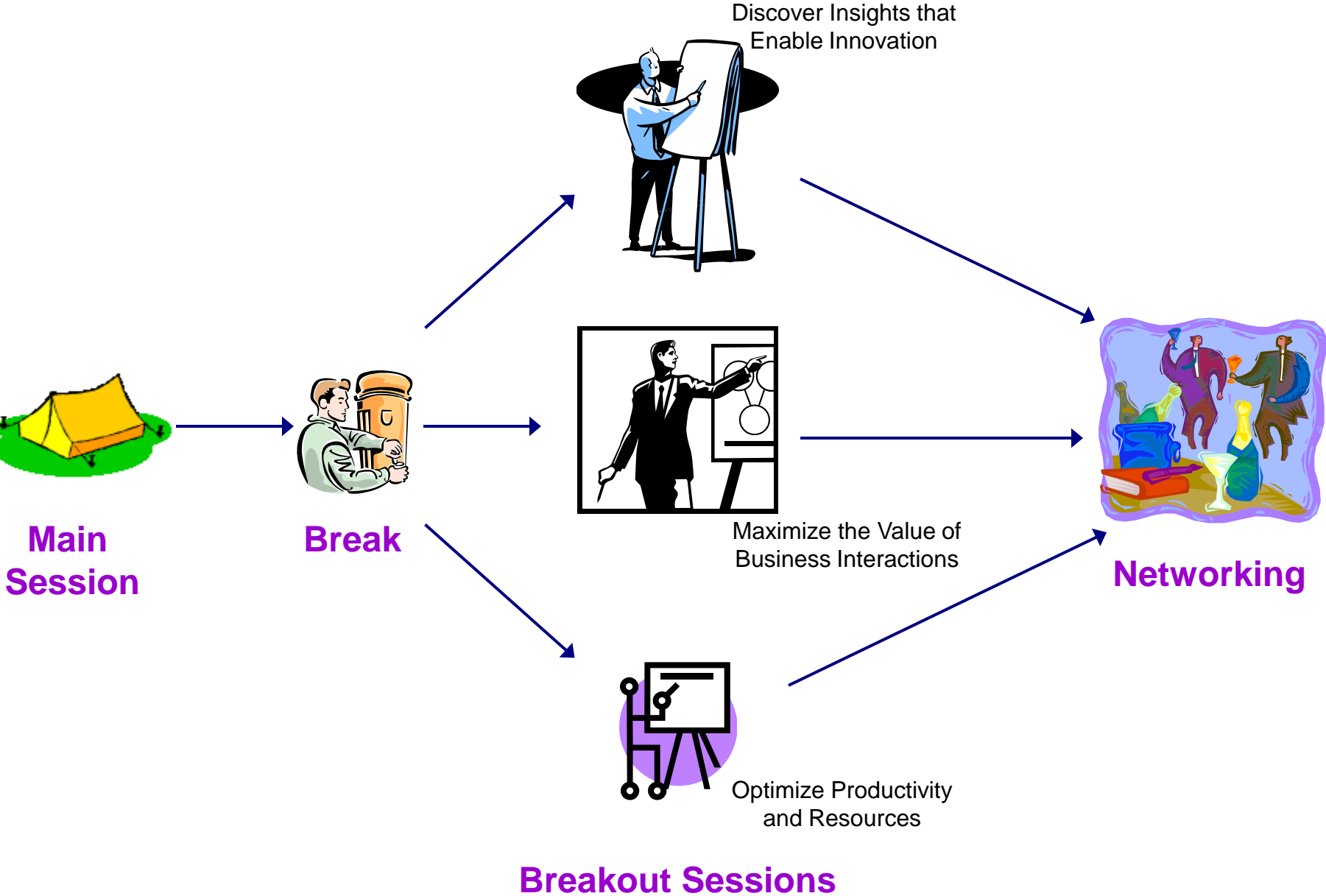# *WELCOME* to
Business Agility Now!

November 2009
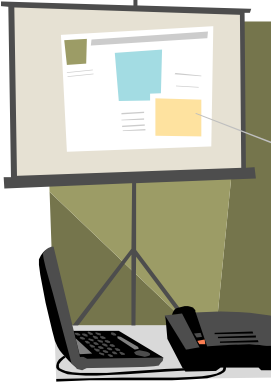
Business Agility Now! Event Flow

Discover Insights that Enable Innovation

Maximize the Value of Business Interactions

Main Session

Break

Optimize Productivity and Resources
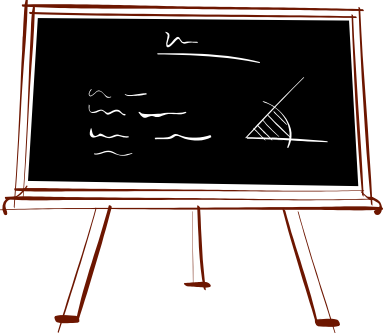
Breakout Sessions

Networking
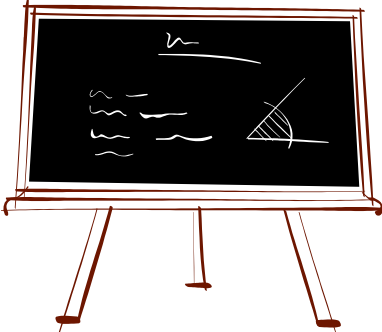
Seminar delivery

Business Whiteboard

Slides

Technical Whiteboard

Seminar delivery

Business Presenter

Technical Presenter

Seminar scenarios

**Discover Insights that
Enable Innovation**

Scenario 1: Healthcare

Scenario 2: Telco

Scenario 3: Chem & Petrol

Seminar scenarios

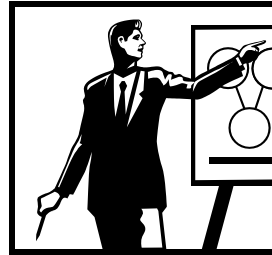**Discover Insights that
Enable Innovation**

**Maximize the Value of
Business Interactions**

Scenario 1: Healthcare

Scenario 2: Telco

Scenario 3: Chem & Petrol

Scenario 1: Banking

Scenario 2: Energy & Util.

Scenario 3: Travel & Trans.

Seminar scenarios

**Discover Insights that
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**Maximize the Value of
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Scenario 1: Healthcare

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Scenario 3: Travel & Trans.
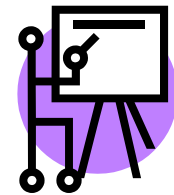
Scenario 1: Insurance

Scenario 2: Government

Scenario 3: Retail

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WebSphere, SOA- Events Marketing