Partner Summit 2009

Agenda
Wednesday 12 August 2009

Time	Session
10.00am – 11.00am **Ed Gromann** *Global FPM Solutions Executive, IBM+D14 Software Group*	**IBM Cognos Financial Performance Management – Strategy, Positioning & Roadmap** Finance is wielding more power in companies today in the face of harsh economic realities. In this session, you'll learn about the strategy and innovation driving our opportunities in the Office of Finance in 2009. Partners are integral to our plans for growth in this arena. We will share our statement of direction, roadmap and the link with IBM's Information on Demand agenda. You'll take away tips on how to articulate our strategy for financial performance management to customers and embrace their goals in driving business performance in Turbulent Times.
11.00 – 11.30am **Patrick Spedding** *Manager Product Marketing* **Mac Bryla** *Senior IT Specialist, IBM Cognos*	**IBM Cognos Express product overview** IBM Cognos Express is the only solution to provide the essential BI and Planning capabilities enabling midsize companies to start small but think big. Partners are integral to the success of this offering and we will discuss what it means for you in the mid-market space. A technical overview and product demonstration will be given. Presales assets such as demo content and scripts will also be discussed.
11.30 – 12.00 noon **Farhana Alarakhiya** *IBM Software Group, Information Management, Analytic Applications*	**Analytic Applications – Unlocking the Hidden Gem, Packaged BI** This session will assist you in identifying new selling opportunities for analytic applications, correctly position and differentiate analytic applications to customers and prospects. We will describe how analytic applications improve performance for human resource and finance professionals and how the IBM Cognos Analytic Applications platform provides a technical differentiator. We will unveil the Applications road map that will take us to new subject areas. The goal of this session is to provide you the ability to identify Analytic Applications opportunities and articulate the value proposition to your customers and prospects.
12.00 noon – 1.00pm	**Lunch Break**

Sales Breakout

Time	Session
1.00 - 1.30pm **David Merchant** *Sales Manager, IBM Cognos*	**How to Sell the Information Agenda to Win New Business** The lack of trusted information - that is accurate, timely, and relevant - is on the minds of CEOs and business managers everywhere. The cost and complexity of managing increasing volumes of data and content, combined with the need to provide trusted information to every user for every transaction, is driving CIOs to rethink their approach to information delivery. CIOs now have access to a new strategy for turning trusted information from a vision into a reality: the Information Agenda. Learn how to position the Information Agenda for increased profitable sales of Information On Demand solutions.
1.30 - 2.00pm **Sanjay Gupta** *AP Channels & Alliances*	**Ideas for Selling in a Challenging Economy** In this session, salespeople will learn how selling in a challenging economy changes the emphasis of the sales campaign. Participants will learn some ideas and high yield statements to use to articulate how IBM Cognos solutions address the prospect's risk better than offerings from other, less stable, vendors. Sellers will be able to conduct a meaningful business conversation about solving performance management challenges safely and reducing overall risk by working with IBM today.

Technical Breakout

Time	Session
1.00 - 2.00pm **Mac Bryla** *Senior IT Specialist, IBM Cognos*	**Build POCs and Demos for IBM Cognos Solutions** Finding the right performance management solution for your customers is one step, the product demonstration is the next. It takes talent and know-how to present not only the features of the technology but also the overall benefits of the IBM Cognos business intelligence platform. This session covers the best practices for demonstration, proven by our most successful sales partners. Learn valuable tips to incorporate into your demos that will give you the best chance of selling IBM Cognos software and services.