



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.

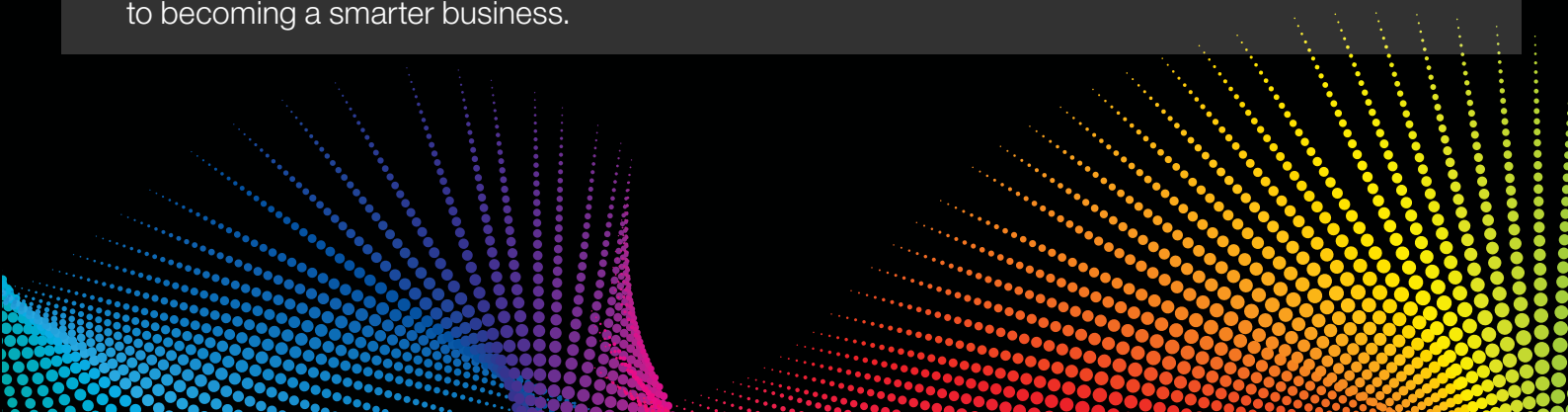
A RENDEZVOUS WITH INDUSTRY GREATS



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.



Celebrity Speakers



Steve Mills

Senior Vice President and Group Executive, IBM Software & Systems Group

Steve Mills has played a leading role in the growth of IBM Software Group since its inception in 1995. In his current capacity, Steve is responsible for directing approximately 100,000 employees spanning development, manufacturing, sales, marketing and support of IBM's Software & Systems Group that contributes over \$40 billion in revenue, and powers more than 100,000 enterprises around the world.

Steve joined IBM in 1973 and has held various executive leadership positions over the years, spearheading the delivery of industry-leading products that provide critical business integration infrastructure.



Kalpana Morparia

Chief Executive Officer, J.P. Morgan, India

Ms. Kalpana Morparia leads each of J.P. Morgan's lines of business including Investment Banking, Asset Management, Treasury Services, Principal Investment Management, Global Research, Finance, Technology and Operations. Internationally, Ms. Kalpana is a member of J.P. Morgan's Global Strategy team headquartered in New York and the J.P. Morgan Asia Pacific Executive Committee.

Prior to joining J.P. Morgan, India, Ms. Kalpana was Joint Managing Director of India's largest private sector bank, ICICI Group, from 2001 to 2007 and served as Vice Chairman on the Boards of the Group. She was named one of 'The 100 Most Powerful Women' by Forbes Magazine in 2006, one of 'The 50 Most Powerful Women in International Business' by Fortune Magazine in 2008, and one of 'The 25 Most Powerful Women in Indian Business' by Business Today in 2004, 2005, 2006, 2008 and 2009.



R. Sridharan

Senior Editor,
Economic Times.



Dr. Pramod Deo

Chairman,
CERC.



Praveen Chorghade

Chief Executive Officer,
Maithon Power Ltd.



Arjun Balakrishnan

Country Director,
Panasonic, India.



Dr. Ajit V Dangi

President and Chief
Executive Officer,
Dannsen Consulting.



Anand Deshpande

Chief Executive Officer,
Persistent Systems.



Dr. P. Nandagopal

Managing Director and
Chief Executive Officer,
**IndiaFirst Life
Insurance Co. Ltd.**



Rajesh Jain

Managing Director,
Netcore Solution Pvt. Ltd.

Don't miss this exclusive opportunity to learn how smarter decisions have helped these industry luminaries transform their industry. Join us at IBM Software Universe 2010!

Agenda* at a glance

Time	Session
07:30 am - 09:00 am	Registration
09:00 am - 09:30 am	Opening Ceremony / Welcome Address
09:30 am - 10:15 am	Keynote by Steve Mills , Senior VP and Group Executive, IBM Software & Systems Group
10:15 am - 10:45 am	Keynote by Kalpana Morparia , CEO, JP Morgan, South Asia & India
10:45 am - 11:00 am	Break
11:00 am - 11:45 am	CEO Panel Discussion: India 2015: Competing for the Future
11:45 am - 12:15 pm	Smart Decisions. Smarter Industries - Pradeep Nair , Director, IBM Software Group, India / South Asia
12:15 pm - 01:00 pm	SWG Announcements
01:00 pm - 02:00 pm	Lunch
02:00 pm - 05:15 pm	<ul style="list-style-type: none"> · Smarter Energy & Utilities · Smarter Manufacturing · Smarter Products & Services · Smarter Distribution · Smarter Healthcare · Smarter Financial Services · Smarter Telecommunication
05:15 pm - 05:30 pm	Wrap up
05:30 pm - 07:00 pm	High Tea at Solution Center / Super Women's Group Panel and Networking Reception
07:00 pm onwards	The Great Mind Challenge Awards, followed by Cocktails & Dinner over Entertainment

* 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.

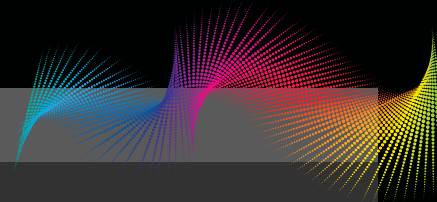
Discover how BFSI companies can accelerate their journey by better managing risk and complexity, improving product and customer profitability, minimising fraud, increasing reach and penetration, and leverage a 360 degree view of the customer and a multi-channel infrastructure, while proactively meeting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

Smarter Telecommunications

The Need for Real-time Analytics and Optimisation in the Telecom Industry.

Gain insights on how intelligent technology-enabled analytics and optimisation can help Indian Telecom companies overcome the challenges of urban market saturation, high levels of competition and ever-changing government regulations. Giving operators today, a better understanding of their customers' needs and enabling them to minimise customer churn. An exclusive Round Table on Churn Management and Business Analytics Optimisation.

Solutions Showcase



There's a lot to look forward to this year at IBM Software Universe 2010, the sixth edition of IBM India's annual flagship event. And it's not just the keynote sessions by industry greats that has made this year's smart agenda a compelling one. Don't miss the Solutions Showcase - covering live, hands-on, industry-specific solution demos.

The following IBM solutions will be showcased at IBM Software Universe 2010:

<p>Smarter Distribution</p> <ul style="list-style-type: none"> • WebSphere® Commerce - New Capabilities in Mobile Commerce, Social Commerce and Subscriptions • Demo for Airports • Predictive Retail Promotions • Vehicle Tracking System 	
<p>Smarter Manufacturing</p> <ul style="list-style-type: none"> • Information Integration Framework Demo for Industrial (Oil & Petroleum/ Metals/ Mining) • Shorten Time to Market and Reduce Costs of your Next Killer Auto with Autosar and Rhapsody® • WebSphere Product Lifecycle Management (PLM) Pack for Solution Jumpstart 	
<p>Smarter Healthcare</p> <ul style="list-style-type: none"> • WebSphere Healthcare Pack for Benefits & Eligibility and Real-time Claims Adjudication • Validation and Transformation of Healthcare Standards Data with IBM HIF • Spurious Life Saving Drugs - IBM ePedigree Solution to Conquer Drug Counterfeiting 	
<p>Smarter Products & Services</p> <ul style="list-style-type: none"> • Smarter Software Monitoring and Management • Smarter Infrastructure Planning for Cloud and Next Gen Data Centres 	
<p>Smarter Financial Services</p> <ul style="list-style-type: none"> • A to Z of Banking Operations • WebSphere Insurance Pack for Solution Jumpstart • Customer Retention/ Acquisition for Cross-sell & Up-sell using MDM & Cognos® 	
<p>Smarter Telecommunications</p> <ul style="list-style-type: none"> • Intelligent Site Operations for Telcos • WebSphere Telecom Pack for Solution Jumpstart • Single View of Customer Solution using Master Data Management (MDM) 	
<p>Smarter Energy & Utilities</p> <ul style="list-style-type: none"> • Sensor Networks and Enterprise Integration for Smarter Energy 	

To register for IBM Software Universe 2010:

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