

IBM Software Group Business Partner Advisory Board

Welcome and agenda for the EMEA Business Partner Advisory Board

Copenhagen, March 16/17/18, 2010

Renate Maier

Manager of ISV and Developer Relations

IBM Central and Eastern Europe, Middle East and Africa (CEEMEA)

Renate_maier@at.ibm.com



Your comments from previous Advisory Board meeting

Comments	Addressed
VAR focussed, should we run future sessions with parallel stands for SVI/ISV, SI?	This time, we are running this meeting in conjunction with the IDR team to ensure that we include ISV focused content
More about Industry & Cloud/SaaS	Industries and Industry Frameworks is a big focus for this meeting and a followup session on SaaS/Cloud is also included
Further on industry focus. This strategy is very important and partner driven!	See above
More access to IBMers; I was unable to reach some to discuss topics	Time to network during breaks and dinner, but we have also extended the IOT sessions
No agenda is perfect, but I wish to have more time to talk with IBM	See above
more room for discussion about problems with programs. SBOs etc, IOT session was excellent therefore	See above
Good to see the "old format" again (1,5days, breakout etc...) Good dialogue, constructive conversation, new liasions established...success	Stayed with this format for this advisory board meeting
Make it mandatory for each speaker to have 20% of their time as discussion w/out slides	We did and do ask our speakers to allocate time for discussion – most especially for the workgroup and breakout sessions.



Finland

Norway

Sweden

Denmark

Poland

Ireland

Netherlands

United Kingdom

Germany

France

Switzerland

Austria

Romania

Slovenia

Croatia

Italy

Portugal

Spain

Israel

© 2007 Europa Technologies
Image © 2007 NASA
Image © 2007 TerraMetrics

Google

Pointer 47°32'44.67" N 18°56'44.78" E

Streaming 100%

Eye alt 3544.60 km

Housekeeping ...

- Please wear your badges at all times !
- Please note for the Break-out sessions – workgroups in the afternoon:
 - Rooms have limited space. Please be on time. If your first choice session is full, please move to your second choice session and try again after the break
- We appreciate your feedback – feedback forms will be available on Thursday morning at your place in the maintent
- Presentations from the meeting:
 - After handing out your completed feedback form to the Hospitality Desk, you will receive a memory stick with all presentation materials

Agenda: Wednesday, 17 March, Morning to Noon

- 9.00 **Opening and Welcome**
Renate Maier, Manager of IDR
IBM Central and Eastern Europe, Middle East & Africa (CEEMEA)

- 9:10 **Executive Update**
Sebastian Krause, Vice President, IBM Software Group, Northeast Europe

- 9.45 **2010 Business Partner Strategy Update**
Sandy Carter, Vice President, IBM Software Group Business Partners

- 10.45 **Coffee**

- 11:15 **Market Intelligence Update**
Bill Harmer, Manager, Market Insights Nordics and UK/Ireland

- 11:45 **Industry Frameworks**
Margaret Doyle, Industry Frameworks Sales Leader, South-West Europe &
Ed Bottini, World-wide Industry Frameworks Ecosystem Sales

- 12:30 **Lunch**

Reconvene at 1.30 for Workgroups sessions. There is time for you to attend two choices.

Agenda: Wednesday, 17 March - Afternoon

- 1.30 to 3.00 **First set of workgroups:**
 - Telecommunications:** Per VORM & Philippe Bazot – Schackenberg
 - Energy & Utilities:** Nicolas Sasso & Pascale Xelot – Kronborg
 - Banking:** Verena Michel – Rosenborg
 - 'Cloudy with SaaS Shine':** Simon Baker – Marselisborg
 - Software Value Plus Update and complex deal models:** Nancy Henry-Serra – Frederik

- 3.00 **Coffee Break**

- 3.30 to 5.00 **Second set of workgroups:**
 - Telecommunications:** Per VORM & Philippe Bazot – Schackenberg
 - Energy & Utilities:** Nicolas Sasso & Pascale Xelot – Kronborg
 - Banking:** Verena Michel – Rosenborg
 - 'Cloudy with SaaS Shine':** Simon Baker – Marselisborg
 - Software Value Plus Update and complex deal models:** Nancy Henry-Serra – Frederik

! Please meet in the hotel lobby at 6.30 to walk to dinner !

Dinner – Wednesday, 17 March

- 6.30 **Meet in Reception for walk to dinner**



RESTAURANT
CASSIOPEIA



Agenda: Thursday, 18 March

- 9.00 - 9.30 **Marketing Update**
Colleen Bisconti, IBM Software Group, Marketing Manager
IBM Software Group Business Partner Events and Communications

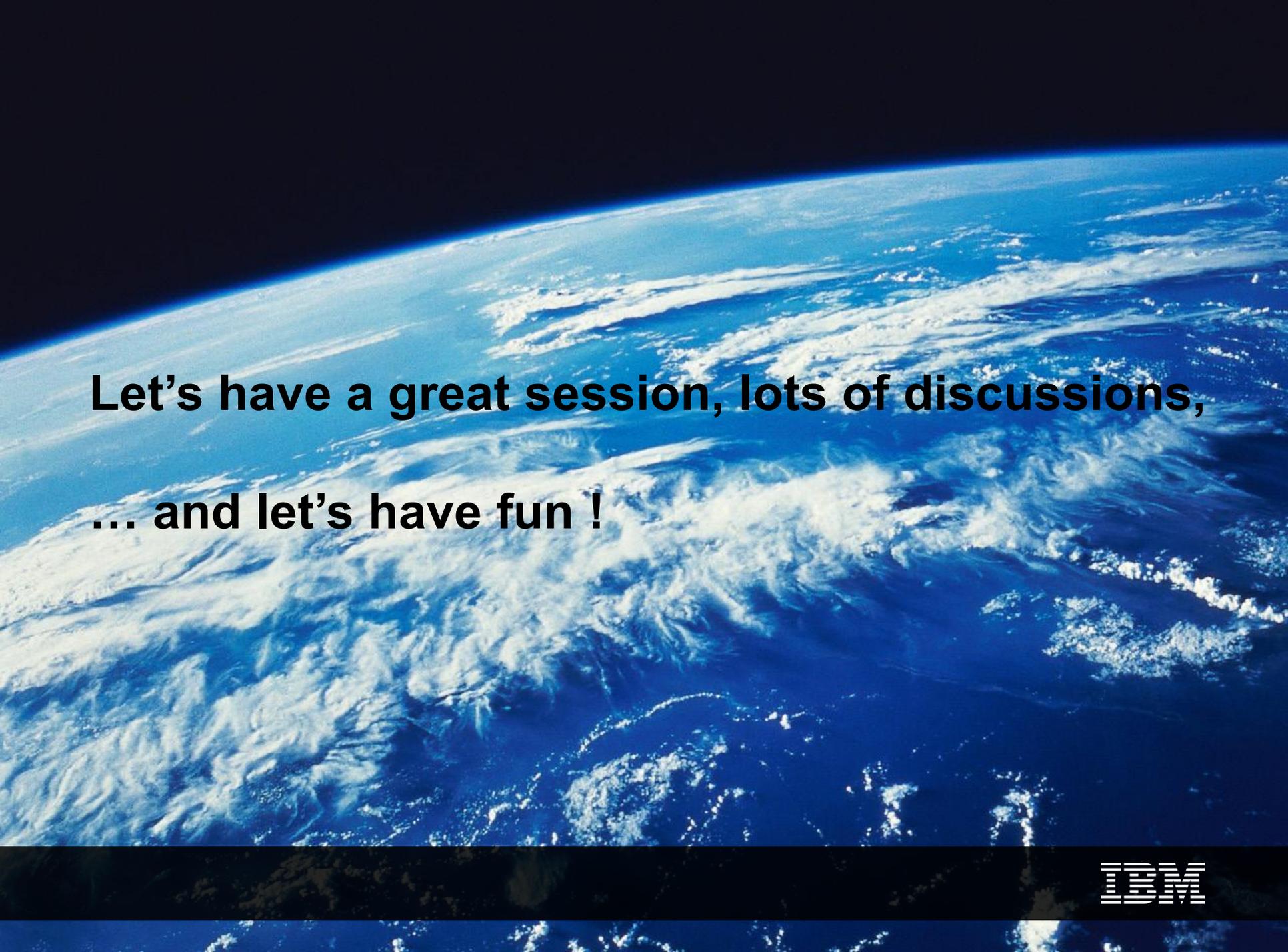
- 9.45 **IMT Breakout Sessions:**

Northeast – Schackenberg
Southwest – Kronborg
CEEMEA – Rosenborg

- 12:45 **Summary, close**

- 1:00 **Lunch**

! Coach to airport: 1.45, 2.45 !



**Let's have a great session, lots of discussions,
... and let's have fun !**