P2P Executive Customer Advisory Council Introduction and Overview

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What is the BI Customer Advisory Council?

- Select membership of IBM's premier Business Intelligence customers partnering to drive the strategy and solution direction of IBM's BI portfolio
- An ongoing closed-loop dialog with "sense and respond" including periodic validation and feedback
- An opportunity to influence IBM's solution strategy to meet your challenging business issues

What is the Advisory Council's Purpose?

- To ensure that IBM's Business Intelligence Products, Solutions and Offerings are designed and implemented based on customer requirements resulting in added customer value

Key Priorities:

Build Strategic Relationships with key customers

Validate strategic direction with customers

Identify emerging trends

Jointly define solutions to systemic issues

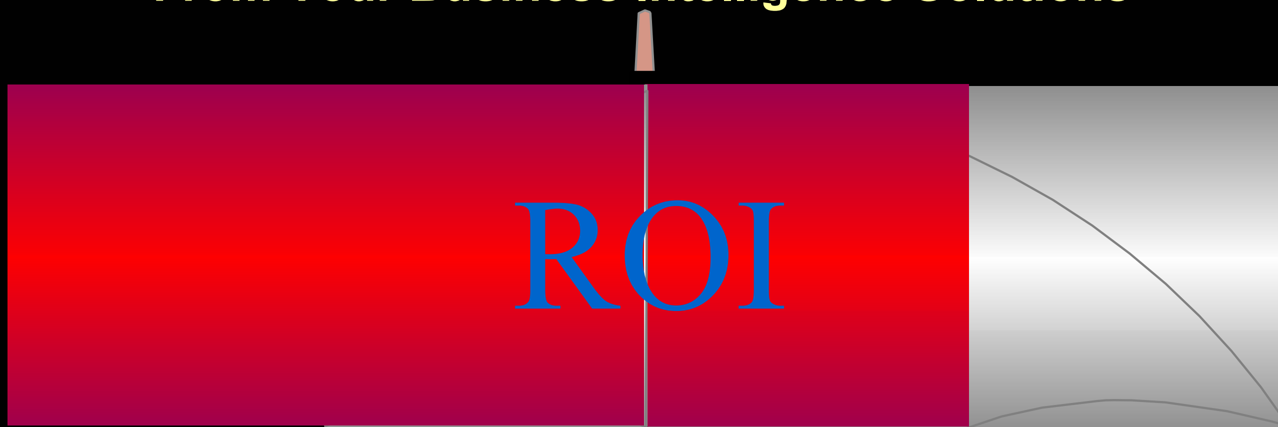
Gather customer suggestions for improvement

IBM Goals from Customer Advisory Council

- Understand current and emerging industry drivers
  - What issues/challenges do you have?
  - How are you addressing these?
  - Are you being successful? What's working, what isn't?
  - What issues are on the horizon?
  - What do they expect from IBM to help them realize ROI?
- Validate IBM's solution efforts
  - Are we focused in the appropriate solutions areas?
  - Are we packaging solutions to meet your expectations?
  - Are you building (custom) or buying solutions?
- Identify IBM/Customer partnering opportunities
  - Are there opportunities for co-development and validation of solutions?
  - Are there joint media coverage and speaking opportunities?
  - Are you willing to share your experience with other clients?

Customer Advisory Council Overview

Realizing Return On Investment (ROI)
From Your Business Intelligence Solutions



Customer Insight | ***Fraud / Theft*** | ***Business Optimization*** | ***Compliance***

Information Integration • Integrated Analytics • Information for the Masses
Speed of Information Availability • Measuring Business Value of Information

Sessions and Facilitators

- **Customer Insight and CRM Initiatives**
  How is customer information being used to drive maximum ROI?
  Facilitator: Mark Ramsey, BCS, BI in Financial Services

- **Business Optimization and Performance**
  How is information being used to minimize costs and loss and turn data into dollars?
  Facilitator: Marc Teerlink, SWG, Business Intelligence

- **Regulatory and Business Compliance**
  How is information being managed with respect to meeting security / privacy / ethics / compliance needs?
  Facilitator: Peter Bruhns, BCS, Risk and Compliance Practice

Logistics

- P2P Council Members will be divided into groups
  Each group stays together for 3 facilitated sessions, the facilitators switch rooms between sessions

- The Customer Advisory Council encompasses the entire afternoon
  Session 1 – 45 minutes
    Break – 15 minutes
  Session 2 – 45 minutes
    Break – 15 minutes
  Session 3 – 45 minutes
    Break – 15 minutes
  Final report back to Members – 20 minutes

- The first 10 minutes of each session will have a level set discussion framing each topic

- Each member will be invited to share what they are doing at their respective company

Session schedule

Approximate Time Slot	Group A – Eventhalle	Group B – Salon Hop
2:00 – 2:20	Customer Advisory Council Overview – Eileen Doherty	
2:30 – 3:15	Compliance - Peter Bruhns Scribe - Eileen Doherty	CRM- Mark Ramsey Scribe – Mario Passalacqua
3:30 – 4:15	Business Opt.-Teerlink Scribe – Sarita Torres	Compliance- Peter Bruhns Scribe – Eileen Doherty
4:30 – 5:15	CRM- Mark Ramsey Scribe – Mario Passalacqua	Business Opt.-Teerlink Scribe – Sarita Torres
5:30 – 6:00	Present Findings to combined group	

Group A

- Stephane Rusek
- Giafranco Alocci
- Fernando Navarro
- Concha Tamarit
- Federico Dehesa
- Gustavo Martinez
- Shinji Ebata
- Dalva Almendro

Group B

- Sandra Diem
- Somkid Jiranuntarat
- Njamjitt Sirjindalert
- Kenneth Sorrels
- Dane Iverson
- Chaichan Kangwanpong
- Surat Palalikit
- Richard Ingraham

Thank You

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