

Innovate2011

The Premier Event for Software and Systems Innovation

August 10-11 The Leela Palace, Bangalore

August 11 Le Meridien, New Delhi



Software. Everyware.

TOP 5 REASONS TO ATTEND



1. Get Skilled

- Technical and interactive sessions across several technical tracks with focus on IT, systems, security, customer stories and much more
- Hands-on workshops for hands-on training with IBM products for your entire software lifecycle
- IBM Certification Testing



2. Get Informed

- Hear inspiring, educational and innovate keynotes
- Learn how to transform your company's software innovation and accelerate better business outcomes
- Leading technology and research experts share product demonstrations and their insights on software innovation



3. Get Smarter

- Learn how IBM's smarter systems and software can play a role as a key accelerator in your company's growth
- See how IBM Rational gives you a competitive edge to achieve precision in desired business outcomes
- Learn better ways to innovate, collaborate, automate and report



4. Get Savings

- Get one year's worth of education in two days
- Early Bird Offer! Register by July 4th and Save Big
- Avail huge discounts on Group registration
- One-stop technical education opportunity
- Get certified in the You Pass We Pay model



5. Network and Meet Worldwide Experts Including IBM Executives

- Network and innovate with top executives, architects and peers
- Participate in interactive sessions and conference activities to exchange ideas and information on innovative products and services
- Visit the Innovation Labs and Hands-on

Register Now & Save!

ibm.com/software/in/rational/innovate

Everything we do, see, or experience... every plan, product, and process... is touched by the power of software. The time has come for software to be recognized for what it truly is: a strategic business asset. **Innovate 2011** is the event that recognizes, celebrates and enables the development and delivery of software – and not only as a key accelerator for growth, but also as the defining competitive differentiator for our generation. And since **Software is Everywhere** – as well as the invisible thread weaving our world together – your role in its ongoing innovation has never been more critical. **Innovate 2011** is the event for software innovation. It is the conference totally focused on helping you transform software innovation and accelerate better business outcomes. And more than ever, **Innovate 2011** is built around your needs and interests. It's more focused, streamlined, interactive, and meaningful. It has more education and technical solutions. And of course, as with **Innovate** and **IBM Rational**, there will be more networking and more interaction with experts.

Profit from Software. Everyware. Starting at Innovate 2011.