

Impact 2010 Voices

Business Rules Management / BPM



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The Premier Conference for Business and IT Leaders

Discover. Interact. Optimize.

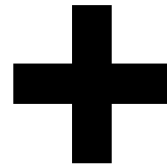


Impact Accelerates Value from BPM/BRMS

Learn the 2 Keys to How Customers Achieve “Business Agility”

BPM/SOA Infrastructure

clean and flexible
technical architecture and
infrastructure to maximize
IT efficiencies.



Decision-Management Technologies

automating to allow
business users to gain
more control to address
new opportunities or
competitive threats

**Impact 2010 presents dozens of IBM and customer experts on
Business Rules Management, BPM and Governance**

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ILOG At Impact 2010 – At a Glance

Attendees Will Get the 'Big Picture' for Business Decision Support

Business Track **NEW**

Business-decision support use cases
(Sessions across industries --
transportation, finance, more)

Technical Track

Technicians and engineers describe
architectural benefits of SOA, BPM
and Business Rules

Methodology Track

Best Practices for Business
Automation, Improvement and
Governance



An IBM Company

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Impact 2010: ILOG BRMS, Optimization, SCM

Experts, Customers, Analysts Explain 'Working Smarter'

Learn How ILOG Lets 'IT Becomes Readable' To Empower Business Users To Achieve

- Real-Time Decision Management
- Dynamic Business Processes
- Smarter Supply Chains
- Efficient Planning and Scheduling
- Business and IT Alignment
- Governance, Risk and Compliance
- Straight-Through Processing

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Customer Success Secrets with BPM / BRMS

Impact 2010 Lets You Learn Directly from Successful Users

Transportation

- Online customer portal to book discounted flights up to 1 year in advance
- Powered by business users, who can change rules every day

Business Agility Panel

- How IT can put power into hands of business users – *without losing control*

Financial Services (Credit Cards, Banks, etc.)

- Using ILOG's BRMS and optimization for cost-effective and quick M&A

At Impact, learn how ILOG allows IT to empower business users with:

** business rules * flexible automation * advanced analytics*

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Impact 2010 Agenda for ILOG

Brings IT and Business Together for Business Agility

- Technical and Business Presentations
- Expert Roundtables for IT and Business Executives
- Customer Best Practices
- Clinics / Free 1-on-1 consulting
- Methodology Sessions by leading ILOG executives
- Hands-on Labs
- Business Leadership Program sponsored by Forbes **NEW**
- Demo new products at Product Technology Center

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Architect's Guide to Impact 2010

See You in Las Vegas May 2 – 7, 2010



[Secure Your Impact 2010
Registration Now!](#)

Learn More about ILOG at Impact 2010!

[Preview of ILOG BRMS at Impact 2010](#) [PDF]

[Preview of ILOG Visualization at Impact 2010](#) [PDF]

[Preview of ILOG Optimization at Impact 2010](#) [PDF]

[Preview of ILOG Supply Chain Management at Impact 2010](#) [PDF]

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