


Transformation For Growth

2014 Consultants &
System Integrators Interchange

September 17-19, 2014  The Lalit, Jaipur



Compete in
the Era of
SMART.

The Interchange is one of IBM India's largest technical conferences designed specifically for consultants, integrators and service providers in the computer services industry. This "by invitation only" event will be held between September 17 and 19, 2014, at The Lalit, Jaipur, India. During these three days you will discover the latest updates on IBM's strategy, solutions and technology, and identify solutions and areas that we can work together on.

Conference Overview

Transformation characterizes the situation our customers are facing, with key technology requirements, to be more competitive and increase market penetration. These key areas are Cloud, Analytics, Mobile, Social and Security, which promise huge business opportunities for customers and CSI Firms, especially those with the right skills needed to transform opportunities into game changing solutions! More than ever, technology trends are changing rapidly and customer requirements even faster. Therefore, in order to support and advise customers to make the right decisions, it is critical to understand the offerings available in the technology landscape.

Powerful Analytics can help our customers to foresee outages, predict shopping behavior, and do real-time fraud detection; all of that can run in-house, on a Cloud or both. Never before have we seen key technology trends so interrelated, with the key industries looking at cognitive computing, such as IBM's Watson offering.

Mobile and Social are key, with 90% of smartphone users having their device within easy reach 100% of the day—ordering, querying, consulting happens in an instance. Products and companies are trending topics in the blink of an eye, and banks, for example, have to take the blame if their mobile banking application is out of order for an hour.

In the main tent sessions, IBM Subject Matter Experts will share their vision on how IT infrastructure can help address business challenges, and will present IBM's position on key themes like Cloud, Business Analytics and Big Data, Social Business and Mobile Technologies, explain IBM strategy, and demonstrate the value for consultants and systems integrators.

We will have Elective sessions during which our key IBM specialists will explain in detail as to why infrastructure matters and how IBM software technology solutions can support you and your customers in building solutions and managing IT infrastructure. In our Solution Café and Experience Centers we will have demonstrations on the key solutions and technologies.

This conference will enable the delegates to network and exchange ideas through one-on-one sessions and during the networking dinners.

Dates and Meeting Structure

The conference will start on Wednesday, September 17 at 1:30 PM, when the registration desk opens. The conference will formally begin at 3:15 PM with a Main Tent session. The conference will conclude on Friday, September 19 at 11:25 AM. We look forward to seeing you at the 2014 CSI Interchange, and discussing how we can Transform for joint success.