



IBM Software Universe 2010

Smart Decisions. Smarter Industries.

November 9, Grand Hyatt, Mumbai.



SMARTER DECISIONS HAVE THE POWER TO TRANSFORM YOUR BUSINESS.

FIND OUT HOW AT IBM SOFTWARE UNIVERSE 2010.

Welcome to **IBM Software Universe 2010**, the sixth edition of IBM India's annual flagship event. The smarter, faster way to discover cutting-edge software strategies and innovative best practices. Come, learn about integrated business models and real-world solutions that can help you gain a competitive advantage. Interact with senior business leaders across India. And walk away with actionable insights to transform your business.

A RENDEZVOUS WITH INDUSTRY GREATS



Meet **Steven A Mills**, Senior VP and Group Executive of the \$40 billion IBM Software & Systems Group that powers over 100,000 enterprises worldwide. Get technical certifications, attend exclusive industry tracks and gain insights from eminent luminaries across seven industries covering Communications, Distribution, Financial Services, Energy and Utilities, Manufacturing, Healthcare, IT & ITeS. An opportunity you cannot afford to miss!

Why attend?

- An opportunity to watch leading industry experts share their unique industry insights and discuss the measurable benefits of making businesses smarter.
- Draw inspiration from the success stories and experiences of leaders from other industries and unlock an innovation agenda to address your existing challenges and pave the way forward.
- Learn about the vision, strategy and latest solutions of IBM Software. See how IBM Software is creating smarter industries worldwide, one business at a time.
- Engage in intimate discussions with senior IBM executives and top business partners on how you can implement proven, clearly defined industry solution roadmaps to benefit your business.
- Return to your organisation with a clear action plan that addresses your company's specific path to becoming a smarter business.

Smarter Products & Services



Delivering Smarter Products and Services at Optimal Efficiency in the IT and ITeS industry

Learn how smart businesses are responding to dynamic buyer behaviour and soaring competition by accelerating time to market, creating smarter products with embedded software and back-end software services, using new communication enabled distribution channels and investing in cloud-based technology delivery services.

Agenda* at a glance

Time	Session
07:00 am - 08:30 am	Registration
08:30 am - 09:00 am	Opening Ceremony & Welcome Address
09:00 am - 09:45 am	Proposed Keynote by Renowned Industry Leader
09:45 am - 10:30 am	Smart Decisions, Smarter Industries: Keynote by Steve Mills , Senior VP and Group Executive, IBM Software & Systems Group
10:30 am - 10:45 am	Break
10:45 am - 11:15 am	Smart Software for a Smarter Planet: A session by Pradeep Nair , Director, IBM Software Group, India / South Asia
11:15 am - 12:00 pm	Industry Experts Panel Discussion
12:00 pm - 01:00 pm	Lunch
01:00 pm - 02:00 pm	Keynote by our Industry Expert: 5 things that Changed Products & Services Delivery in India
02:00 pm - 02:45 pm	An integrated approach to Smarter Products and Services Delivery
02:45 pm - 03:00 pm	Break
03:00 pm - 04:00 pm	Getting Started with IBM Cloud Computing
04:00 pm - 04:15 pm	Break
04:15 pm - 05:15 pm	Panel Discussion: Ensuring Optimal Efficiency for Software Development Operations
05:15 pm - 05:30 pm	Wrap-up
05:45 pm - 07:00 pm	Solution Showcase Walkthrough
07:00 pm onwards	Networking over Dinner

* Agenda may be subject to change.

To register for IBM Software Universe 2010:

 Kulsum on + 91 98705 67425

 swu2010@wizcraftworld.com

 www.ibm.com/in/swu2010