



Top five reasons to attend

- 1 Big data is here to stay:** You must learn to master it—or watch competitors pass you by.
- 2 The opportunity is there:** Leading organizations are already using big data to improve customer engagement, grow top-line revenue and drive efficiency across the enterprise.
- 3 You must act quickly and correctly:** Make more-confident decisions on moving forward with smarter strategies and innovative, proven technologies for big data.
- 4 Confidence in data is crucial:** Establish a foundation of trusted information to enable better, faster decisions across the enterprise.
- 5 The time is now:** Take this opportunity to learn about the latest big data strategies, tools and technologies and how to put them to work for your organization.

▶ **Don't miss this important event.**
Answers. Insight. Expertise. All in one place.

There are better ways to capitalize on big data. We'll show you how.

When it comes to big data, you have to move fast—and move correctly—to gain competitive advantage. That's why you should join us at the IBM Big Data, Integration & Governance Forum being held at a location near you.

We're bringing together industry luminaries, IBM big data experts and leading business professionals to discuss how to most effectively apply insights to enhance business outcomes—and you're personally invited. Join us as we explore innovative ways to drive operational efficiency in data warehousing, enhance customer relationships, and safeguard your data. And we'll reveal the latest IBM technologies and strategies for big data, including best practices that can make a real difference in the success of your big data initiatives for the evolving marketplace.

Do more with big data. Register now.

The IBM Big Data, Integration and Governance Forum is coming to a location near you. Register or learn more at:

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