



5 Reasons For Business Partners To Attend Impact

1

Innovate, transform and **grow** your business

Attend the Business Partner Summit – a day designed to help you maximize your business results with sessions on the latest in BPM, SOA, Smarter Cloud, Mobile Enterprise, Expert Integrated Systems and WebSphere solutions. Get insights on enhancements to IBM's Business Partner programs. Learn how to maximize your sales and marketing initiatives, meet with product and program experts, and fine tune your strategies for growth.

2

Listen, network and **learn**

Experience the one event that brings together 9,000+ technology and business attendees for a transformative learning opportunity. Meet leading worldwide experts, industry analysts and senior IT and business executives. Connect with the IBM leadership team, your peers, and customers at the Business Partner Café. Network at the Business Partner Reception.

4

Get a smarter **start**

At the Product Technology Center, experts who speak your language will answer your WebSphere, infrastructure, mobile computing and other solution questions. Test-drive the latest IBM technologies and meet the development teams behind them.

3

Realize business value

At the Forbes Business Leadership Forum discover a unique route to innovation and cost-effective results. Complexity and change are certainties in today's marketplace but can be successfully navigated with the combination of breakthrough business strategy and revolutionary IT technology.

5

Unleash your potential

Educate and certify your organization and become authorized across WebSphere and other Software Value Plus product groups. Take advantage of free certification tests. Become an Impact 2012 Sponsor to increase your brand awareness, showcase your solutions, and engage with new prospects.

