



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. Gain insights from eminent luminaries across seven industries - with exclusive industry tracks and technical certifications, 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.

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	Keynote by Steve Mills , Senior VP and Group Executive, IBM Software & Systems Group
10:30 am - 10:45 am	Tea Break
10:45 am - 11:15 am	Smart Decisions. Smarter Industries - 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 - 05:45 pm	<ul style="list-style-type: none"> · Smarter Energy & Utilities · Smarter Manufacturing · Smarter Products & Services · Smarter Distribution · Smarter Healthcare · Smarter Financial Services
05:45 pm - 07:00 pm	Solutions Showcase Walkthrough
07:00 pm onwards	Networking over Cocktails & Dinner

* Agenda may be subject to change.

Industry tracks



Smarter Energy & Utilities

The Transition to the New Energy Economy: The Role of Business and Technology Frameworks

Learn how smart solutions enabled by the convergence of Energy, Telecom and Software are transforming India's Power and Utilities infrastructure, increasing delivery efficiencies, and helping service providers gear up for the explosion of demand.

Smarter Distribution

The Customer Centric Enterprise: New Innovations for the New Economy

Find out how smarter software can help Retail, FMCG, Travel and Transportation businesses become more agile and effective in managing demand, optimising value chains, utilising smarter distribution channels, increasing customer trust and creating competitive advantage through service differentiation.

Smarter Manufacturing

Future Ready Production Operations

Discover how technology can help discrete and process manufacturers make their production operations future proof through increased operational and financial efficiency, improved agility and responsiveness to the market, and institutionalised innovation.

Smarter Healthcare

The Future of Pharmaceutical Manufacturing and Clinical Technology

Find out how the convergence of IT and life sciences is accelerating advances in medical science, revolutionising the drug discovery process, streamlining processes, reducing administrative costs and personalising the way care is delivered.

Smarter Products & Services

Delivering Smarter Products and Services at Optimal Efficiency

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.

Smarter Financial Services

Great Opportunities, Risk Prudence and Cost Effectiveness

Discover how BFSI companies can accelerate their journey by better managing risk and complexity, improving product and customer profitability, minimising fraud, increasing reach and penetration, and leverage a 360 degree view of the customer and a multi-channel infrastructure, while proactively meeting regulations and improving compliance.

To register for IBM Software Universe 2010:

Kulsum on + 91 98705 67425

swu2010@wizcraftworld.com

www.ibm.com/in/swu2010