You're invited to the System z Executive Briefing

→ **Philadelphia, PA**
November 10, 2009
Capital Grille
1338 Chestnut Street

→ **Burlington, MA**
November 17, 2009
Capital Grille
10 Wayside Road

Unleash the power of your assets with System z as the driving force for your enterprise.

In a time when every advantage in business counts much more than it used to, the mainframe is part of an effective long-term strategy for running a smarter and greener enterprise. Attend this half-day event, where IBM executive speakers will discuss powerful new System z® software and its ability to reduce costs and improve flexibility, security, compliance and access to information.

System z as the core of an agile enterprise.

Executives with their eye on the big picture will find this event invaluable. System z delivers the kind of efficiencies that save costs and keep your business moving ahead. You can, for instance, take advantage of the mainframe to provide end-to-end management of your data and content, knocking down silos to gain valuable insights that optimize your business.

IBM is committed to the development of leading mainframe technology. Discover your mainframe's role in honing your competitive edge at this half-day event. **Register today to avoid missing out.**

→ **Register today** for the System z Executive Briefing at
www.ibm.com/software/info/lmi/miniprem

Agenda

9:00 AM
Introduction and Welcome

9:15 AM
Strategy and Direction – Maximizing Your Return from New and Legacy Software Assets

10:00 AM
Information on Demand – New Capabilities for Addressing the Challenges of Today's Economic Environment

10:45 AM
Break

11:00 AM
Leveraging Service Oriented Architecture to Thrive in a Dynamic Marketplace

11:45 AM
Achieve Greater Efficiency – Managing IT and Software Assets

12:45 PM
Summary – Closing Comments

1:00 PM
Roundtable Luncheon Discussions

Agenda

Philadelphia, PA
November 10, 2009
Capital Grille
1338 Chestnut Street

Burlington, MA
November 17, 2009
Capital Grille
10 Wayside Road

9:00 AM
Introduction and Welcome

9:15 AM
Strategy and Direction – Maximizing Your Return from New and Legacy Software Assets
Improve time to value and leverage existing resources with ease of use enhancements that save time and money by helping you deliver value to the business faster and with lower risk by reusing components of existing systems, data and applications.

10:00 AM
Information on Demand – New Capabilities for Addressing the Challenges of Today's Economic Environment
Unleash the power of your data assets by utilizing your mainframe to provide end-to-end capabilities to help you manage your data and content, pull together trusted information that cuts across diverse silos, and gain valuable insights to optimize your business.

10:45 AM
Break

11:00 AM
Leveraging Service Oriented Architecture to Thrive in a Dynamic Marketplace
Integrate applications assets with open standards leading Web-services-based Service Oriented Architecture that helps you increase your return on existing investments and lower total cost of ownership.

11:45 AM
Achieve Greater Efficiency – Managing IT and Software Assets
Leverage best practices in managing your critical business systems and processes. System management in today's business environment goes way beyond the IT concepts of performance and availability. Today there are also growing pressures on organizations to lower operational costs and comply with government regulations across the traditional enterprise as well as cloud computing environments.

12:45 PM
Summary – Closing Comments

1:00 PM
Roundtable Luncheon Discussions