

# accelerate your business



## IBM Software Symposium 2003

Data Management, Lotus, Tivoli and WebSphere Software

# May 19 – 23, 2003, Munich

Dear Business Partner,

Following the success of the IBM Software Symposium 2002, held in Vienna last June, I am pleased to bring you news of this year's event – IBM Software Symposium 2003, to be held in Munich from the 19th to 23rd May.

With its theme of "accelerate your business", Software Symposium 2003 consists of the main Technical Conference, including over 300 sessions across five core themes – the multi-brand IBM Strategy & Solutions core theme, Lotus, Tivoli, WebSphere and Data Management Software. We also have the Solution Showcase – your and IBM's opportunity to demonstrate the latest solutions, all enabled by IBM's Software technology\*. Finally, to kick off our fantastic agenda, we have a keynote address from Steve Mills, Senior Vice President and Group Executive for IBM Corporation.

Remember – the more insight our mutual customers have into IBM's Software and Strategy, the more likely they are to buy our joint solutions. And, as a special incentive for our Business Partners – for every four paying customers or colleagues that you get to register for Software Symposium, you will be entitled to one complementary registration to the Technical Conference.

The IBM Software Symposium is the highest profile event for IBM Software Group in EMEA during 2003. I urge you to recommend to your colleagues and your customers that they attend this tremendous educational event.

Andreas Tuerk  
Director, Software Group Marketing, EMEA

\*to see the available sponsorship opportunities, and to reserve a pedestal in the Solution Showcase, please visit the Symposium Web site at [ibm.com/events/symposium2003/showcase.shtml](http://ibm.com/events/symposium2003/showcase.shtml)



# accelerate your business

IBM Software Symposium 2003 provides the ultimate opportunity for you to:

- understand IBM's Software strategy;
- discover new ways to leverage current investments in IBM products and solutions;
- strengthen technical knowledge across Data Management, Lotus, Tivoli and WebSphere Software;
- exchange experiences and ideas with peers;
- meet with IBM executives, Product Managers and Developers.



## Symposium Structure

### Technical Conference

Four days of in-depth education and training, from beginners to experts, including on-site certifications and hands-on sessions (please see the Track listing for further information), plus the Solution Showcase – comprising over 200 stands from IBM Software Group and Business Partners (including some of our Strategic Alliance sponsors), exhibiting the latest technologies and solutions.

### Press & Analyst Day

Symposium is a wonderful platform for Europe's top tier of journalists and IT analysts to meet with a large number of key IBM spokespeople at the same time, in the same venue.

## Who we're inviting

Our target audience includes key decision-makers and influencers, such as IT Managers, Consultants and Professionals like Software & Systems Engineers, Programmers, Developers and Architects.

## What will the event address for your customers?

### IT Executives

The demands on IT Executives get greater and greater every year. Now more than ever, this audience has to successfully integrate business processes and make e-business on demand a reality in their organisations; they are tasked on radically improving ROI in existing and future deployments of IBM Software and solutions; and there are tactical considerations to take into

account, such as whether to opt for a .Net or J2EE environment. Software Symposium can help IT Executives to find answers in all of these areas and more.

### IT Managers and Professionals

Similarly, IT Managers have a range of immediate challenges within their organisations. How can I implement Web Services in existing architectures? How can I provide a more secure IT infrastructure and integrate data from various applications and types? How can I get my co-workers to understand the latest news from IBM Data Management, Lotus, Tivoli and WebSphere – and then use that information to increase ROI on those technologies? And finally, where can I meet with my peers to share experiences and conduct two-way knowledge transfer about our installed software? Again, by attending IBM Software Symposium 2003, this group will be able to find possible answers to all of the above questions.

## Pricing Structure

There are special discounts for User Group members, 2002 attendees, Premier Business Partners and the IBM Software Premier Club.

### The "Early Bird" period ends March 28th, 2003 C.O.B.

During the Early Bird period: Full price: € 1,755 + VAT  
Discount for 2002 attendees, User Group members, Premier Club, Premier Business Partners: Discounted price: € 1,657 + VAT

Please note that customers and Business Partners have to give the correct promotional code to receive the discount.

### After March 28th, 2003

Full price: € 1,950 + VAT  
Discount for 2002 attendees, User Group members, Premier Club, Premier Business Partners.  
Discounted price: € 1,850 + VAT

Again, customers and Business Partners have to give the correct promotional code to receive the discount.

**Daily passes will also be available in due course.**

### Special Business Partner Incentive

For every four of your customers (total of four individuals, minimum two different organisations) that register thanks to your recommendation, you will be granted a complementary ticket. Customers must enter your name in the required field during registration. To receive your complementary ticket, you will need to fax the names of the customers registered through your recommendation to the registration desk.

Registration can be contacted on

Registration Hotline: +44 (0) 208 939 3686

Registration Fax Line: +44 (0) 1784 493 490

Registration e-mail: [ibmsymposium2003@eventreg.com](mailto:ibmsymposium2003@eventreg.com)

General e-mail: [sympswg@fr.ibm.com](mailto:sympswg@fr.ibm.com)

## Agenda overview

### May 18th

PM Conference Registration Opens

### May 19th

AM Conference Registration Open  
JumpStart / Pre-Conference Sessions (Lotus,  
Tivoli, WebSphere)

PM General Session (including Keynote Address)  
Breakout Sessions  
Birds-of-a-Feather Sessions  
Certification Labs and Hands-on Training open  
Evening Solution Showcase Opening Reception

### May 20th

AM Conference Registration Open  
Breakout Sessions  
Birds-of-a-Feather Sessions  
Certification Labs and Hands-on Training open  
Solution Showcase

PM Conference Registration Open  
**Tivoli Software Keynote**  
Breakout Sessions  
Birds-of-a-Feather Sessions  
Certification Labs and Hands-on Training open  
Solution Showcase  
Evening Tivoli Reception

### May 21st

AM Conference Registration Open  
**Lotus Software Keynote**  
Breakout Sessions  
Birds-of-a-Feather Sessions  
Certification Labs and Hands-on Training open  
Solution Showcase

PM Conference Registration Open  
**Data Management Software Keynote**  
Breakout Sessions  
Birds-of-a-Feather Sessions  
Certification Labs and Hands-on Training open  
Solution Showcase

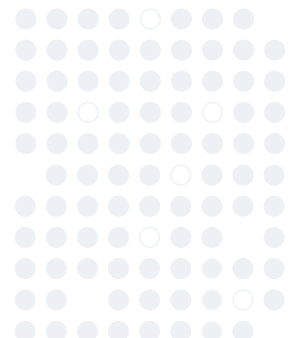
### May 22nd

AM Conference Registration Open  
**WebSphere Software Keynote**  
Breakout Sessions  
Birds-of-a-Feather Sessions  
Certification Labs and Hands-on Training open  
Solution Showcase

PM Conference Registration Open  
Breakout Sessions  
Birds-of-a-Feather Sessions  
Certification Labs and Hands-on Training open  
Solution Showcase  
User Group Meetings  
Evening Gala Party (Badges must be worn)

### May 23rd

AM Repeat Breakout Sessions  
Closing Panel  
Conference Closes



## Core themes

Each session in the Technical Conference belongs to one of the following five categories: IBM Software Strategy & Solutions, Data Management, Lotus, Tivoli and WebSphere Software, making it easy for you and your customers to get to the sessions most important to their organisations.

### IBM Software Strategy & Solutions

In this multi-brand core theme, attendees will learn about integration of their IBM systems and see real world examples of IT infrastructures and architectures for enabling e-business on demand.

Each brand's sessions will fall into one of three categories, as detailed below:

### Data Management

- (1) Optimise your data
- (2) Integrate your data
- (3) Expand your data

### Lotus

- (1) IT Management – Strategy and Planning
- (2) Application development
- (3) Collaborative Infrastructure – Core Technologies to Latest Innovations

### Tivoli

- (1) Tivoli Security Management
- (2) Tivoli Storage Management
- (3) Tivoli Performance, Availability, Configurations & Operations Management

### WebSphere

- (1) Foundation & Tools
- (2) Business Integration
- (3) Reach & User Experience

## Audience Generation

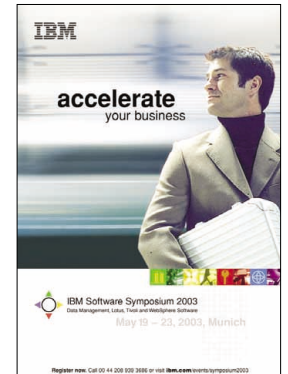
Audience generation has commenced and examples of the collateral they have received are here. You can see the key dates for this program on the back cover of this document.

### External Communication Stage 1



Poster

### External Communication Stage 2



Poster



Postcard



Brochure

## Sponsorship opportunities

A sponsorship package has already been e-mailed to potential sponsors and exhibitors detailing a wide range of sponsorship opportunities, ranging from Single Pedestals to the Platinum Sponsorships.




Sponsorship-Package



Application-Form

Hurry up if you want to take advantage of the sponsorship and exhibition opportunities – the closing date is 21st March 2003, C.O.B. For more information, contact Christine Bennett on +44 (0) 1462 490802, fax +44 (0) 1462 892904 or e-mail [christine@taylorbennett.co.uk](mailto:christine@taylorbennett.co.uk)

 For continually updated information on content and for your customers to register, [ibm.com/events/symposium2003](http://ibm.com/events/symposium2003)

## Seven key reasons for your customers to attend

### 1. Understand IBM Strategy

Through the IBM Strategy and Solutions core theme, your customers will learn about how IBM is helping organisations worldwide to move to the next stage of e-business.

### 2. Insight of the Future

All core themes will clearly define not only the latest developments at Data Management, Lotus, Tivoli and WebSphere Software, but also their future roadmaps.

### 3. In-depth Training

On-site certifications and detailed technical presentations give your customers the opportunity to get right up-to-speed with the latest versions of IBM Software Group's products and methodologies, including learning about making e-business on demand a reality.

### 4. Networking

They'll meet other users at informal gatherings such as Birds-of-a-Feather sessions, the Gala Party and evening receptions.

### 5. Peers' Experience

Through meeting with their peers and sharing their experiences of using IBM Software and solutions, attendees will gain valuable insights normally unavailable during a normal work schedule.

### 6. Meet the Experts

At no other IBM user conference in EMEA during 2003 will so many IBM product managers, developers, systems engineers and consultants be available for formal meetings and informal discussions.

### 7. ROI – 1 event, 4 days

With a wealth of integrated content over four days, attendees only need visit one conference to get the complete picture of the world of IBM Software.

## Seven key reasons for you and your colleagues to attend

### 1. Understand IBM Strategy

Through the multi-brand IBM Strategy and Solutions core theme, you will learn about how IBM is helping organisations worldwide to move to the next stage of e-business.

### 2. Networking with IBM Executives

IBM Software Symposium 2003 is the ideal place to meet with key IBM Executives.

### 3. Meet your customers

IBM Software Symposium 2003 presents an ideal environment for you to meet with your customers.

### 4. Developing and closing sales opportunities

By bringing your customers to IBM Software Symposium you have further opportunities to develop your sales opportunities.

### 5. Networking with other Business Partners

There is no better time and place to meet with existing Business Partner contacts and to develop new relationships.

### 6. Gets better known by IBM staff

Software Symposium is a great opportunity for you to raise the profile of your organisation to many "IBMer" in the same place during the same week.

### 7. Budget optimisation: 1 event

By sponsoring, exhibiting and attending Software Symposium, you would get all of the above at one event.

January	February	March	April	May	June
1. 2. 3. 4. 5.	5. 6. 7. 8. 9.	9. 10. 11. 12. 13. 14.	14. 15. 16. 17. 18.	18. 19. 20. 21. 22.	22. 23. 24. 25. 26. 27.
<b>Mon</b> 6 13 20 27	<b>Mon</b> 3 10 17 24	<b>Mon</b> 3 10 17 24 31	<b>Mon</b> 7 14 21 28	<b>Mon</b> 5 12 19 26	<b>Mon</b> 2 9 16 23 30
<b>Tue</b> 7 14 21 28	<b>Tue</b> 4 11 18 25	<b>Tue</b> 4 11 18 25	<b>Tue</b> 1 8 15 22 29	<b>Tue</b> 6 13 20 27	<b>Tue</b> 3 10 17 24
<b>Wed</b> 8 15 22 29	<b>Wed</b> 5 12 19 26	<b>Wed</b> 5 12 19 26	<b>Wed</b> 2 9 16 23 30	<b>Wed</b> 7 14 21 28	<b>Wed</b> 4 11 18 25
<b>Thu</b> 2 9 16 23 30	<b>Thu</b> 6 13 20 27	<b>Thu</b> 6 13 20 27	<b>Thu</b> 3 10 17 24	<b>Thu</b> 1 8 15 22 29	<b>Thu</b> 5 12 19 26
<b>Fri</b> 3 10 17 24 31	<b>Fri</b> 7 14 21 28	<b>Fri</b> 7 14 21 28	<b>Fri</b> 4 11 18 25	<b>Fri</b> 2 9 16 23 30	<b>Fri</b> 6 13 20 27
<b>Sat</b> 4 11 18 25	<b>Sat</b> 1 8 15 22	<b>Sat</b> 1 8 15 22 29	<b>Sat</b> 5 12 19 26	<b>Sat</b> 3 10 17 24 31	<b>Sat</b> 7 14 21 28
<b>Sun</b> 5 12 19 26	<b>Sun</b> 2 9 16 23	<b>Sun</b> 2 9 16 23 30	<b>Sun</b> 6 13 20 27	<b>Sun</b> 4 11 18 25	<b>Sun</b> 1 8 15 22 29

**week 3** 1st email / postcard to customers / Premier Club / Business Partners / past event attendees

**week 3** Registration starts

**week 3** Web Site live

**week 5** Technical Conference agenda finalised

**week 9** Brochure mailed to customers / Premier Club / Business Partners / past event attendees

**week 13** Early Bird registration for customers ends

**week 15** Final e-mail to customers / Premier Club / Business Partners

**week 15** Telemarketing commences if required

If you have any questions not covered in this document, please e-mail the Software Symposium 2003 team at [sympswg@fr.ibm.com](mailto:sympswg@fr.ibm.com)

