Impact 2012 Comes To You
Change the Game

The business of technology
Impact Comes to You

The Impact Comes to You (ICTY) event is specifically designed for business leaders who understand the important role that technology can play in transforming and growing their business. Attend an ICTY event and learn how to change the game by bringing technology into the core of your business to help you identify new opportunities, transform customer engagements and get to market faster than ever before.

Top 5 Reasons to attend Impact Comes to You 2012

1. **Innovate, transform and grow your business.** Hear best practices from industry experts and network with peers. Discover how they are driving growth by aligning business strategies with IT.

2. **Listen and learn.** Meet with visionary business leaders and learn how they executed successful IT initiatives. Get expert education on the latest mobile, expert integrated systems, IBM WebSphere®, BPM, SOA and cloud capabilities.

3. **Realize business value.** Learn how innovation can accelerate business results. Discover how to combine business strategy and IT to gain competitive advantage.

4. **Change the economics of IT.** Learn about IBM PureSystems™, our new expert integrated systems family that leverages built-in expertise, integration by design and a simplified experience to fundamentally change the game.

5. **Expand your reach.** See how IBM mobile capabilities can help capture new market opportunities with reduced risk and greater integrity, regardless of the device.

An **ICTY 2012** event is taking place in [city] on date]. Register now to explore how innovative technologies from IBM can help you change the game and accelerate your success.