Co.KG,
                        Hannover

CefIS - Center for Information Security
Hall 7, Stand C22
Thursday, 10 March to Wednesday,
16 March 2005

This special presentation gives a complete overview of current security problems and security issues as they relate to information and communication systems, networks, the Internet, telecommunications and all aspects of the IT infrastructure, including buildings and engineering works. The CefIS Exhibitor Forum is the setting for high-powered lecture presentations and discussion sessions, where experienced spe-cialists will talk about current trends and developments in IT and telecoms security. The lectures will be delivered in German or English, as appropriate.

Organizer: von zur Mühlen'sche GmbH, Bonn
Language: German/English

Security Software Area
Hall 7, Stand B14
Thursday, 10 March to Wednesday,
16 March 2005

Deutsche Messe AG Hannover and PC Professionell are getting together for the second time to organize the "Security Software Area". This display, occupying more than 300 m² of floor space, serves as an independent and objective presentation platform. Here laymen and experts alike will find the help they need to protect their stand-alone PCs and computer networks against attack, both from within and from without. Two separate forum areas will host lectures on the subject of IT security every day throughout the show.

Organizer: VNU Business Publications Deutschland GmbH,
                        Munich

Data Protection Forum
Convention Center (CC), Room 3A
Monday, 14 March 2005,
9.00 a.m. - 4.30 p.m.

The machine-readable fingerprint - biometrics and data protection

The data-protection implications of the use of biometric methods - What security benefits does the inclusion of biometric features in passports and ID cards really bring?

Organizer: Security Officer for Data Protection in Lower
                        Saxony, Brühlstr. 9, D-30169 Hannover

Tel. +49-(0)5 11/120-45 05
Fax +49-(0)5 11/120-45 99
Mr. Thomas Knaak

Registration: No charge for participation, no registration requirement. Participants may attend individual lectures of their choice and take part in a debate.

Language: German

TeleTrusT Conference
Convention Center (CC), Room 13/14
Monday, 14 March 2005,
10.00 a.m. - 1.00 p.m.

Security in service-oriented business processes

Security has always been of vital importance for all business processes, especially in open networks. Early solution concepts resulted generally in an end-to-end security model, with separately secured communication channels between individual communication partners. This is now more or less the industry norm. More recently we have seen data being stored with business partners or managed in XML applications.
Today new concepts are being refined and developed under the buzzword "service-oriented architectures" (SOA). The term refers to secure, partly interactive web services in various combinations, which enable the flexible management of business processes in decentralized systems. In this context it is possible to imagine trustworthy services such as the external archiving of business data, the documentation of professed intentions communicated via mobile phone and decentralized patient files.
Where do we stand today? What is the objective - and what do the immediate next steps look like? The TeleTrusT conference provides answers to these questions.

Organizer: TeleTrusT Deutschland e.V.
                        Chamissostr. 11, D-99096 Erfurt
                        Tel. +49-(0)361/ 346 05 31
                        Fax +49-(0)361/ 345 39 57
                        Mr. Kai Hartwich

Registration: By e-mail to info@teletrust.de
                        No charge for participation

Language: German

BSI Presentations
Convention Center (CC), Room 12
Thurs. 10, Fri. 11, Mon. 14, Tues. 15 and
Wed. 16 March 2005, from 12.00 noon to
2.00 p.m.

The BSI Presentations offer a comprehensive look at the hottest security topics affecting IT today:

10.03.2005:	Basic IT-protection: Guidelines, tools and certification
11.03.2005:	"CERT-Bund" (network of Computer Emergency Response Teams): Critical infrastructures
14.03.2005:	Electronic passports and biometrics
15.03.2005:	IT security certification
16.03.2005:	Mobile Security - Technical guidelines for components used in mobile applications

Organizer:	Federal Bureau for Security in Information Technology Postfach 20 03 63, D-53133 Bonn Tel. +49-(0)228/95 82-2 57 Fax +49-(0)228/95 82-4 55 Mr. Conrad Schmitt
Registration:	No charge for participation, no registration requirement.
Language:	German

IT Outsourcing Services
Hall 8
Thursday, 10 March to Wednesday,
16 March 2005

Concentrate on your core strengths

The outsourcing of business processes to external service providers is becoming more and more popular. The growing pressure to keep costs to a minimum and optimize procedures in order to maximize profits has left the majority of companies with no option.

For the first time at CeBIT 2005 a sub-category is being devoted exclusively to ICT outsourcing as part of the Business Processes category in Hall 8.

Over an area of 2,500 sqm in Hall 8, international market leaders plus small and medium-sized companies will be joining together to present their outsourcing solutions.

Visitors from the corporate and IT management sectors can gather information and advice here on options for outsourcing their own specific processes both now and in the future. The exhibition contains, among others, national pavilions from India, China, Malaysia, Pakistan, Philippines, Bangladesh, Indonesia, Thailand, Vietnam, Tunisia, Egypt, Iran, Czech Republic, Romania, Bulgaria, Poland, Belgium, Russia, Ukraine, Belarus and the Baltics.

Hall 8, Restaurant Merkur
Thursday, 10 March to Wednesday,
16 March 2005

The exhibition program will be rounded off by a package for the comprehensive "IT Outsourcing Solutions Forum CeBIT - powered by BITKOM, Gartner and Information Week". In this forum up-to-date questions concerning IT Outsourcing and new perspectives for companies, political economy and the labor market will be discussed. Moreover, special national days will take place: Among others India, Romania, Russia, the Ukraine, Belarus and South-East Europe with Bulgaria, Serbia-Montenegro and Macedonia will introduce themselves with tightly focused forums and matchmaking programs.

The program at a glance:

10.03.2005:	Gartner Day Sourcing management, multi-sourced, environmental, global sourcing, retained organization by BPO, industrialization of the IT service operation
11.03.2005:	BITKOM: CIS-German Symposium
12.03.2005:	IT Outsourcing Solutions by Rumania and Egypt
13.03.2005:	IT Outsourcing Solutions by East and South Europe
14.03.2005:	BITKOM: Indo-German ICT Forum
15.03.2005:	BITKOM: User Forum IT Outsourcing, powered by Information Week
16.03.2005:	BITKOM: User Forum IT Outsourcing, powered by Information Week

Patronage:	BITKOM (Bundesverband Informationswirtschaft, Telekommunikation und Neue Medien e.V.), Berlin
Language:	English - German

Indo-German ICT Forum
Hall 8, Restaurant "Merkur"
Monday, 14 March 2005,
10.00 a.m. - 1.00 p.m.

Content:
– Situation and prospects for the German ICT industry
– Overview of the Indian ICT market
– Factors determining the success of German-Indian collaboration
– Examples of best practice at work

Organizer:	Bitkom Servicegesellschaft mbH Albrechtstr. 10, D-10117 Berlin Tel. +49-(0)30/27576-145 Fax +49-(0)30/27576-409 Mrs. Alexandra Prümke In association with the Federal Ministry of Economic Affairs and Labour
Registration:	To register, please contact Mrs. Alexandra Prümke by e-mail at: a.pruemke@bitkom.org
Language:	English

CIS-German Forum
Hall 8, Restaurant "Merkur"
Friday, 11 March 2005,
11.00 a.m. - 4.00 p.m.

BITKOM and the Russian partner association RUSSOFT jointly organize the CIS-German Forum at CeBIT. For the first time, this forum is part of the IT Outsourcing Solutions Forum powered by BITKOM and Gartner in cooperation with InformationWeek. The forum will promote business development between Germany and Russia, Belarus and the Ukraine in the fields of Software Outsourcing, IT Services, E- and M-Business. Keynotes will given by Dr. Wolfgang Clement, German Minister of Economics and Labor, as well as by Leonid D. Rejman, Minister of Information Technologies and Communications of the Russian Federation.

Organizer:	BITKOM e.V., Berlin in cooperation with Information Week

Document Management Systems (DMS) Forum
Hall 1, Stand 7l, 2
Thursday, 10 March to Wednesday, 16 March 2005

CeBIT is about to launch a key spring showcase for suppliers of Document Management Systems (DMS).
The centerpiece of the presentation is the new "DMS Forum", which will present a program of lectures and discussions covering all aspects of document management.
Visitors will have ample opportunity to find out about all aspects of document management. The range of exhibits includes archiving, invoice tracking, workflow management, scanners, enterprise-content management, electronic signatures, input management, output management and knowledge management.

Organizer: VOI e.V. voice of information - Verband Organisations- und Informationssysteme e.V., Bonn

Forum for Business Intelligence & Knowledge Management
Hall 3, Stand C45, D45 and C51
Thursday, 10 March to Wednesday, 16 March 2005

The Forum for Business Intelligence and Knowledge Management consists of a full 7-day congress organized with the backing of scientific partners, users and solutions suppliers, together with a joint presentation stand. This is the official event for business intelligence and knowledge management software/consultancy services at CeBIT 2005.

Organizer: Hahn & Zwerger Marketing GmbH, Frankenthal

COMiNFO Forum
Information management solutions for business
Hall 3, Stand B37
Thursday, 10 March to Wednesday, 16 March 2005

Organizing knowledge in the most efficient way - communicating knowledge and content to the intended target audience - using, deploying and disseminating topical information for the success of businesses with the aid of the latest technologies - these are the issues that form the focus of the new COMiNFO Forum, which is staging under the rubric "Business Content

and Electronic Publishing". Discussion will range across practical experiences and applications for day-to-day business practice, current market findings and recommendations under the general heading of "information management solutions for business".
Contributing to the program of lectures, presentations and platform discussions are content suppliers such as publishing houses and database companies, market research organizations, business consultancies, IT and service companies, including software suppliers, providers of complete information and portal solutions and specialists in archiving, documentation and in-house information management.
Topics already scheduled include:

11.03.2005   "Digital rights management in practice"
12.03.2005   "Google, Froogle, Microsoft… seeking to raise standards in online research"
13.03.2005   "New opportunities for in-house documentation departments?"

Organizer: DGI Deutsche Gesellschaft für Informationswissenschaft und Informationspraxis e.V., Frankfurt

Contact: Wolfgang Scheuren, COMiNFO Forum CeBIT - Event Marketing und Organisation, scheuren@content-buero.de, Tel.: +49-(0)6195 / 960 639

Forum Human Resources Competence Center
Hall 6, Stand E29
Thursday, 10 March to Wednesday, 16 March 2005

The information, communication and competence centre for all aspects of human resources. Exhibiting firms, human resources specialists and representatives from government ministries and universities will be giving lectures on current themes and solutions in personnel work: HR outsourcing, time management, personnel deployment planning, payroll management, personnel management and much more besides. Further information about the HR CC can be found at www.hrcc.de.

Organizer: DATAKONTEXT-GRUPPE, Frechen

Digital Lifestyle Home
Hall 25, Stand C21
Thursday, 10 March to Wednesday, 16 March 2005

Digital Lifestyle Home showcases the fusion of information technology, communication technology and consumer electronics in an authentic setting and demonstrates the march of multimedia applications into everyday living. All the systems and solutions on show have already been launched on the market.

Organizers: Computer Reseller News, CMP-WEKA Event Services assisted by Deutsche Messe AG, Hannover

Planet Reseller
Hall 25, Stand D40
Thursday, 10 March to Wednesday, 16 March 2005

Planet Reseller is CeBIT's long-established and popular reseller center at CeBIT which is actively promoted by BITKOM, the German Association for Information Technology, Telecommunications and New Media and the German Technical Retail Trade Association (BVT) among others. Well-known distributors, manufacturers, system suppliers and joint venture partners present their products, systems and solutions for the retail trade here.
With its balanced mix of exhibition, forum, expert lectures and meeting facilities, Planet Reseller is the ideal platform for resellers, buyers and managers.
This year's Planet Reseller once again features an attractive forum program, with the focus on three major topic areas:

10.03.05   Business Development
11.03.05   Distribution
12.03.05   Server-Based-Computing
13.03.05   Digital Lifestyle
14.03.05   Communications
15.03.05   Security
16.03.05   Free Topic Day

For trade visitor only – Registration required
Further information and registration at:
www.cebit.de/planetreseller

Organizers: Deutsche Messe AG, Hannover in cooperation with Computer Reseller News and CMP-WEKA Event Services, Poing

SMARTevent Convention
Hall 21, Stand B32
Thursday, 10 March to Wednesday,
16 March 2005

The SMARTevent Convention is an opportunity for buyers and suppliers in the digital display sector to come together at CeBIT. Lectures featuring purchasing issues and problems in the various vertical markets will help buyers make informed decisions on the products and applications they need. At the Workshops they will be able to discuss and receive advice on concrete projects and solutions direct with the system suppliers.
Registration **(free to buyers)** at **www.smartevent.com**

Organizers: Cleverdis assisted by Deutsche Messe AG,
               Hannover

WCG 2005 - Samsung Euro Championships
Hall 27
Thursday, 10 March to Sunday,
13 March 2005

300 of the top computer game freaks from 30 countries fight it out in 8 different disciplines for a total purse of EUR 150,000. The contest is accompanied by exhibits and special features on computer gaming.

Organizers: ACE GmbH assisted by Samsung and
               Deutsche Messe AG, Hannover

Digital Imaging
Hall 1, Stand 2H2
Thursday, 10 March to Wednesday,
16 March 2005

This exciting special display on the theme of digital imaging is making its first appearance this year at CeBIT 2005. Here visitors to CeBIT can find out all about the world of digital imaging in a series of live practical demonstrations covering the entire sequence of image processing operations - taking the photographs and processing them on the PC, storing and archiving the images or editing them for a particular purpose, and finally producing a top-quality print-out. Plus all the accessories, materials and services that are available via the Internet, mobile phone or local photoshop.
This display gives an instant overview of all the solutions that make up the complete processing chain for home or business use or for the photographic professional, including the latest technical developments.
Presented by famous-name firms and suppliers with a reputation for quality and excellence.

The daily feature show at Marketplace No. 1 is worth a visit in itself.

Discover a whole new world at the Digital Imaging Area in Hall 1.

Organizer: ProFair Abresch Kommunikation GmbH,
              Montabaur

WirtschaftsWoche Technology Forum
Convention Center (CC), Room 2
Thursday, 10 March 2005, 4.00 - 6.00 p.m.

Tune in and enjoy...

IT caught in the multi-functional trap: instead of getting simpler and more intuitive, electronic products - from mobile phones to PCs and TV digital recorders - are becoming increasingly complicated to use because of ever more added functions. Will the IT industry ever escape from this trap? Can the dream of simple operation, rapid configuration and reliability in use ever become a reality?

Organizer: Verlagsgruppe Handelsblatt GmbH
              Kasernenstr. 67, D-40213 Düsseldorf
              Tel. +49-(0)2 11/887-27 02 und 887-27 16
              Fax +49-(0)2 11/887-2708
              Mrs. Martina Lewin and Mrs.Sonja Eckermann

Registration: No charge for participation, but advance registration is required - contact Mrs. Lewin or Mrs. Eckermann at Verlagsgruppe Handelsblatt GmbH, e-mail: m.lewin@vhb.de and s.eckermann@vhb.de

Language: German

IfKom Innovations Forum 2005
Conference Area, Hall 1, Brussels Room
Friday, 11 March 2005,
10:00 a.m. - 2:00 p.m.

Horizons: Future Solutions with Next Generation Networks

Next Generation Networks is a multi-service network that supports voice, data and video. It provides a nuanced Quality of Service for all the different services and is based on packet technology.
This event focuses primarily on technical network solutions to enable and support all types of online applications. The topics at the innovations forum range from the latest developments in access technology, security aspects regarding communication within the networks and applications like Triple Play - a combination of telephony, Internet access and television via a single access medium.
Take advantage of this opportunity to hear speakers from big-name enterprises and institutions like Deutsche Telekom's privately financed University of Applied Sciences in Leipzig, the Fraunhofer Institute, WIK, Marconi, Tele-Connect, TeleTrust, Lightpointe, Avaya-Tenovis, Siemens and others (subject to alteration).

Organizer: IfKom - Engineers for Communication
              Wilhelmstr. 40
              D-53111 Bonn, Germany
              Phone: +49 (0)228/98358-0
              Fax: +49 (0)228/98358-74

Registration: free of charge, registration requested by email:
              brueggen@ifkom.de
              Participants may attend individual lectures of their choice.

Language: German

German Broadband Summit
Convention Center (CC), Room 1B
Friday, 11 March 2005,
10.00 a.m. - 12.00 noon

The development and dissemination of broadband technologies affords significant opportunities for innovation, growth and employment. Senior industry representatives and experts will be presenting examples of best practice and talking with Federal Minister of Economic Affairs and Labour, Wolfgang Clement, how this potential can best be developed in order to improve Germany's position in the international arena.

Organizer: Federal Ministry of Economic Affairs and
               Labour, Berlin; BITKOM e.V. Berlin and Initiative
               D21 e.V., Berlin

Participation: By invitation only

Language: German

European Commission MEDICI Framework
Convention Center (CC), Room 105/106
Sunday, 13 March 2005, 3.00 - 5.00 p.m.

Cultural heritage – the business of the future

High quality eContent is one of the key elements either for the implementation of the Knowledge Society and the fruitful exploitation of broadband services. Network access to museums and galleries seems to offer both easier access to cultural heritage and new revenue for its preservation and display. Many relevant players both in the Museums and ICT communities invested time and resources creating pilot projects and applications ranging between 3D reconstructions, image based rendering and virtual museums. Let us debate about the relevant achievements. On the occasion of this event the eContent Award Italy contest will be announced.

Organizer: MEDICI Framework Politecnico di Milano Piazza
               Leonardo da Vinci 32
               I-20133 Milano
               Mr. Alfredo Ronchi
               Tel. +39-(2)/23 99 60 40-1
               Fax +39-(2)/23 99 60 80

Registration: Registration not required

Language: English

50th Railway Engineering Conference
Convention Center (CC), Room 13/14
Tuesday, 15 March 2005,
10.00 a.m. - 1.30 p.m.

DB Systems and DB Telematics – partners in the modern rail market

Positioning of Deutsche Bahn subsidiaries DB Systems and DB Telematics, who operate as partners of Deutsche Bahn, but are also active in the external IT-/telecoms market. Key topic areas have been chosen to illustrate the work of the two companies: for DB Systems the highlighted theme is "Mobile data communications for rail traffic", while DB Telematics is putting the focus on "Modern service concepts for telecommunications in the railway industry".

Organizer: Verband Deutscher Eisenbahn-Ingenieure - VDEI
               VDEI-Service GmbH
               Gertrud-Kolmar-Str. 4, D-10117 Berlin
               Mr. Hubert Lehnhäuser
               Tel.:+49-(0)30/22 60 57 90
               Fax: +49-(0)30/22 60 57 91

Registration: free entrance, registration requested by e-mail:
               service.gmbh@vdei.de

Language: German

Banking & Finance

BANK-FINANZ-SYSTEME
(Banking Financial Systems)
Hall 17, Stand A01
Thursday, 10 March to Wednesday,
16 March 2005

Business models for sales/distribution
Innovation potential for sales/distribution

Customers' increasingly stringent requirements as regards quality and service levels, greater transparency and comparability among standard products, customers' changing value systems and lifestyles are just some of the challenges confronting today's sales professionals in the finance industry. How can financial institutions implement leaner sales structures and extract more value from their sales expenditure without compromising their direct customer relationships? BANK-FINANZ-SYSTEME 2005 will present the latest in banking and financial systems, featuring two main topics:
–   Business models for sales/distribution
–   Innovation potential for sales/distribution

Branch offices and financial advisors have to be redefined and reorganized in terms of their role as customer interfaces. The trend is towards flexible financial institutions, pursuing multi-channel sales strategies comprising electronic platforms for standardized products on the one hand, and physical branches delivering innovative, tailored solutions for key accounts on the other. This will ultimately entail a complete re-vamp of institutions' sales outlets in terms of their organizational structures and personnel as the performance of financial advisors will increasingly depend on their ability to identify customers' needs and develop appropriate, tailor-made solutions. BANK-FINANZ-SYSTEME will be exploring various business models for the Sales function by means of practice-oriented technical forums, panel discussions and presentations of a diverse range of solutions as well as theme-specific guided tours and an online presentation of all related banking services and solutions. Moderated discussions and presentations by leading experts in the adjoining lounge will round out the overall offering.

Organizer: Klingler GmbH Managementberatung, Baden-
               Baden/Berlin
               Hans Holzmann Verlag GmbH & Co. KG, Bad
               Wörishofen
               Deutsche Messe AG, Hannover

Public Sector Parc

Public Sector Parc
European ICT Solutions for Government and Public Services
Hall 9, Stand E54
Thursday, 10 March to Wednesday, 16 March 2005

Public Sector Parc at CeBIT is the world's biggest showcase for the latest developments in information and telecommunications technology for the public sector. Parliaments and public administration bodies, educational, health and social services providers and state-owned enterprises at a local, regional and national level will be joining companies and organizations from the private sector to present a range of cutting-edge projects, products and services. Acting as patron of the event is the German Minister of the Interior. Public Sector Parc is a central information and communications platform for more than 50,000 visiting professionals from government, commerce and science. The featured topics include:

– eGovernment solutions, mobile government
– eHealth and medical care, facility management
– Security, digital signature
– Financial management, ePayment
– Consulting, business intelligence, IT outsourcing, IT leasing
– Public private partnership
– Human resource management
– Parliament/council information systems
– Internet portals, intranets
– Content/document management systems, editorial systems
– Workflow management, office solutions
– Geographical information systems
– eProcurement
– CRM - citizen relationship management
– eLearning, IT for schools
– Server-based computing/thin clients
– Application service providing and integration
– Web services, open source computing

The accompanying Forum Government 05 (Hall 9, Stand B76) features all aspects of government modernization in the form of presentations and discussions staged and attended by central government ministers, minister-presidents, regional ministers, local councilors, directors of ICT companies, the heads of trade associations and top-level central and regional government officials (daily from 10 a.m. to 5 p.m. The Theme Days at the Forum are as follows:

10 March 2005: Government 05 - Innovations for Germany
11 March 2005: eGovernment at local authority level
12 March 2005: Europe
13 March 2005: Soccer World Championship 2006
14 March 2005: eHealth
15 March 2005: The judiciary and IT security
16 March 2005: Commerce, job market and social services

The accompanying business forum Workshop Business 05 (Hall 9, Stand B63) is an opportunity for visitors to gather information and discuss the products and services pertaining to government modernization. The focus here is on the provision of information on a "user to user" basis.

Organizer: Deutsche Messe AG, Hannover in association with Gemini AG, Society for Knowledge Transfer, Düsseldorf/Germany

Government Procurement Seminar
Convention Center (CC), Room 3 B
Monday, 14 March 2005,
10.30 a.m. - 1.00 p.m.

Doing Business with the US Government: The World's largest Buyer of Technology

Buying everything from paperclips to satellite systems, the US Federal Government purchased more than $330 billion worth of goods and services in 2003 and spending continues to increase. In fact, in 2003 alone, the US government spent a record $59 billion for IT products and services, making it the WORLD'S largest consumer of technology. The US federal government now contracts much of the work it needs through the private sector, rather than hiring and training new government employees to do the work. This creates many new opportunities for businesses worldwide. This conference will feature a panel of international technology companies who have successfully sold to the US government through various avenues. Attendees will also hear from a panel of prime government contractors who will highlight current teaming opportunities and describe what they look for in a partner. Don't miss this opportunity to learn how to sell or increase your sales to the US government!

Organizer: Greater Washington Initiative (GWI)
               1725 I Street, NW, Suite 200
               USA - Washington, DC 20006
               Tel. +1-(202)857-5986 or
               (toll free in Germany) 0130860433
               Fax +1-(202)466-4980
               E-mail: aprildubois@bot.org
               Web: www.greaterwashington.org

Registration: For more information or to register for this event, visit

http://www.greaterwashington.org/news/events/information.htm or contact April DuBois at Tel.+1-(202)857-5986 or (toll free in Germany) 0130860433.

Language: English

bdvb Forum
Convention Center (CC), Room 17
Tuesday, 15 March 2005,
10.00 a.m. - 4.30 p.m.

E-government – the wired-up society Efficient public services instead of systems designed to promote e-bureaucracy

In a series of six lectures a line-up of distinguished speakers representing the bdvb study groups on "Public administration" and "IT in business" will offer their reflections on a range of issues in business management and administration, together with the IT implications.
After an introductory address by Prof. Dr. Rainer Thome (University of Würzburg, e-Government Development Center) the following aspects of e-government will be explored:
Trends and current developments in
– Citizens' portals
– Electronic procurement and tendering
– Business process engineering and e-government
– and standardized network solutions for e-government tasks.
Meanwhile the bdvb association will be living up to its motto ("the economists' network") by fielding representatives in the "Networking Area" at the show, where visitors will be able to discuss networking issues and make useful contacts.

Organizer: bdvb - Bundesverband deutscher Volks- und Betriebswirte e.V.
               Florastr. 29, 40219 Düsseldorf
               Mr. Dieter Schädiger
               Tel. +49-(0)2 11/37 10 22
               Fax +49-(0)2 11/37 94 68

Participation: No charge for participation, registration required at bdvb

Language: German

www.cebit.de/events   25
www.cebit.de/events   25
www.cebit.de/events   25

Future Parc

Future Talk
Hall 9, Stand C16
Thursday, 10 March to Wednesday,
16 March 2005

"future parc" is the nucleus, the innovative core of CeBIT. This is where ideas from the research community are channelled into the technology transfer process to shape the technological trends and standards of tomorrow.

"future talk" is the place where complex technological innovations are communicated in accessible and easy-to-understand language. Researchers, enthusiasts and techno-freaks will be discussing new ways ahead in today's fast-moving digital world.

"future market" is the presentation platform for cutting-edge technologies that have been developed to the point of commercial production. Examples picked from many different spheres of life - the home, clothing, work, leisure, sport and medicine - give us a foretaste of everyday living in the year 2020, as the fruits of scientific research are translated into mass-market products.

"future match" is a matchmaking facility for national and international joint ventures. Here manufacturers will find suppliers for their technology needs, and product developers in search of financial backing or marketing expertise will find suitable partners. In 2004 around 1000 contacts were made here. For more information about this European brokerage event organized by a core group of Innovation Relay Centres, visit www.futurematch.cebit.de

Program overview:
10.03.:	BMBF Day (Federal Ministry of Education and Research)
11.03.:	E-business and e-production / industrial electronics (RFID, embedded systems, etc.), from 3.00 p.m. Innovation Award
12.03.:	Next generation web / voice operated / multimedia
13.03.:	Mobile solutions (telecommunications, WoIP, WLAN, GPS, UMTS...)
14.03.:	E-health, e-learning, knowledge management
15.03.:	IT security (data protection, digital certification, biometrics) / entertainment / broadcasting
16.03.:	Presentation of EU research projects, patents, IPR,...

Organizer: TU-Servicegesellschaft mbH, Agentur für Wissenschaftskommunikation, Berlin

EPIC-ICT Workshop
Convention Center (CC), Room BERLIN
Tuesday, 15 March 2005,
10.00 a.m. - 2.00 p.m.

Environmental Performance Indicators – Eco-design requirements for PCs and other ICT products against the background of the planned EuP directive

Environmental performance indicators as mechanism for the European directive on energy-using products (EuP). Workshop of the EPIC-ICT project consortium on expected impacts, scientific definition method and stakeholders participation. Share your opinion and get informed about future EU legislation on information and communication technology (ICT) products.

Organizer: Universität Stuttgart, IKP
Abt. GaBi, Hauptstr. 113,
70771 Leinfelden-Echterdingen/Germany
Phone: +49-(0)711/ 48 99 99 - 23
Fax   +49-(0)711/ 48 99 99 -11
Mrs. Anna Braune
E-Mail: braune@ikp2.uni-stuttgart.de

Registration: Attendance free; registration necessary: Mail or e-mail organizer name and company / institution.

Language: English

CeBIT Job & Career Market

Hall 6
Thursday, 10 March to Wednesday,
16 March 2005

Personnel and recruitment agencies will advise on career prospects in the IT industry, job centres and employers will be seeking to fill current vacancies, while training organizations will be offering detailed information and advice for all stages of career development. The latest job offers are also posted on the Internet at www.cebit.de/jcm

Other events at CeBIT 2005

German-Taiwanese Seminar
Convention Center (CC), Room 15/16
Friday, 11 March 2005, 1.00- 4.00 p.m.

Immerse in the Digital World – Business & Investment Opportunities with Taiwan

Taiwan has long been known as the birth place of important technical innovations. Its stable economy, its people's open-mindedness towards the Western world, as well as the generally favorable financial environment and infrastructure make Taiwan an ideal location for foreign investments.
The seminar will be opened by Miss Mei-Yueh Ho, Taiwan's Minister of Economic Affairs. After her welcoming words and a short speech by TAITRA representatives there will be speakers of ITRI (on aspects of technological development) and of the renowned Taiwanese companies Chi Mei, Zyxel, BenQ, Teco, Tatung, and Asus informing the audience about the newest products and developments. Just immerse in the world of digital progress.

Organizer: This event will be organized by the Ministry of Economic Affairs (MOEA), the Industrial Technology Research Institute (ITRI), and the Taiwan External Trade Development Council (TAITRA), Taiwan's biggest trade promotion organization. TAITRA is a non-profit, semi-governmental organization which establishes and promotes business contacts between Taiwanese and foreign companies.

Participation: free of charge. Registration required via Taiwan Trade Center, Immermannstr. 33, D-40210 Düsseldorf, Phone: +49-(0)211/7818-0 or via e-mail: tts.duesseldorf@t-online.de

International Joint Venture Exchange Arca Nova
Convention Center (CC), Room 1B
Monday, 14.03.2005, 10.30 a.m. - 6.00 p.m.
Tuesday, 15.03.2005, 9.30 a.m. - 5.00 p.m.

A network of reliable business partners is the key factor for business success in today's post-enlargement Europe.
On 14 and 15 March the International Joint Venture Exchange Arca Nova will be taking place at CeBIT. Attending the presentation in search of business partnerships will be some 200 companies from 11 countries: Bulgaria, Denmark, Germany, France, the United Kingdom, Italy, Poland, Rumania, Slovakia,

Spain and Hungary.
This is a matchmaking forum where business owners can meet and talk with potential partners face to face - with the help of interpreters where necessary.
The event is being staged as part of the wider Arca Nova project, which is funded by the European Union. Further information can be found on the Internet at www.arca-nova.com.

Organizer:	HA Hessenagentur GmbH
	Euro Info Centre
	Abraham-Lincoln-Straße 38-42
	D- 65189 Wiesbaden
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Registration:	Participation fee: EUR 150 (plus VAT)
	www.arca-nova.de

Corporate Conference
Convention Center (CC), Room 15/16
Monday, 14.03.2005, 8.45 a.m. - 6.00 p.m.

Small and Midcap Day
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Organizers:	Deutsche Börse AG
	Mr. Guido Abraham
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	WestLB AG
	Mr. Carsten Schoenen
	Tel. +49-(0)211 / 826-9436
	DVFA GmbH
	Mr. Ralf Frank
	Tel. +49-(0)6103 / 5833-65
Registration:	By Invitation only

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