Pulse ANZ 2011 Speaker Nomination

Has IBM® Tivoli®, Maximo or Netcool® software helped you save time and your company money? Share your insights, information and ideas with fellow Tivoli, Maximo and Netcool users at Pulse ANZ by telling your story. Case studies are now being accepted for inclusion in the Pulse ANZ 2011 conference agenda.

Pulse ANZ 2011 in **Melbourne** on **27-28 July** will showcase how IBM Service Management solutions help create and manage business opportunities in the new smarter planet. With over approximately 600 attendees, it will be the perfect environment for building deeper relationships, developing new connections and sharing experiences.

The key to an outstanding conference program is participation from our IBM clients, business partners and industry experts. Submissions are currently being accepted for sessions centred on key service management focus areas:
- Integrated Service Management,
- Service Availability & Performance Management
- Storage Management
- Security and Compliance Management,
- Enterprise Asset Management,
- Smart Enterprise Solutions
- Smarter Computing & Cloud

Speaking at Pulse ANZ gives you the opportunity to network with peers, gain recognition from industry professionals and highlight technical or management skills. Sessions can be either strategic in nature, or the technical nitty gritty... it's up to the speaker, and are a maximum of 50 mins in duration. Preference is given to case studies delivered by a speaker from organisations that have seen real benefits from adopting IBM service management solutions.

To nominate as a speaker please send an email to **Jane Bounds (jbounds@au1.ibm.com)** with your session abstract and a brief personal bio as follows.

Session Title
Speaker Name and Position
Organisation
Brief Speaker Bio – 200 words maximum
Abstract – 100-150 words

Some suggestions for abstract content include:
- Initial pain points or problems faced
- Statistics about your deployment layout and company
- The IBM solution/products applied by your organisation
- How the IBM solution/products help address the problem
- Lessons learned from the experience

The deadline to submit speaker proposals is **20 May 2011**.

Presentations should be submitted for approval starting Friday, July 1. All final presentations need to be received no later than Monday July 18, 2011.

Target Audience
Your submission will contribute to the business, technical and professional education of: IT Director/Managers, Systems Administrators, Security Analysts, Storage Managers, Data Center Managers, Plant/Facility Managers, Maintenance Supervisors, Production Personnel, Network Managers, Operations Managers, Developers, Process Managers, Infrastructure Managers & Executives, Business Transformation Managers, Business Executives, Strategy & Technology Architects and Executives.

Client Speaker Benefits
Client speakers who are accepted to deliver a conference education session may be eligible to receive assistance with travel including economy class airfares to Pulse ANZ and accommodation for the duration of the conference, after legal review of applicable laws, and client acceptance acknowledgement as appropriate. The conference organization will inform the speaker about the complimentary travel status and any other documentation that may be required. Only one customer speaker per company, per session qualifies.

Pulse ANZ Track Descriptions

Integrated Service Management
The ability to quickly transform a business need into a business service is fundamental to the success of today's organizations. A comprehensive service delivery strategy that allows you to better visualize, control, and automate is a key step in improving the efficiency of your IT processes. This track is relevant to development teams, architects, developers, process managers and operations managers to highlight best practices and success stories for designing and delivering services.

Service Availability & Performance Management
If you're in operations, you understand the pressure to ensure high service availability and performance. This track will illustrate how IBM Tivoli solutions provide the visibility and cross-domain control required to manage critical business services in dynamic conditions in ways that are both cost-effective and seamless to clients. Presentations will emphasize best practices, actual implementations and also highlight the use of common integrations, such as navigation, workflows, visualisation and reporting across products.

Storage Management
IBM offers an extraordinary range of systems, storage, software and services based on decades of innovation -- all designed to maximize and protect information, a critical business asset. New information may be flowing into and through systems at an alarming rate, and the health of a business can depend on the ability to extract real value from information in a cost-effective, timely manner. This track will explore how storage management solutions can address this challenge through a wide range of presentations that include best practices, implementation stories and case studies.

Security and Compliance Management
To enable both business integrity and innovation in today's environment, security must be integral rather than an afterthought. Business models are driving higher levels of collaboration to support growth, and security attacks proliferate as they try to exploit openings created by this collaboration. This track will focus on optimizing security investments, achieving a desired security posture and addressing business and regulatory requirements. Sessions will highlight best practices and user experiences from organizations addressing these objectives with IBM security solutions. Topics covered will include managing users and their access to resources, protecting data, applications and systems, from the endpoint through the network and into the datacenter. Presentations will also share new developments in IBM's approach and discuss strategic risk management across IT service management processes and capabilities.

Enterprise Asset Management
Assets support and enable the business of the world. By managing assets through all stages of their lifecycle, the role of asset management in a Smarter Planet has truly come to the forefront. This stream will highlight a multitude of industries where IBM Maximo Asset Management plays a vital role in operational efficiency by improving service, reducing cost, and managing risk. Extending asset lifespan, maximising ROI/ROA, optimising labour efficiency and supply chains, and space planning, are just some of the topics that will be presented in this track. Special focus will be on best practices, implementation and upgrades, and taking a deep dive into how Maximo's industry specific functionality is addressing the needs of some of today's most progressive companies. The stream will also be composed of a series of functional and technical sessions blanketing everything from mobile to scheduling to service provider.

Smart Enterprise Solutions
Join our global experts to understand how the IBM® enterprise systems have evolved for today's virtualisation and cloud deployments. Using real-life examples and live demonstrations you'll see how IBM provides a best-of-breed platform for hosting modern, innovative, and smarter planet solutions that won't cost the earth.

Smarter Computing & Cloud
The world of corporate computing is in the midst of a profound shift. As the demands on IT increase, so do the challenges. Meeting these challenges requires a new approach to computing based on the evolving role of IT in your business and an intrinsic understanding of the economics of IT. When IT infrastructures are integrated, automated and transformed, organizations can cost-effectively and efficiently provide workers with the necessary information and tools to meet customer demand while pursuing innovation. This stream at Pulse will illustrate the next wave in the evolution of computing and how a systematic approach to integration, automation and transformation can result in tremendous improvements in IT efficiency and innovation.