



IBM Software Symposium 2003
Data Management, Lotus, Tivoli and WebSphere Software

May 19 – 23, 2003, Munich

accelerate
your business



IBM[®]





Agenda overview

May 19th

- Registration open
- AM Pre-conference tutorials/
JumpStart sessions
- PM Keynote Address – official opening
of IBM Software Symposium 2003
- Evening Solution Showcase welcome
reception

May 20th

- Registration open
- AM Break-out sessions
- PM Break-out sessions
Tivoli Software keynote

May 21st

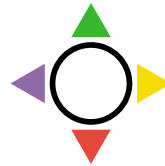
- AM Break-out sessions
Lotus Software keynote
- PM Break-out sessions
Data Management Software keynote

May 22nd

- AM Break-out sessions
WebSphere keynote
- PM Break-out sessions
- Evening Gala dinner

May 23rd

- AM Break-out sessions
Panel discussions
Closing panel



IBM Software Symposium 2003

Data Management, Lotus, Tivoli and WebSphere Software

A personal invitation from Tom Francese, Vice President Software Group, IBM EMEA

Following the success of last year's IBM Software Symposium, held in Vienna, I am very pleased to invite you to Munich, between 19th and 23rd May 2003, for this year's IBM Software Symposium.

As IT managers and professionals, you will be all too aware of how quickly the world of IT moves – and sometimes it can be very hard to stay on track with the changes that are constantly happening around us: some technologies, such as XML, are now becoming pervasive; new technologies are always appearing on the scene, all vying for our attention; and new standards, such as J2EE, are emerging into the mainstream. We have to go faster just to keep up. So, in line with this paradigm, our theme in 2003 is accelerate your business.

By attending this event you will be able to choose from over 300 sessions covering the whole spectrum of IBM's Software portfolio, including Data Management, Lotus, Tivoli and WebSphere Software. New to this year's Symposium is a fifth core theme – IBM Strategy & Solutions – which will show you how IBM's Software can help you to integrate your systems and make e-business on demand a reality in your organisation.

Through on-site education and certification, you will be able to bring your IBM product knowledge right up-to-date. Taken as a whole, the content at IBM Software Symposium 2003 will help you to radically improve the ROI on your existing and future deployments of IBM Software and solutions.

To set the scene for four days of in-depth educational content, we are privileged to announce Steve Mills, Senior Vice President and Group Executive, IBM Corporation, as one of our keynote speakers. Steve will give you a first-hand account of IBM Software's vision and strategy – a perfect base from which all of us can start to accelerate our businesses.

Tom Francese
Vice President, Software Group, IBM EMEA





Get the complete **picture**


It's not just the sessions –
there's much more to see and do at
Software Symposium 2003

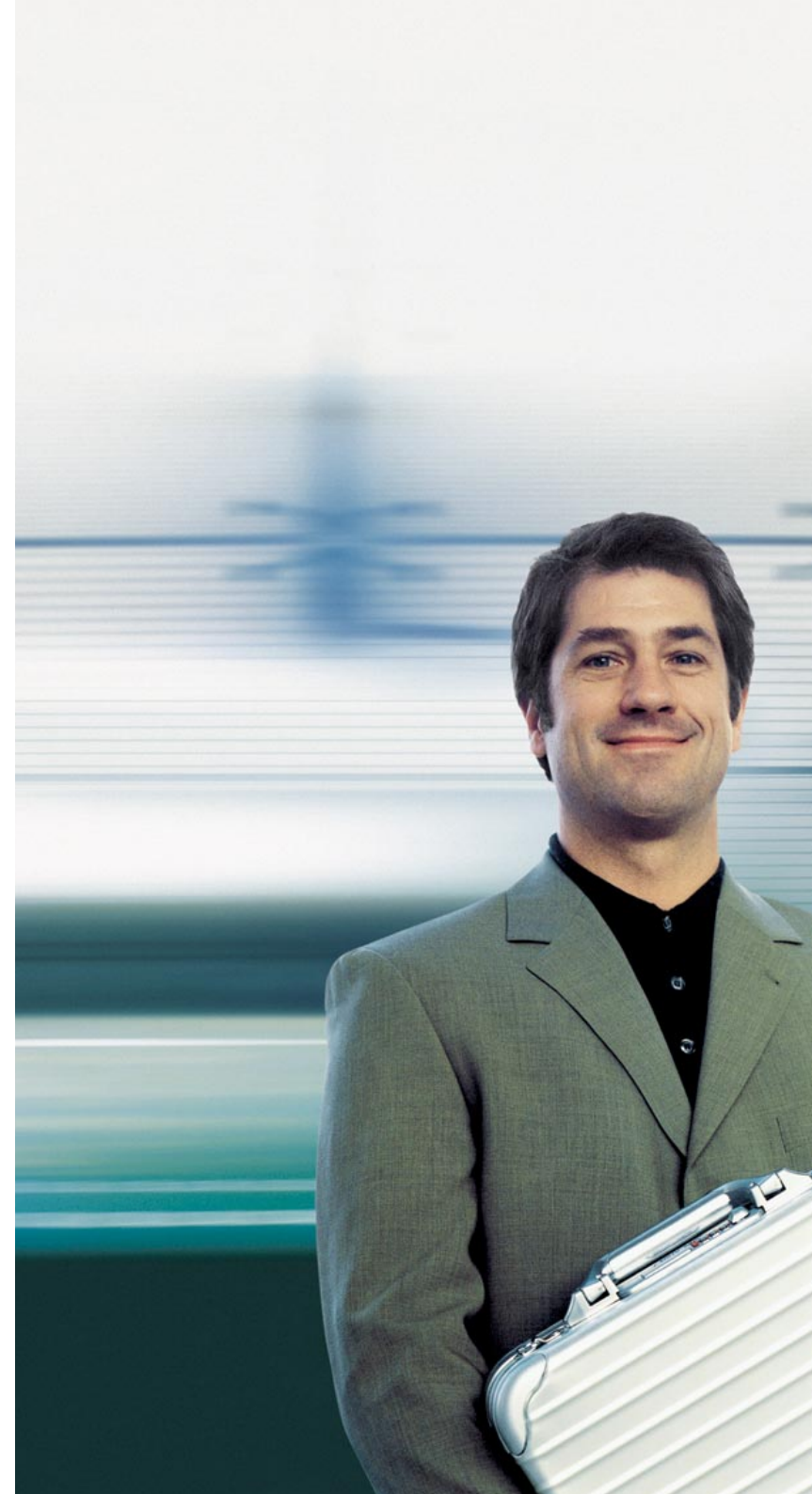
To give you a great head start, you can choose from a number of pre-conference tutorials. In addition to over 300 sessions and breakouts, you will be able to attend Birds of a Feather discussions, meet the experts face-to-face in our Software Labs and gain the latest product certifications on-site. At the Solution Showcase you can visit over 200 stands from IBM and our Business Partners, all exhibiting the latest technologies and solutions created using IBM's powerful Software portfolio. But it's not just work! You can meet with your industry peers at informal networking opportunities throughout the four days, including evening receptions and the Gala Party.

Fitting it all together – IBM Software Strategy & Solutions

IBM Software is about integration. It's about making e-business on demand happen in your organisation. It's about maximising ROI. Sessions in this new topic will cover all of IBM Software's product and solution range, demonstrating through real world examples how our offerings combine to take your organisation to the next stage of e-business: e-business on demand. You will see the depth and breadth of IBM Software's integration, and how this is constantly being enhanced to make it easier for you to take advantage of our World-leading technologies. We will have customers illustrating how IBM's strategy is being put into practice through case studies of their successful implementations.

IBM Software Strategy & Solutions is for everyone who has an interest in an overview of the complete IBM Software offering – from beginner to expert. If you want an insight into more efficient use of your IT resources – computing, storage, applications and data; if you want to learn about industrial strength infrastructure that gives continuous availability and total security; if open integration of people, applications and technology – and their flexible deployment – are vital to your organisation, then here's the place to learn.

 **Register now by calling 00 44 208 939 3686**
or visit us on the Web at
ibm.com/events/symposium2003



DB2 Data Management Software

accelerate your data

Data Management is about making the most of all the information in your organisation – from transactions in your relational database, through customer e-mails and business intelligence data, to digital assets in the form of audio and video.

Whether you are a seasoned database veteran or new to IBM Data Management Solutions, don't miss out on the comprehensive education offered at IBM Software Symposium 2003. If you need to better leverage your company's data, if you need to manage unstructured content, if you need faster and better decision making systems, then join these tracks to find the technical sessions matching your experience level, interests and needs.

for more information:

ibm.com/events/symposium2003/db2

Data Management Track 1: Optimise Your Data

Audience: IT Managers and Professionals, Database Administrators

Do you want your database to perform at peak levels, without draining your IT budget? Do you want to be able to monitor and control changes made to your database tables? Is minimising downtime on your DB2, IMS or Informix database a priority? Would you like to take advantage of federated web services and XML?

In this track you can build on your existing data management and data integration skills, with input from a huge range of experts offering insights and advice at keynote addresses, presentations, breakout sessions and roundtable discussions.

Data Management Track 2: Integrate Your Data

Audience: IT Managers and Professionals

Are you interested in the latest news on data management products and technologies? Do you want to understand how your database can operate within an integrated application architecture? And where does systems management fit in with regard to your enterprise information?

Get a view into the future of data management technology from the experts. From your industry counterparts, you will learn how to integrate data across the enterprise as well as getting the key information that will help you choose the right architectural approach.

Data Management Track 3: Expand Your Data

Audience: IT Managers and Professionals

Only 15% of the information in a typical organisation is structured information, easily representable in a traditional relational database. Unstructured information like content, documents, e-mails, business intelligence data, audio, video – all this is a key part of today's businesses. Get up-to-speed on how to expand into these exciting areas and provide your organisation with transparent and intelligent access to information – independent of where the information resides or how it is structured.

Conclusion:

The IBM Software Symposium is an outstanding opportunity for you to gain valuable information about IBM's industry-leading software solutions.

In the Data Management tracks you will be able to enhance your professional development and meet with technical experts from our development labs, as well as your peers from other organisations. You will be able to network, hear about best practices, and learn about new technologies. Join us and find out how you can take your organisation to the next level.



Lotus Track 1: IT Management – Strategy and Planning

Audience: IT, MIS and Business Managers

Are you charged with developing IT strategy – keeping one eye on the horizon while managing short-term goals, decreasing cost of ownership while increasing ROI? These sessions, delivered by Lotus executives and industry experts, will detail the Lotus direction in areas such as messaging, team collaboration, e-meetings and knowledge management. You'll also hear leading companies detail their own experiences of using Lotus software.

Lotus Track 2: Application Development

Audience: Developers of all levels

This track is all you need to get up-to-speed on the latest code, development tools, languages, programming techniques and future technologies across the Lotus portfolio. From the experts, you'll learn the best way to build, tune, manage and extend your Lotus applications. You'll pick up the information to help you choose the right tools for each task, and get your Lotus applications up and running in record time. With its wide range of subject matter and content, whether you're a novice developer or a seasoned veteran with many years' Lotus experience, this track is for you.

Lotus Track 3: Collaborative Infrastructure – Core Technologies to Latest Innovations

Audience: IT Managers, Systems Architects,
Administrators and Integrators

Get up-to-speed on how collaborative e-business solutions bridge people and knowledge and maximise investments in existing technology. You'll learn how to shorten the distance between you and your workforce, your customers, and your suppliers. Learn from session topics covering administration, security, migration, performance and much more. Discover how best to plan and maintain your servers, ensuring your organisation benefits from effective collaboration. Find out about administration and implementation best practices from technology gurus. You'll gain a solid understanding of why Lotus and IBM solutions are the best bet when building reliable, available and scalable applications.

Conclusion:

In this twentieth year of Lotus, Symposium 2003 is the event in the European calendar showcasing Lotus products and our Business Partner solutions. From knowledge transparency to collaborative communication to e-learning, IBM Software Symposium 2003 offers a fresh look at the future of collaboration. Three tracks offer session content for everyone – from big-picture vision to code-level details. Pre-conference JumpStarts are again offered, along with many educational opportunities.

Lotus software

accelerate your collaboration

People are the experts. They drive business results. Empower them with the best tools – collaborative solutions from Lotus software. Want to enhance the value of your skilled work force? Fuel collaboration across your enterprise? Speed business processes and take advantage of the wealth of knowledge in your organisation? That human element is the way to deliver maximum return on your IT investment.

Learn how to do this by sharing technical insights with the Lotus team and your worldwide peers. From knowledge transparency to learning management to instant messaging, IBM Software Symposium 2003 is collaborative chemistry at its best, whether you're a CIO, a Notes Guru, Systems Integrator, IT Professional or Business Manager.

for more information:

ibm.com/events/symposium2003/lotus





Tivoli software

accelerate your integration and automation

Tivoli provides intelligent management software for an on demand world. Our software is designed to help you manage the complexity of an integrated on demand environment. Our security, storage and systems management software uses intelligent, autonomic technology to proactively diagnose your systems from end-to-end, heal problems and provide you with a far more reliable IT environment.

Whichever of our sessions you choose, you'll benefit from valuable information on some of the hottest topics in technology management. Spanning the desktop to the mainframe, Linux to @server zSeries and others, most relevant to the challenges you and your organisation face.

for more information:

ibm.com/events/symposium2003/tivoli

Track 1: Tivoli Integrated Security Management

Audience: IT Managers, Systems Architects, Administrators

Security is the number one issue facing many IT professionals. As e-business becomes ever more pervasive, creating a flexible IT environment that lets the right people in, and keeps the wrong people out, is a vital component of your systems strategy.


Tivoli Security Management Solutions are scalable to millions of users and events, and help businesses realise rapid return on their investments by consistently enforcing security and privacy policies across your e-business infrastructure. Come and see how Tivoli's integrated Security Management Solutions deliver industrial grade security and help facilitate e-business on demand.

Track 2: Tivoli Storage Management

Audience: IT Managers, Systems Architects, Administrators

Data is the fuel on which all e-businesses run. But storing and managing data isn't just a matter of buying more and more disk arrays – it's about making that data available to the right people, when and how they want to access it. Scaling to protect thousands of computers, Tivoli Storage Management protects your organisation's data from hardware failures and other errors by storing backup and archive copies of data on offline storage.

Tivoli storage products are unmatched in providing a combination of scalability, intelligent data technology, disaster preparation, and broad platform and application



support, all through one centralised, automated solution. Find out how Tivoli Storage solutions can integrate, automate and drive improved value for your business.

Track 3: Tivoli Performance, Availability, Configurations & Operations Management

Audience: IT Managers, Systems Architects, Administrators

As IT infrastructures grow larger, and encompass more diverse systems, overall management of these systems becomes a huge challenge. It's simply not good enough to manage these components in isolation – no matter how efficient the individual management tools may be. You need the complete picture.

At this track you will see how Tivoli Performance, Availability, Configuration and Operations solutions deliver reliable services to your end users, making them more productive. It's the "oil" for e-business on demand.

Conclusion:

IBM Software Symposium is the most comprehensive IBM Software event in EMEA during 2003, offering a high level view of the entire IBM Software strategy and how it can positively impact your business. And to really get to the heart of the autonomic solutions that will drive the greatest return on investment in your business, attend the Tivoli track sessions providing a detailed look into how Tivoli management software from IBM will deliver on these promises.



WebSphere Track 1: Foundation & Tools

Audience: Systems Integrators, IT Strategists, Web System Architects, IT Managers, Administrators and Web Developers

Are you tasked with building, deploying and managing an e-business? The Foundation & Tools track will provide the expertise you need to get your business processes and transactions on the Web – so your customers, partners and employees can buy & sell, and share information – anytime, anywhere. This track will show you how the WebSphere Application Server and Studio family of e-business solutions can enable your business for the future. The reliable and scalable WebSphere infrastructure will help you go where your business takes you.

WebSphere Track 2: Business Integration

Audience: Systems Integrators, IT Strategists, Web System Architects, IT Managers, Administrators and Web Developers

Connected businesses are efficient businesses, but they require tight application integration and automation of business processes, across and beyond the enterprise. The WebSphere Business Integration track can show you how to achieve this goal, covering WebSphere Business Integration Solutions to manage and rapidly adapt your business processes. It will also include the benefits of application integration with the WebSphere MQ family – Broker and Messaging products.

WebSphere Track 3: Reach & User Experience

Audience: Systems Integrators, IT Strategists, Web System Architects, IT Managers, Administrators and Web Developers

Get the edge you need to achieve customer loyalty by extending and personalising user experiences. At the WebSphere Reach & User Experience track you will learn how WebSphere e-business Infrastructure enables companies to manage their customer-facing, Internet-based information to ensure smooth operation and continued scalable business growth while enabling commerce transactions. Hear from the experts on such solutions as Portals, e-commerce, Mobilising the Enterprise and e-business on Devices.

Conclusion:

Our annual conference has been the premier event for Software Developers, Technology Advocates, Architects and Managers who want to solve business problems by incorporating e-business technologies into their organisations and products. This year is no exception. In Munich, you will be able to network, listen to best practices, learn about our exciting new product announcements and gain new insight with our competitive technical seminar. Join us at Symposium 2003 to find out how WebSphere can benefit your business.

WebSphere software

accelerate

your business integration

Want to transform the way you manage your employee, business partner and customer relationships? As the leading infrastructure software for dynamic e-business, WebSphere is your choice. WebSphere has evolved from a Web application server to a full suite of related offerings based on a common codeset. Founded on open standards, WebSphere is now the most comprehensive e-business platform on the market, helping you focus on meeting the needs of your customers.

The WebSphere strategy delivers value in three crucial areas: Reach & User Experience to enhance customer loyalty, Business Integration to improve return on investment and Foundation & Tools to provide a reliable, scalable, and flexible infrastructure for dynamic e-business. WebSphere is the e-business platform that can provide everything you need to build, deploy and integrate your e-business.

for more information:


ibm.com/events/symposium2003/websphere





IBM Software Symposium 2003

Data Management, Lotus, Tivoli and WebSphere Software

 Register now by calling 00 44 208 939 3686
or visit us on the Web at
ibm.com/events/symposium2003



IBM, Lotus, Tivoli, WebSphere, e-business on demand, DB2, IMS, Informix, @server and zSeries are trademarks of International Business Machines Corporation in the United States, other countries or both.

Other company, product, and service names may be trademarks or service marks of others.

© IBM Corporation 2003. All rights reserved.

