

## WHY SHOULD YOU ATTEND

*"Information Management solutions are moving to the centre of IT strategies as a way of driving IT and business alignment and delivering real and visible value to the business." Source - Forrester Survey 2008*

*"It seems inevitable tough times will hit most sectors at some point in 2009, so CIOs shouldn't wait for instructions to act. There's plenty they can do to protect assets and thrive on the change opportunities - but they must start planning their way out right now." Source - Gartner 2009*

In the current economic climate, it is critical that you have access to trusted business information to enable you to optimise business value through a thorough understanding of your customers, your finances, your supply chains and your infrastructure. Come see how at:

## INFORMATION ON DEMAND EMEA CONFERENCE 2009

2 - 5 June 2009, Berlin, Germany

- > Hear from **leading industry analysts and experts** about the benefits of adopting an Information Management strategy to ensure increased business performance, revenue and margin, as well as effective risk mitigation and control
- > Learn best practices and proven methodologies from customer case studies from your own industry and understand how other organisations are achieving smarter business outcomes - today
- > Participate in the hosted industry roundtables and discuss with your peers the topical Information Management issues facing your industry
- > Meet one-to-one with IBM executives, our product and subject matter experts to discuss your business objectives and challenges and gain input on how best to optimise your IT investment today, and in the future
- > Grow your technical skills through the extensive education programme including Hands-on and Usability Labs and free Certification Testing
- > Network with over 2000 attendees representing leading organisations from across the EMEA region and share experiences and best practices in implementing Information On Demand
- > Learn all about the product roadmaps and plans for our solutions in the following key Information Management areas:
  - Business Intelligence & Performance Management, including Cognos
  - Data Management, including DB2 and Informix
  - Enterprise Content Management, including FileNet
  - InfoSphere (Data Warehousing, Data Integration and Data Quality)
- > Create your personal Conference Agenda from a mix of compelling Keynote Presentations and Breakout Sessions in the Technical and / or Business Leadership Tracks to further your knowledge on today's latest trends, requirements, innovative solutions and best practices
- > Be inspired by our Keynote Speaker, Frans Johansson, the author of "The Medici Effect" and hear his thoughts on the intersection of business and innovation
- > Visit the Expo Solution Centre to see the latest product solution offerings from many of our leading Business Partners and IBM

**Innovate, Optimise and Perform  
for smarter business outcomes**

*...come see how*



**IBM Information**  
>>> **On Demand**

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EUROPE, MIDDLE EAST & AFRICA IOD CONFERENCE

**2009**