

Title: IOD Information on Demand 2011

This is the biggest IBM conference in history. Clients, partners are all coming out here because they've finally seen that we have to do something to master the information in our organization.

We have been on this journey of information and analytics. You can see us bring the technologies together.

All kinds of great capabilities for partners to focus on. It is a great opportunity for the partners to connect directly with the customers.

What's coming up in the industry, what's in the 21st century, what's coming, what's the advancement that IBM is making with partners.

It is one place where you can meet all the Senior Managers from IBM, as well as our other co-partners from, not only the US but, from all over the world.

They are really focusing on the latest technology and all the new innovations and really the emphasis is on how we can really grow our business and that is exactly what we want to do.

With IOD it is really a one stop shop. You are going to see some technical information, you are also going to see product strategy, you are going to see a lot of the executives describing their vision. It is really a combination of all those things that you are going to need to stay on top of things.

Here you can get to see the programmers, talk to the people that built up the products, and I think that is really powerful. You can't that anywhere else.

I get to stay ahead of the technology. In coming here and doing the hands-on labs and talking to the engineers and people like that allows me to stay in front. The most value for me, personally, is the free certifications. I get three new ones every year and I stay up to date.

I got so many questions answered here. It has been great.

Information On Demand provides a lot of networking opportunities.

I get to meet THE people, not just any people, but THE people.

There is nothing like in-person meetings with people and potential clients and the IBM executives. It is really awesome.

I love IOD and the EXPO.

The EXPO at the IOD Global Conference is the place to be. This is where everything comes together and this is where you can learn about all the IBM offerings, the spectrum of business partner offerings and really meet the people who work closely with those offerings.

Whether it be hardware, software, networking IOD has it all.

You have a lot of IBM customers and the COGNOS customers that come looking for implementation partners, looking for people that they can work with. This type of conference is definitely worth the investment.

Anyone coming here is going to see the latest and greatest solutions to help their businesses become smarter at what they do.

We are the first ones that get to find out the new technologies, the new releases. Hopefully, it gives us a step up on all our competitors.

It definitely was worth the money. We saw many new products, new possibilities

for our business. It was really great.

It is a great event. It is action packed.

It is far and away the best opportunity we have to do the face to face business that we need to do.

I would say don't miss it. If you need to know what's next, this is the place to be.

If you are not at IOD, you are not going to get business leads, you are not going to get the networking you need, and you are not going to meet the clients that are here that are making decisions to buy software and to buy services. There is no better use of five days of your time than coming to IOD and being a part of it.

The End.