CALL FOR REGISTRATION

**Join us in Berlin for the premier Information Management
Event in the EMEA region, 2 – 5 June 2009, Berlin, Germany**

**Innovate, Optimise and Perform
for smarter business outcomes**
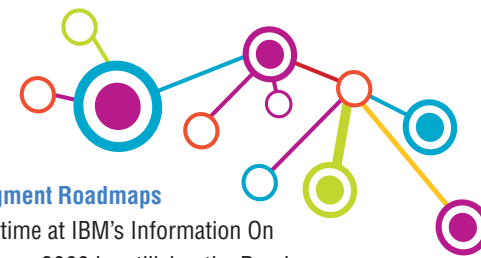*…come see how*

IBM Information
> > > On Demand
2 – 5 JUNE 2009, BERLIN, GERMANY
EUROPE, MIDDLE EAST & AFRICA IOD CONFERENCE

2009

WELCOME TO THE IBM INFORMATION ON DEMAND EMEA CONFERENCE 2009

Dear Customers, Business Partners and Colleagues,

We are excited to be hosting the second IBM Information On Demand EMEA Conference in Berlin. We look forward to welcoming over 2,000 delegates from leading organisations across the Europe, Middle East and Africa (EMEA) region for a compelling and thought-provoking couple of days.

This is the premier forum for our Information On Demand (IOD) community to come together to hear the latest industry insights, explore new innovations, share best practices, grow technical skills and knowledge, build business relationships and learn how leading organisations are deploying Information On Demand to achieve real business performance and value.

To see how you can also Innovate, Optimise and Perform for smarter business outcomes, join us in Berlin! So, don't miss this chance – register now and ensure your place.

We look forward to welcoming you.

Tony Rummans
Vice President,
Information Management
Software Sales,
Southwest Europe,
IBM

Ivo Koerner
Vice President,
Information Management
Software Sales,
Northeast Europe,
IBM

Innovate, Optimise and Perform for smarter business outcomes

The Conference programme is designed to address today's challenges and opportunities whatever your role, industry or technology interest. There will be an unparalleled choice of sessions covering both business and technology subject matters across a wide range of industries. Speakers will include customers talking about their experiences and top analysts, thought leaders and IBM senior executives who will outline the latest trends and technologies.

Comprehensive Agenda

You will gain insight into best practices and explore new business opportunities and approaches by navigating through a comprehensive agenda including:

- Inspirational general sessions from leading industry commentators, analysts and IBM senior executives
- Technical and Business Leadership Tracks
- 100 real-world customer presentations
- Industry roundtables
- Education and training
- Live demos
- One-to-One Executive Meetings
- Expo Solution Centre showcasing the latest solutions from IBM and our Business Partners
- Multiple opportunities to network with your peers
- Dedicated Business Partner Programme on 2 June

… come see how

Role, Industry and Segment Roadmaps

Make the most of your time at IBM's Information On Demand EMEA Conference 2009 by utilising the Roadmaps that will be available. These Roadmaps will take you on a journey which will show you just how IBM can help you to achieve your business goals. Unleash the power of your information through the development of an Information Agenda. This is a comprehensive, enterprise-wide plan that brings together the people, processes and technology necessary to transform increasing volumes of information into a strategic, trusted business asset.

Today's world is all about unlocking the business value of information to provide trusted information to the right people, processes and applications at the right time. Now is the time to be exploring the future of our industry – and yours.

Attend the Conference and learn how to:

- Implement an effective Information Management strategy
- Drive innovation for competitive advantage
- Obtain business value from your IT investments
- Improve customer care and focus in your organisation
- Achieve cost savings
- Become more agile in your business operations
- Enhance your customer retention
- Increase productivity and revenue
- Reduce and manage risk whilst maintaining compliance
- Better address your biggest business challenges and seize new opportunities

Register now at:
ibm.com/software/europe/data/conf

BUSINESS LEADERSHIP AND TECHNICAL TRACKS

**Compelling Industry and Technical Content –
supporting your Information On Demand Strategy**
Choose from 300 sessions which will be relevant and pertinent to your own specific needs. Whether you are involved in financial services, government, manufacturing, utilities, energy, insurance, healthcare, retail, communications, travel or transport. Check the Conference website regularly for more detailed information on the agenda and keynote speakers.

The agenda contains two tracks – Business Leadership and Technical. The following extracts highlight some of the key challenges and opportunities that are very real today. These will be discussed in our selected industry sessions and roundtables which form part of the **Business Leadership Track:**

Banking and Financial Markets
Market disruptions, mergers and acquisitions, global competition, information spread across the enterprise. Banks realise they must address the following key business imperatives:
• Improve customer care and insight
• Manage governance, risk and compliance
• Increase operational efficiency

Insurance
Current market dynamics, an increasingly empowered consumer and business complexity will challenge carriers to innovate for continued competitiveness. Innovation in insurance products, services and distribution systems necessitate innovating with information and finding new and better ways to leverage enterprise information to drive real business value. Insurance organisations realise they must address the following key business imperatives:
• Create a customer-centric organisation
• Manage risk and compliance
• Enhance operational excellence

Communications Service Providers
An uncertain economic outlook, the need to increase core business whilst reducing costs, mergers and acquisitions, global competition, information silos across the organisation. Communications Service Providers realise they must address the following key business imperatives:
• Sharpen customer focus
• Improve revenue management
• Enhance operational and organisational efficiency
• Facilitate line of business convergence and consolidation
• Manage risk and compliance

Government
An ageing population, pressure on budgets and financial accountability, public safety, citizen and business expectations, information silos across the organisations. Government agencies realise they must address the following key business imperatives:
• Manage costs and reduce operating expenses
• Business model and process transformation
• Balance risks, security and compliance
• Citizen centric experience
• Manage outcome of benefits and enrolments

The **Technical Track** will provide plenty of opportunities for you to select skills areas that interest you or that fit your responsibilities or industry. The following are examples of just some of the key challenges that the segments within IBM Information On Demand can help address with their products, services and solutions:

The breakout sessions of **Business Intelligence & Performance Management** will outline the implementation of your IBM Information On Demand strategy by collecting and verifying data. Business Intelligence and Performance Management offerings help deal with data silos across disparate systems and provide the ability to access the right data at the right time.

The **Data Management** track will reveal how to accelerate the implementation of Information On Demand in your organisation, starting with the continuous availability of your data servers. Moreover Data Management helps reduce risk, drive innovation, achieve competitive advantage and improve your Total Cost of Ownership.

Enterprise Content Management sessions will discuss why organisations should embrace an Information On Demand strategy as it enables business agility through co-operation and cost reductions whilst delivering improved customer service and satisfaction.

The **InfoSphere – Data Warehouse, Data Integration, Data Quality** track will demonstrate how to simplify access to trusted information by offering Data Integration, enhanced Data Quality capabilities and a single view of your customer or product.

To thrive in a challenging landscape, all companies are turning to information management strategies to leverage their existing resources to become more competitive. IBM has developed a number of tools and services to help overcome these challenges and ensure that your organisation is on the fast track to information management excellence.

Berlin Reichstag   © Berlin Partner GmbH/FritschFoto

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GENERAL SESSIONS

Paper Selection Committee

An independent Paper Selection Committee comprised of IBM customers, Business Partners, associations and IBM industry experts has been involved in the development of the world class, compelling Conference agenda for the IOD EMEA Conference 2009.

The Paper Selection Committee has reviewed all paper submissions and its recommendations were based upon delivering sessions that are topical and highly relevant for the EMEA market. In addition, following feedback from previous events, the Committee focused on presentations covering a range of industries that demonstrate best practices and show how organisations are gaining real business value through the implementation of an Information On Demand strategy, as delivered by:

- Business Intelligence & Performance Management
- Data Management
- Enterprise Content Management
- InfoSphere – Data Warehouse, Data Integration, Data Quality

We are very grateful to our **Paper Selection Committee Members** for their participation and support:

AIIM (Association for Information and Image Management)
Arvato Distribution GmbH
CIT Group Inc.
Citigroup
Conunit
Department for Work and Pensions (DWP)
International DB2 Users Group (IDUG)
Romulus
Steria Mummert Consulting
SuadaSoft

General Sessions

Leaders are now leveraging information in new ways to achieve real business value and competitive advantage. This year's Conference will demonstrate how the concept of Information On Demand can become a reality for your organisation. Our keynote speakers will outline the key market trends, technologies and business approaches that are delivering competitive advantage. You will learn about IBM's Information On Demand strategy and how the Information Management portfolio is being developed in direct response to the demands of the EMEA market.

Dr. Ambuj Goyal
General Manager, IBM Information Management Software, IBM Software Group

In a world with nearly a billion electronic components per human, organisations across the planet are quickly realising that information is critical to becoming smart, paving the way for business **innovation**. Business leaders and technologists are collaborating daily on information-intensive projects to **optimise** their business and gain competitive advantage. And while each project is highly successful in its own right, organisations are asking for more. You need to move fast and be flexible. You need to **perform**. You need a new intelligence for critical projects – such as understanding customer profitability or streamlining compliance processes or optimising a supply chain dynamically.

To meet this challenge, leading organisations are adopting an Information Agenda. An Information Agenda approach helps you quickly transform information into a trusted, strategic asset that can be leveraged across applications, processes and decisions for sustained competitive advantage.

Ambuj Goyal will outline investments and customer experiences that uniquely position IBM to help organisations accelerate their Information Agendas.

Frans Johansson
Author, Thought Leader, Entrepreneur

Individuals, teams and organisations can create an explosion of remarkable ideas at the intersection of different fields, cultures and industries.

In Frans Johansson's best selling book, "The Medici Effect", he refers to the multitude of new ideas and relates these to the remarkable burst of creativity enabled by the Medici banking family in Renaissance Italy.

Frans will reveal how we can find intersections in our own lives and turn the ideas we find there into groundbreaking innovations. He will explain that three driving forces – the movement of people, the convergence of scientific disciplines, and the leap in computational power – are increasing the number and types of intersections we can access and that IBM Information On Demand represents that leap in computational power.

More information at:
ibm.com/software/europe/data/conf

MORE ABOUT GENERAL SESSIONS

Martin Jetter
Country General Manager IBM Germany

Organisations want more answers to discover and immediately address emerging business opportunities and determine the best strategy to react to the currently challenging economic climate. Information is no longer just an important element, it is a key differentiator. Embark on the Information On Demand journey to discover new ways to optimise your business using an Information Agenda strategy. In addition, you will be able to witness 'Information On Demand At Work' as Martin hosts a lively discussion between a customer and a senior Gartner analyst.

Bridget Van Kralingen
General Manager, IBM Global Business Services Northeast Europe

Almost anything can become digitally aware and interconnected. The Smarter Planet initiative of IBM brings a new level of smart to how the world works – how every person, business, organisation, government and man-made system interacts, where each interaction represents a chance to do things better, more efficiently and productively. As a leading spokesperson for IBM's Smarter Planet initiative, Bridget will bring this to life.

Closing Panel Session

Frans Johansson will chair an exciting closing panel discussion where he will be joined by:
- William Pulleybank, Vice President of the Centre for Business Optimisation for IBM Business Consulting Services
- Dr. Peter Wagett, SWG Strategy Emerging Technology Programme Lead, Global Technology Outlook
- Dr. Arvind Krishna, IBM Data Management Vice President
- Top analyst
- Leading EMEA customer

Frans will challenge them on the evolutionary and future technologies that Information On Demand is going to take us to. This will be paralleled by how customers are seeing the evolution, where market demands are headed for and how IBM is responding to them.

Featured Keynote Presentations
Business Intelligence & Performance Management

IBM Business Intelligence and Performance General Manager, Rob Ashe, will discuss how IBM is helping organisations of all sizes optimise business performance in the current economic environment and deliver better business results.

Data Management

IBM Data Management Vice President, Dr. Arvind Krishna, will discuss how IBM is helping organisations lower the cost of managing data whilst addressing the explosive growth in data, together with privacy, security and regulatory compliance issues.

Enterprise Content Management

IBM Enterprise Content Management General Manager, Ron Ercanbrack, will discuss how IBM is helping organisations optimise content, process, compliance and discovery capabilities to deliver higher employee productivity and cost savings with reduced environmental impact.

InfoSphere – Data Warehouse, Data Integration, Data Quality

IBM InfoSphere Vice President, Jim Welch, will discuss how IBM is helping customers establish, govern and deliver trusted information to drive greater operational efficiency and improve competitive advantage or to discover new business opportunities and generate higher revenue.

Further Speaker Information

We encourage you to check our Conference website on a regular basis for more information about our general sessions and featured keynote speakers and become acquainted with them by reading their biographies. Here we will also announce details of the leading analysts that will be speaking at the event and providing you with critical updates on industry and technology trends.

The website will also contain details of all our customer speakers and breakout sessions.

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BUSINESS PARTNER PARTICIPATION

Expo Solution Centre

IBM Business Partners strengthen and enhance the Information On Demand portfolio as they cooperate with IBM to deliver end-to-end solutions and services. This will be brought to life at the Expo Solution Centre.

The Expo is an integral part of the Conference and will be open throughout the event with a continual flow of traffic due to its location at the heart of the Conference. It will provide a forum for networking during all coffee breaks, lunches and the welcome reception, and acts as a showcase for new technologies and solutions that can help develop and implement an Information On Demand strategy to better enable organisations to outperform the competition.

Business Partner Café

Take a break between sessions, have a cup of coffee or just come by and relax. The Business Partner Café provides Business Partners with the ideal place to meet with IBM programme experts and discuss partner benefits, sales and lead generation tools and the full range of Information Management offerings to help close business. Meet informally with your peers or with your IBM Business Partner team. You can do it all in the Business Partner Café, so come along and join us …

For information on all Business Partner opportunities please contact **Melanie Bessem at mtb.bessem@nl.ibm.com**

Exclusive Business Partner Only Programme

This year we are hosting a dedicated Business Partner Programme which is designed to provide critical business information to help maximise business results, improve sales strategies and build on existing skills.

This will be followed by a special evening appreciation event for all participating Business Partners, so please be sure to join us!

Agenda
Tuesday, 2 June 2009

13.00 – 13.45   Lunch
13.45 – 14.45   General Session
Attendees break out into 5 different tracks
14.55 - 15.35   Breakout 1
15.35 - 16.05   Tea/Coffee Break
16.05 - 16.45   Breakout 2
16.50 - 17.30   Breakout 3
18.00 - 20.30   Evening Programme; Invitation-only Business Partner
                Appreciation Reception

The 5 breakout tracks available are:
- Leveraging Information On Demand
- Business Intelligence & Performance Management
- Data Management
- Enterprise Content Management
- InfoSphere – Data Warehouse, Data Quality, Data Integration

Expo Solution Centre

Innovation Awards

In recognition of the business value delivered by our Business Partners, the IBM 2008 Information Management Innovation Awards will honour Business Partners that demonstrate excellence in delivering exceptional business value to our customers through the development of cutting-edge solutions in the area of Information Management. The finalists and winners will be announced at the Business Partner evening reception on 2 June and promoted throughout the Conference.

IBM Business Partners from all PartnerWorld communities are eligible for entry in the 2008 Information Management Innovation Awards. For more details, please visit the Conference website.

More information at:
ibm.com/software/europe/data/conf

VALUE-ADDING CONFERENCE FEATURES

The IBM Information On Demand Experience

An area dedicated to helping you transform your business information into a strategic asset. Whether you want to sit down for an in-depth conversation with industry and technical experts, watch a live demo and flash presentations from IBM's Research Labs and product experts, participate in a stimulating debate, improve your proficiency skills or simply share your experiences with a peer, there will be plenty of opportunities to make the most of what IBM has to offer.

One-to-One Executive Meetings

Take advantage of the number of IBM senior executives that will be at the Conference and book a meeting to discuss how to best address your organisation's specific challenges and business needs. Meetings can be booked end of April – see the website for further details.

Join the Information On Demand Debate

Here we will be introducing you to the Mini Theatre – a place dedicated to open discussion and debate focusing on the latest and most topical technology and industry subjects hitting the market today, such as Cloud Computing, the application of Mashup technologies, risk and compliance, data governance and much, much more.

Information Management Certification Testing

Information Management certification testing exams will be offered free of charge during the Conference – with a maximum of 3 free exams – enabling you to improve your proficiency skills. Details are available on the Conference website, including the offer of a complimentary pre-Conference assessment exam.

Information On Demand Hands-on Labs

Traditionally one of the most popular features of the IOD EMEA Conference, do not miss the chance to attend one of the Hands-on Labs sessions that allow you to work directly with the software itself. Covering all aspects of IBM's Information Management portfolio, including Business Intelligence and Performance Management, Enterprise Content Management, Data Warehousing and Integration and Database applications. Work through your questions with IBM experts and learn tips, tricks, and strategies to make your day-to-day job easier and faster. These sessions always "sell out" first, so sign up as soon as session enrolment opens end of April.

Information On Demand Usability Labs

Once you are fully up-to-speed with your Information On Demand knowledge, why not take a leap forward in time and see details of new features which are due for release.

Join the IBM developers in the Usability Labs and gain exclusive access to the latest IBM developments in database performance, data mining, e-Discovery and the application of widgets, and much more. Use the opportunity to discuss your own product enhancement wish-list. The Usability Lab sessions are confidential in nature and are always in high demand.

Information On Demand Marketplace

Visit the Information On Demand Marketplace to discover what books and other items are available for purchase. The Marketplace will include many of the latest Information Management publications, together with The Medici Effect by Frans Johansson, one of our featured keynote speakers. You will even be able to meet some of the authors and have your recently purchased copy personally signed. Here, too, see how IBM's Education teams can help you make the most of your investment.

Information On Demand Client Reference Lounge

In-between Conference sessions or after a Certification Exam, head for the Information On Demand Client Reference Lounge where you can join the IBM Client Reference Programme and contribute to the IOD community yourself, by sharing your best practices and the application of Information Management technology in your business. This is a comfortable area for you to relax, enjoy a drink or a snack and network with your peers and colleagues.

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JOIN US AT THE PREMIER INFORMATION ON DEMAND EVENT IN EMEA

IBM

Your Full Conference Pass includes:

- Main Conference Programme (Wednesday – Friday)
- Lunch and Coffee Breaks (Wednesday – Friday)
- All General Sessions
- Featured Keynote Sessions on: Data Management, Enterprise Content Management, InfoSphere – Data Warehouse, Data Integration, Data Quality, Business Intelligence & Performance Management, plus additional special keynote sessions
- Technical Track Breakout Sessions
- Business Leadership Track Sessions
- Hands-on Labs, available on a first come first served basis
- Usability Labs
- Access to the Business Partner Expo Solution Centre
- One-to-One Executive Meetings
- Meet the Experts
- Welcome Reception (Wednesday)
- External Party (Thursday)
- Certification Testing
- Exclusive Business Partner Programme, 2 June
- Conference Welcome Pack
- Conference Transportation

Costs for travel and hotel accommodation are not included in the Conference fee. For information about hotel reservations please visit: **ibm.com**/software/europe/data/conf

Registration Information & Fees

Registration Period	1 Single Attendee Fee in Euro*	5 + Groups Fee in Euro*
1 March – 30 April 2009	€ 1,400	€ 1,120
1 May – 29 May 2009	€ 1,700	€ 1,360
After 29 May 2009	€ 1,800	

*All registration fees are subject to 19 % German VAT. Price per attendee.

Who should attend the IOD EMEA Conference 2009?

Technical and Business executives, together with IBM Business Partners across all industries, including CEO/President, CIO/CTO, IT Director/Executive, Line of Business Executives and Managers, IT Managers, Database Administrators, Data, Content or Information Architects, Developers, Consultants, Enterprise Architects, ERP and CRM Managers.

Venue

Estrel Convention Centre
Sonnenallee 225
12057 Berlin
Tel.: +49 (0)30 6831-0
Fax: +49 (0)30 6831-2345
www.estrel.de

Visit our Conference website

- Read the biographies of the general sessions and featured keynote speakers
- Learn about additional featured speakers including leading industry analysts
- See an overview of speaking customers
- Start your session enrolment**
- Request your One-to-One Executive Meetings**
- Benefit from the role, segment and industry based Roadmaps and build your own personal agenda**
- Discover which of the Business Partners are speaking
- Find out more about Information On Demand and what it can do for your organisation

** Available end of April

Register now at: **ibm.com**/software/europe/data/conf

Contact

To contact the IBM IOD EMEA Registration Team please either e-mail them on: iodemea@eventreg.com or call on: +44 (0)20 8879-2429

Follow us on Twitter: twitter.com/iod2009

Cognos software

InfoSphere™ software

FileNet software

DB2 software

Informix software

Register now at:
ibm.com/software/europe/data/conf