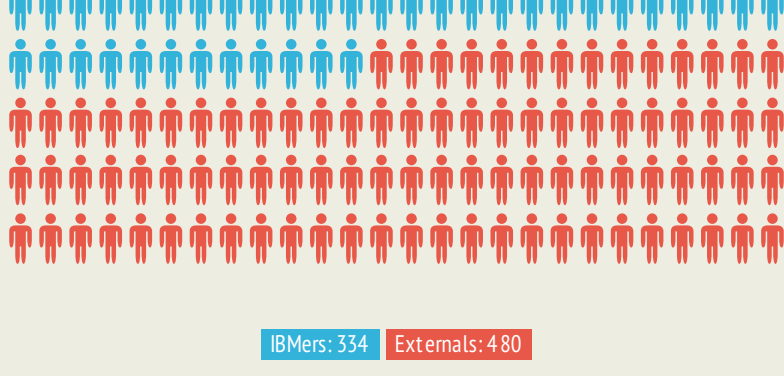


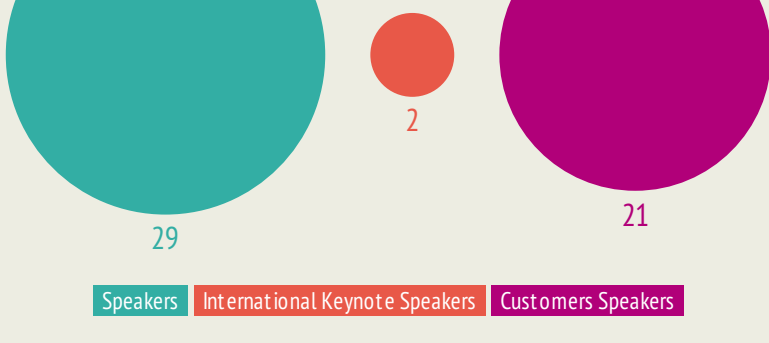
# IBM BUSINESSCONNECT 2014

IBM BusinessConnect is the telescope that's looking into the future from the perspective of companies' functional areas. An event to discover inspiring ideas and practical solutions to future-proof organizations. Interesting speakers will offer insights into technological innovations for Marketing, Sales, Customer/Citizen Service, Finance and HR and the best practices in the various fields. Attendees will hear about today's solutions to make it happen, like Big Data & Analytics, Mobile, Cloud and Social.

## Attending People



## Speakers



## 5 Tracks



The new CFO Study results and the future role of corporate finance



Mobile and Social for customers acquisition and commercial network optimization



New technological resources to optimize the management and staff efficiency

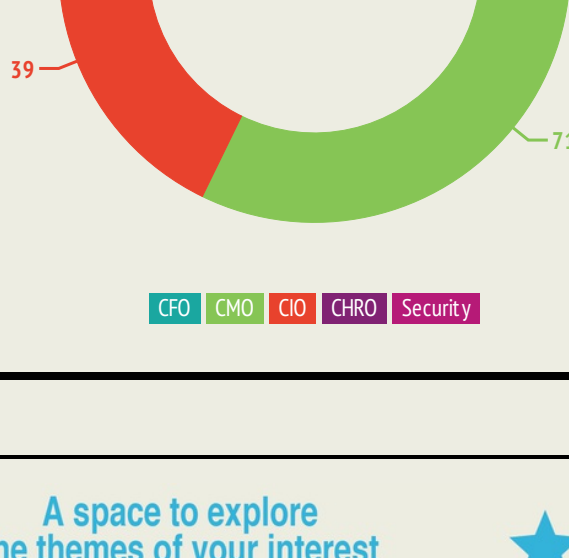


The emerging threat of cyber fraud and the new IT security priorities



Cloud opportunities and IT transformation

## Tracks Attendees



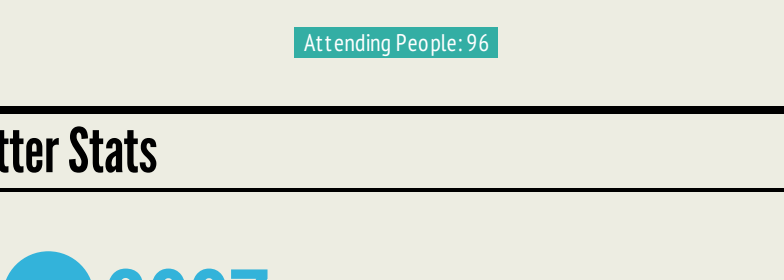
## Lab Café

A space to explore the themes of your interest with IBM specialists through

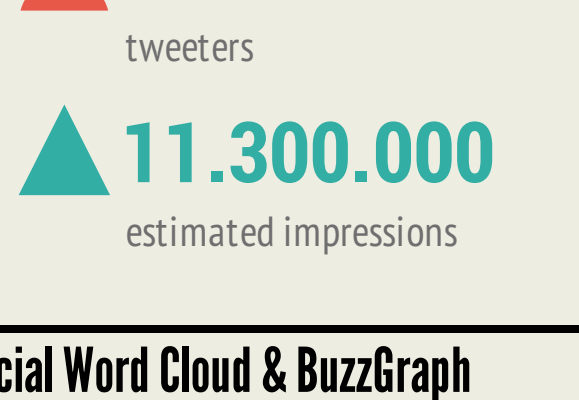
★ 12 demos

## Dev@Italy

★ The first Hackathon in the Cloud new era



## Twitter Stats



## Social Word Cloud & BuzzGraph



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## Location: Palazzo del Ghiaccio, Milano

