

Impact2012

Comes To You

Change the Game



Five Reasons to attend

Impact Comes to You

Attend an Impact Comes to You (ICTY) event and benefit from the latest technical information about mobile, expert integrated systems - IBM PureSystems™, IBM WebSphere®, Business Process Management (BPM), Service Oriented Architecture (SOA) and cloud computing technologies. The ICTY event will demonstrate how staying current on the latest technologies and trends can help you change the game and accelerate the success of your organization—and your career.

At ICTY, you'll discover how technology can become the competitive differentiator your organization needs to succeed in a rapidly changing and often disruptive business environment. Learn about the latest emerging technologies and sharpen your skill set, while networking with other leading IT and business professionals.

The Top 5 Reasons to attend an Impact Comes to You 2012 event:

1.

Get a smarter start. Meet with experts who can answer your questions about IBM's cross-platform development, capabilities and enhancements to our core application infrastructure and integration portfolio, plus new mobile strategies.

2.

Listen and learn. Get expert education on the latest mobile, expert integrated systems, IBM WebSphere, BPM, SOA and cloud capabilities. Meet with visionary IT leaders as they share how these key technologies will change your business.

3.

Unleash your potential. Attend sessions designed for you to gain the knowledge to help your organization improve business outcomes and grow – and the skills to help advance your career.

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.

Transform your business with IBM mobile. Learn how to build and connect mobile apps, manage and secure your mobile business and meet the mobile needs of employees and customers. Get the critical information you need to quickly and securely bring mobile technology to your enterprise—and ultimately, your customers.

An ICTY 2012 event is taking place in [city] on date]. Register now to discover the tools you need to solve your company's most critical IT challenges

<Date>

<City>

<Location/Address>

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