

Impact2013

Business. In Motion.

IBM Business Partner Summit Guide

IBM Business Partners. In Motion.

Sunday, April 28, 2013





Welcome to the IBM Business Partner Summit

Welcome to Impact 2013 and the Business Partner Summit. We are delighted that you've joined us. With the acceleration of cloud, mobile, big data and expert integrated systems, we have an unprecedented opportunity to help our clients reinvent their business operations and transform their enterprises. This transformation is what the next several days are all about — how, together, we can help clients, and how IBM® can help you.

During the Business Partner Summit and throughout the week at Impact, you can look forward to building skills, engaging with IBM experts and your peers, and learning about new programs and initiatives designed to help you succeed in 2013 and beyond. You'll hear about ways we can help you accelerate your success in high-growth areas like mobile and through solutions like IBM MobileFirst and Pure-Application™ Systems.

You can expect to meet and interact with thousands of technology and business leaders; explore updates to the WebSphere® portfolio; see technology in action in the Solution Center, and take advantage of the hands-on labs, and certification opportunities.

Stop by the Business Partner Café in the Solution Center and meet subject matter experts and members of the Business Partner team. Also, be sure to join us for the Business Partner Reception from 6:00 p.m. to 7:00 p.m. on Tuesday, April 30th. Let us show our appreciation for all that you do.

We look forward to meeting you — and to a great week together!

Sincerely,



Kristen Lauria

Vice President, Marketing,
IBM Mobile Enterprise and Application
and Integration Middleware



David Mitchell

Vice President, Worldwide WebSphere
Business Partners, General Business
and Enablement

Business Partner Summit Keynote Session



Kristen Lauria

Vice President Marketing, IBM Mobile Enterprise and Application and Integration Middleware

Dave Mitchell

Vice President, Worldwide WebSphere Business Partners, General Business and Enablement

Mark Register

Vice President, IBM Software Business Partners and Midmarket

Marie Wieck

General Manager, Application and Integration Middleware

Join us for the keynote session where IBM executives will cover a range of topics highly relevant to driving success in your business. Hear Marie Wieck discuss how to set your customer's business in motion with IBM software. Listen to Kristen Lauria cover how you can build value and capture opportunities, and to Mark Register as he explores how to accelerate your success in 2013 and beyond. Then discover how to win with WebSphere software from Dave Mitchell. A highlight is the IBM Impact Business Partner Awards presentation ceremony, presided over by Dave Mitchell and Kristen Lauria.

IBM Business Partner Summit Agenda

Sunday, April 28

TIME	SESSION	LOCATION
9:30 a.m.–11:30 a.m.	3260A Turning Opportunities into Outcomes: Growing with IBM PureApplication System and IBM MobileFirst	Palazzo E, Level 5
11:45 p.m.–1:30 a.m.	3274A IBM Business Partners. In Motion. <i>Keynote Session and Impact Business Partner Awards Ceremony over Lunch*</i>	Venetian G
1:45 p.m. – 2:45 p.m.	3272A Deliver Value to Your Customers with WebSphere Application Server Family and Caching	Titian 2305
	3265A Top 5 Marketing Best Practices to Accelerate Your Pipeline and Growth	Titian 2205
	3261A Making Money Selling Appliances in Mobile	Titian 2302
	3262A New Offerings for Managed Service Providers to Capture the Growing Midmarket Opportunity	Titian 2303
2:45 p.m.–3:00 p.m.	Break	Bellini 2102, Venetian Level 2
3:00 p.m.–4:00 p.m.	3266A Get Your Clients' Attention with API Management, SOA, MQ and M2M Integration	Titian 2302
	3268A Increase Earnings and Profitability with Software Channel Programs: Incentives for Business Partners	Titian 2205
	3269A Leverage WebSphere Portal and IBM Worklight® to Deliver Competitive Advantage	Titian 2303
	3264A State of the Middleware Market: Insights and Opportunities	Titian 2203
	3263A Unleash your Business and Sales Success with Smarter Process (BPM, ODM, Case Management) Solutions	Titian 2305
4:00 p.m.–5:00 p.m.	IBM Business Partner Transformation Workshop Briefing	Delfino 4103
5:00 p.m.–7:30 p.m.	Welcome Reception	Solution Center

*Attendees must have pre-registered and have a Business Partner Summit ribbon on their conference badge.

Abstracts

3260A—Palazzo E, Level 5

Turning Opportunities into Outcomes: Growing with IBM PureApplication System and IBM MobileFirst

Start the Impact 2013 Business Partner Summit the right way and join us to understand the tremendous opportunities surrounding two leading growth areas. In this session, you'll also gain insights from leading analyst Maribel Lopez, founder of Lopez Research (See below for more information).

IBM PureApplication System

Learn about accelerating cloud, patterns of expertise, and optimizing application resources. Also, hear about two new PureApplication System models with smaller footprints and lower prices, designed with downstream general business clients and, global growth markets in mind.

IBM MobileFirst

Hear all about new dimensions in mobile — often the first and main customer interaction channel. IBM MobileFirst involves voluminous transactions, uses high-value analytics, and is part of a seamless multichannel continuum that exploits machine-to-machine interactions. Learn how IBM's MobileFirst offering can help you grow in this new world.

3261A—Titian 2302

Making Money Selling Appliances in Mobile

The explosion of smart devices, tablets and machine-to-machine messaging is driving a rising tide of application endpoints. This "Internet of things" is presenting customers with a new set of environments for managing connections to backend applications in a secure environment. Attend this session to learn how the WebSphere portfolio of appliances enables solutions for the new mobile and machine-to-machine world, and how you can drive new revenue opportunities reselling WebSphere appliances.

3262A—Titian 2303

New Offerings for Managed Service Providers to Capture the Growing Midmarket Opportunity

Midmarket customers are demanding managed services. Now is the time for IBM Business Partners to get a competitive edge and capture the growing midmarket opportunity, in which more than two-thirds of SMBs are buying cloud solutions from managed service providers (MSPs) and cloud providers.

Learn how your business can grow dramatically with the higher margins and recurring revenue characteristic of the MSP delivery model — whether your plans to grow in managed services offerings begin with managed IT, hosted offerings or public cloud. Discover how to accelerate growth with:

- IBM PureApplication System to easily and efficiently deploy and manage platform-as-a-service patterns for midmarket customers and ISVs moving to cloud
- New go-to-market models to offer cloud integration and other middleware-as-a-service
- Competitive differentiators of the new WebSphere messaging appliance that will enable you to accelerate delivery of cloud applications to mobile devices

In this session, we will cover the value of IBM PureApplication System to your business and customers, the use of Cast Iron® and other middleware in an MSP model, and the new appliance for mobile delivery. We will share midmarket use cases and case studies to show you innovative ways MSPs and their customers are gaining a competitive edge by speeding time to value and reducing costs. We will also explain IBM's commercial options for Business Partners to provide managed services. Join us and come away with plenty of actionable opportunities to help you grow in the midmarket in 2013.

3263A—Titian 2305

Unleash your Business and Sales Success with Smarter Process (BPM, ODM, Case Management) Solutions

Today, customers need a flexible platform to quickly adapt their business operations to the speed of their business — because opportunities do not wait. Discover how to capitalize on nearly 20 years of process-based software knowledge and innovation by utilizing IBM Business Process Management and Operational Decision Management to address the growing and increasingly challenging problems your customers face.

Learn how these products have evolved to support case management, the different sales approaches, use cases, market positioning, best practices and how to beat the competition to accelerate your opportunities in this space.

3264A—Titian 2203

State of the Middleware Market: Insights and Opportunities

This session will provide a view of general IT market trends, opportunities and challenges globally. We will then take a deeper look at how these factors affect the middleware market, what customers are currently looking for, and how IBM is positioned to help Business Partners navigate this market. The session will also focus on the impact of mega-trends such as social, mobile, cloud and analytics on the middleware market.

Guest Analyst: Maribel Lopez

The inaugural session at the Business Partner Summit features Maribel Lopez, founder of Lopez Research LLC. Ms. Lopez researches how technology trends such as mobile, big data, social and cloud will transform business. Since founding the firm in 2008, Ms. Lopez has been called upon to provide strategic analysis of global markets, undertaken message testing, analyzed product positioning, and helped companies to understand where they play in new markets. Her clients include start-ups, software vendors, networking vendors, enterprise IT leaders as well as telecom providers.



Abstracts (continued)

3265A – Titian 2305

Top 5 Marketing Best Practices to Accelerate Your Pipeline and Growth

Whether you are new and just getting started or you are an experienced marketer, this session should not be missed. Learn the top 5 marketing best practices your peers are leveraging to drive increased pipeline and growth. Hear about what's hot and new from us to support your marketing success. Walk away with a focused action plan that takes your marketing to the next level.

3266A – Titian 2302

Get Your Clients' Attention with API Management, SOA, MQ and M2M Integration

Connectivity and integration are critical elements to your clients' high-priority projects. Find out about the hottest new selling scenarios for Business Partners, including:

- How SOA is evolving to help your clients create complete customer engagements through systems of interaction
- How API management is changing the way your clients' businesses work
- Powering mobile and cloud projects with fast, easy connectivity
- New opportunities to analyze real-time big data from Machine-to-Machine (M2M) devices

Get the scoop on IBM's integration portfolio, including: MQ Advanced, MQ for Developers, Message Broker, DataPower and Cast Iron. Discover marketing resources to help you maximize new opportunities. Learn how Avnet is helping its clients succeed.

3268A – Titian 2205

Increase Earnings and Profitability with Software Channel programs: Incentives for Business Partners

In this session, you will learn how IBM Business Partners can participate in IBM sales and other incentive programs. Dan Russell, Director, SWG Business Partner Initiatives, and Kris Kehoe, WebSphere ASL Sales Leader, will cover programs such as Software Value Plus (SVP), Software Value Incentive (SVI), and Renewal Value Incentive, and business models such as Application Specific Licensing (ASL) and Embed Licensing (OEM).

This session will help you understand what incentives are the most attractive based on your business model, and how these offerings can significantly impact your earnings opportunities.

3269A – Titian 2303

Leverage WebSphere Portal and IBM Worklight to Deliver Competitive Advantage

The combination of the IBM Collaboration Solutions and the WebSphere portfolio give IBM and IBM Business Partners a distinct competitive advantage. We have a unique opportunity to work with both groups to develop solutions based on IBM Collaboration Solution's Web Experience products, while also taking advantage of WebSphere's mobile and private cloud solutions.

Learn how to position and qualify opportunities and how to best engage IBM Collaboration Solutions, and WebSphere sales teams to strengthen your position by:

- Extending the reach of your mobile experience with IBM WebSphere Portal and IBM Worklight
- Leveraging PureSystems to deploy patterns quickly for IBM WebSphere Portal and IBM Web Content Manager

3272A – Titian 2305

Deliver Value to Your Customers with WebSphere Application Server Family and Caching

Breaking new ground and going beyond the enterprise, WebSphere Application Infrastructure is now the best foundation for your mobile and cloud solutions as well. Get the latest information on the WebSphere portfolio, including new capabilities that dramatically simplify how you bring value to clients.

With the latest release, WebSphere is now faster and easier to use than ever, and offers unparalleled flexibility and scalability that can't be matched by the competition or open source. Hear from the experts on the latest product roadmap and competitive information. Listen to success stories and best practices on how to engage with the IBM sales teams. Get the latest enablement materials and resources to help you maximize your success with WebSphere.

2013 IBM Impact Business Partner Awards

Congratulations to all of the IBM WebSphere Business Partners who are award winners and finalists of the 2013 IBM Impact Business Partner Awards. These awards provide an opportunity for IBM Business Partners to showcase their innovation and excellence in delivering business value to clients through their solutions based on integrations with IBM WebSphere software. Most of the awards will be presented during an awards ceremony in the Business Partner Summit general session. The Best of Show award will be announced during the keynote session of Impact 2013 on Monday.

Awards categories include:

- Best Customer Integration Award
- Smarter Process Award
- Mobile Innovation Award
- Cloud Innovation Award
- PureApplication System Award
- Distributor Excellence Award
- Impact Best of Show Award



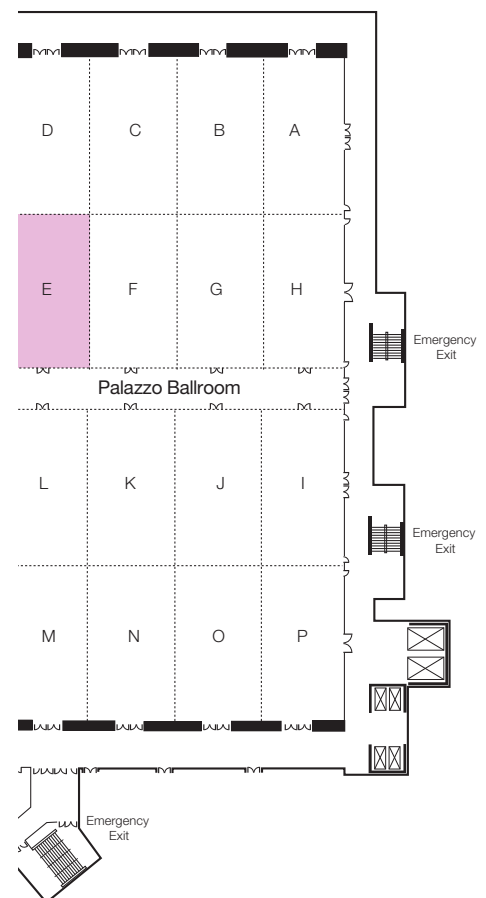
Business Partner Summit Map

Level 2



- Luncheon/General Session
- Breakout Sessions

Level 5





Welcome to the IBM Business Partner Café

Open to all IBM Business Partners, the Business Partner Café is a “must-visit” location in the Solution Center. IBM’s program experts will be ready to meet with you to discuss incentives, offerings, marketing benefits and enablement opportunities that align with your business priorities. Get practical help and advice to help accelerate your success in 2013. The Café is the perfect place to:

- Ask the experts! Get key information on offerings, benefits and incentives
- Explore and instantly download valuable information from our new interactive and self-service Business Partner Café Resource Tool
- Hold meetings with IBM sales teams, fellow Business Partners, or your clients to help accelerate deal closure; inquire about using available meeting rooms at the Café Information desk
- Update your PartnerWorld profile to ensure you get the latest news tailored to your needs, the greatest number of leads, and IBM information that is critical to your success.

Where:

Solution Center

When:

Sunday, April 28	5:00 p.m.–7:30 p.m.
Monday, April 29	10:00 a.m.–4:00 p.m. & 5:30 p.m.–7:30 p.m.
Tuesday, April 30	9:45 a.m.–4:00 p.m.
Wednesday, May 1	9:45 a.m.–2:15 p.m.

Sponsor:



Ask the experts

Build pipeline with lead passing from IBM

Maximize your WebSphere software revenue by taking advantage of lead passing from IBM. Learn how to position yourself to receive more high-quality leads, and what’s available to help you prioritize those leads. The IBM team will cover the different tools and metrics available to take full advantage of lead passing.

Develop marketing plans designed to accelerate your success

Tap into IBM experts to help you build your 2013 opportunity pipeline! We will review your marketing plan and help you either get started or refine it. Learn how to navigate to the latest tools, and access IBM marketing programs, campaigns and resources to help you reach your goals. Don’t miss the opportunity to learn about the new IBM Software One portfolio assets, Ready to Execute campaigns, web content syndication, social media, and much more that you can add to your marketing mix. Come with your suggestions and we’ll help make 2013 a success!

Maximize your profitability with IBM software incentives

IBM Business Partners can earn more with a variety of incentives from IBM Software. Learn about the newest incentives available and how to maximize your earning potential by taking advantage of the right incentives for your business strategy. Learn how selling with value and teaming to sell across the IBM portfolio can help boost earnings even more.

Boost your business with IBM PureSystems

PureSystems™ is IBM’s family of expert integrated systems that includes PureFlex, PureApplication and PureData System. PureSystems combines the flexibility of a general purpose system, the elasticity of cloud and the simplicity of an appliance. Integrated by design, PureSystems comes with built-in expertise, gained from decades of experience, to deliver a simplified IT experience. Make an appointment to talk to an expert about how to expand your portfolio and the Business Partner incentives available.

Accelerate your opportunity with IBM MobileFirst

Once treated as a one-off project by many companies, mobile computing is evolving, and has now grown into an integral part of companies’ annual plans. With companies approaching mobile more strategically, there are indications that 2013 will be the year mobile “grows up.” Make an appointment to meet with an IBM expert and learn how to quickly identify mobile opportunities.

ISVs, academics and startups: Building a Smarter Planet with Business Partners

Stop by our expert table for insights on how to reach new markets and buyers with offerings such as PureSystems, SmartCloud and MobileFirst. We offer a variety of programs to help you deliver greater client value within the industries you serve. Learn how to stay ahead of the technology curve, solve problems quickly, form meaningful connections with your peers, and amplify your leadership voice to increase your sphere of influence.

Getting your technical skills ready for cloud, mobile and BPM

Technical skills are a valuable asset! We have proven technical enablement roadmaps to help you maximize your technical capabilities with clients and make you the Business Partner of choice. Take advantage of workshops, images, forums, assets and services designed to quickly grow your skills and confidence. Learn about technical enablement roadmaps available for you today.

Increase profitability with Renewal Value Incentive and SVP Solutions Incentives

Boost your profitability with the brand new Renewal Value Incentive for Subscription & Support and the SVP Industry and Capability Solutions Incentives. These incentives recognize your investment in skill and value program participation. Find out what this can mean to your bottom line.

New interactive Business Partner Café resource tool

Access more than 100 documents, presentation and videos to accelerate your learning. This new interactive touch-screen tool allows you to self-navigate through a selection of important IBM Business Partner topics, as well as download files to reference later. Topics include:

- Building your skills
- Understanding incentive programs
- Leveraging PartnerWorld business tools

- Driving demand with marketing
- Getting acquainted with recent announcements

If you wish to ask questions on any of the topics, our experts are nearby to meet with you one-on-one, with your team or with fellow Business Partners.

About our sponsor

Ingram Micro Inc., a Fortune 100 company, is the world's largest technology distributor and a leading technology sales, marketing and logistics company for the IT industry worldwide. As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, outsourced logistics services, technical support, financial services and product aggregation and distribution.

Learn more about teaming with Ingram Micro, and how it can benefit your IBM business. Contact the Ingram Micro IBM Software Market Development team today at ibmsoftwareteam@ingrammicro.com and come visit us in the Business Partner Café!



While you are at Impact

Certification Test Center

Be sure to take advantage of one of the perks of joining us at Impact 2013: complimentary WebSphere certification testing. Webcast Portal, WebSphere Commerce, WebSphere Connectivity and Integration, and SOA tests can be taken in the Certification Test Center at no cost.

Note: Testing is conducted on a first come, first served basis. The last seating is slated an hour and a half before closing time.

Hours of Operations

Sunday, April 28	2:30 p.m.–6:00 p.m.
Monday, April 29	10:30 a.m.–6:00 p.m.
Tuesday, April 30; Wednesday, May 1	9:00 a.m.–6:00 p.m.
Thursday, May 2	9:00 a.m.–5:00 p.m.

IBM Business Partner Reception at Impact 2013

Date: Tuesday, April 30

Time: 6:00 p.m.–7:00 p.m.

Location: Venetian G, Second Level

In appreciation of your loyalty and commitment to IBM WebSphere Software, you are cordially invited to attend the IBM Business Partner Reception. Join IBM executives, along with the Channel Sales and Marketing team, for this reception in your honor. It's an excellent opportunity to network with IBM executives and your fellow IBM Business Partners.

IBM Business Partner Transformation Workshop Briefing

Date: Sunday, April 30

Time: 4:00 p.m.–5:00 p.m.

Location: Delfino 4103

The business model transformation necessary to keep pace with current market demands, coupled with a desire to create more recurring revenue streams, is challenging. Business Partners are looking to IBM as a thought leader to help with this transformation. Providing the tools to advance channel strategy will help create a more profitable channel and strengthen IBM relationships.

Join us for a briefing to learn about the IBM Business Transformation Workshop, designed to help Business Partners facilitate transformation. This briefing is open to all Business Partner owners and their leadership teams. It includes an overview of the current environment and a brief description of the workshop curriculum. The IBM Business Transformation Workshop enables Business Partners with the skills, resources and information needed to begin a successful evolution from a transactional business model to one with higher value. You will hear from Business Partner workshop alumni and learn how the workshop helped them on their journey. There will be plenty of time for open conversation and Q&A with the IBM team, and you will leave with a specific call to action to learn how you can take part in a workshop in 2013.

IBM Global Financing

IBM Global Financing is making up to \$4 billion in financing available over the next 12 months to help Business Partners and their clients reduce cost barriers, boost purchasing power and maximize return on technology investment. With simple, flexible lease and loan packages — some starting at as low as 0 percent for 2 months with no money down — you can differentiate your proposal from the competition and increase your win rate. Learn more, and download the new Rapid Financing® mobile app at ibm.com/financing/partner.

In case you missed a session

In case you missed a session from the Business Partner Summit agenda, breakout session presentations will be posted on PartnerWorld. Check them out at ibm.com/websphere/partners.

Make an Impact. Get Social.

The Impact Social Playground is the place to meet your peers and hear experts discuss how they are retooling the way business is done in today's mobile and social world. Located in the Solution Center, this enhanced networking hub provides a social sanctuary to recharge in a dynamic interactive meeting place. How are high-performing IT pros achieving their goals? Find out at the Impact Social Playground!

Also, be sure to follow the action throughout the year using social media:

Twitter:

@ibmwebspherebps, @ibm_soa_bp
twitter.com/ibmwebspherebps, twitter.com/ibm_soa_bp

LinkedIn:

IBM Software Business Partners
linkd.in/ibmswbps

Youtube:

IBM Software Business Partners
youtube.com/ibmswchannels

IBM Business Partner Summit Guide

DataPower Now Available in Passport Advantage: Come Learn More

Date: Wednesday, May 1
Time: 10:15 a.m. – 11:15 a.m.
Location: Galileo 901

Plan to attend this Birds of a Feather session to learn about the move of WebSphere DataPower Appliances from the AAS hardware ordering system to the Passport Advantage software ordering system. In addition, find out about the Expert Integration Systems Product Group in IBM's Software Value Plus (SVP) program. The effective date of DataPower in Passport Advantage will be May 3, 2013. Attend this session to learn what actions are required of Business Partners.

Presenter: John (JR) Nelson, Worldwide WebSphere SOA Appliance Channel Sales Executive

Distributor-Only Sessions

Recruiting Business Partners to MobileFirst and PureApplication Systems

Date: Tuesday, April 30
Time: 10:15 a.m. – 11:15 a.m.
Location: Galileo 1003

If you are a distributor, please join us to learn how to identify and recruit Business Partners in the two leading WebSphere growth areas: PureApplication Systems and MobileFirst. William Reight, Business Development Executive, Worldwide WebSphere Business Partners, IBM, and members of the Worldwide WebSphere Business Development team will discuss key Business Partner types, profiles, and characteristics to watch for, value propositions, and how to get the conversation started with Business Partners.

WAS 6.1 to 8.5 Upgrade Initiatives: Capture Your Share of the Opportunity

Date: Tuesday, April 30
Time: 2:30 p.m. – 3:30 p.m.
Location: Marco Polo 805

WebSphere Application Server v6.1 is going out of support September 30, 2013. Many customers are considering their migration options now, creating an opportunity to up-sell and cross-sell WebSphere products. If you are a distributor, join this session to learn about the upgrade opportunities specific to your region, key plays, tools and strategies to help your Business Partners drive upgrade license sales and incremental revenue. We'll also discuss key conversation starters that include the benefits of more current technologies, and how performance improvements alone will justify the move.

Presenter: Tom McManus, Consulting IT Specialist, Worldwide WebSphere Business Partners

Sponsorship interest for 2014?

If your firm is interested in learning more about the Sponsorship and Exhibitor opportunities for Impact 2014, please email kevin@corcexpo.com for additional information.

Suggestions and Feedback

We strive to make this program a valuable part of your overall conference experience. Your feedback on how satisfied you were with the Business Partner Summit program and suggestions for how we can improve it would be greatly appreciated. Please complete the survey and hand it to a session representative as you leave or drop it off at the Business Partner Café at your convenience. Alternatively, the survey can be accessed electronically via the Agenda Builder.

Thank you to our IBM Business Partner sponsors and exhibitors:

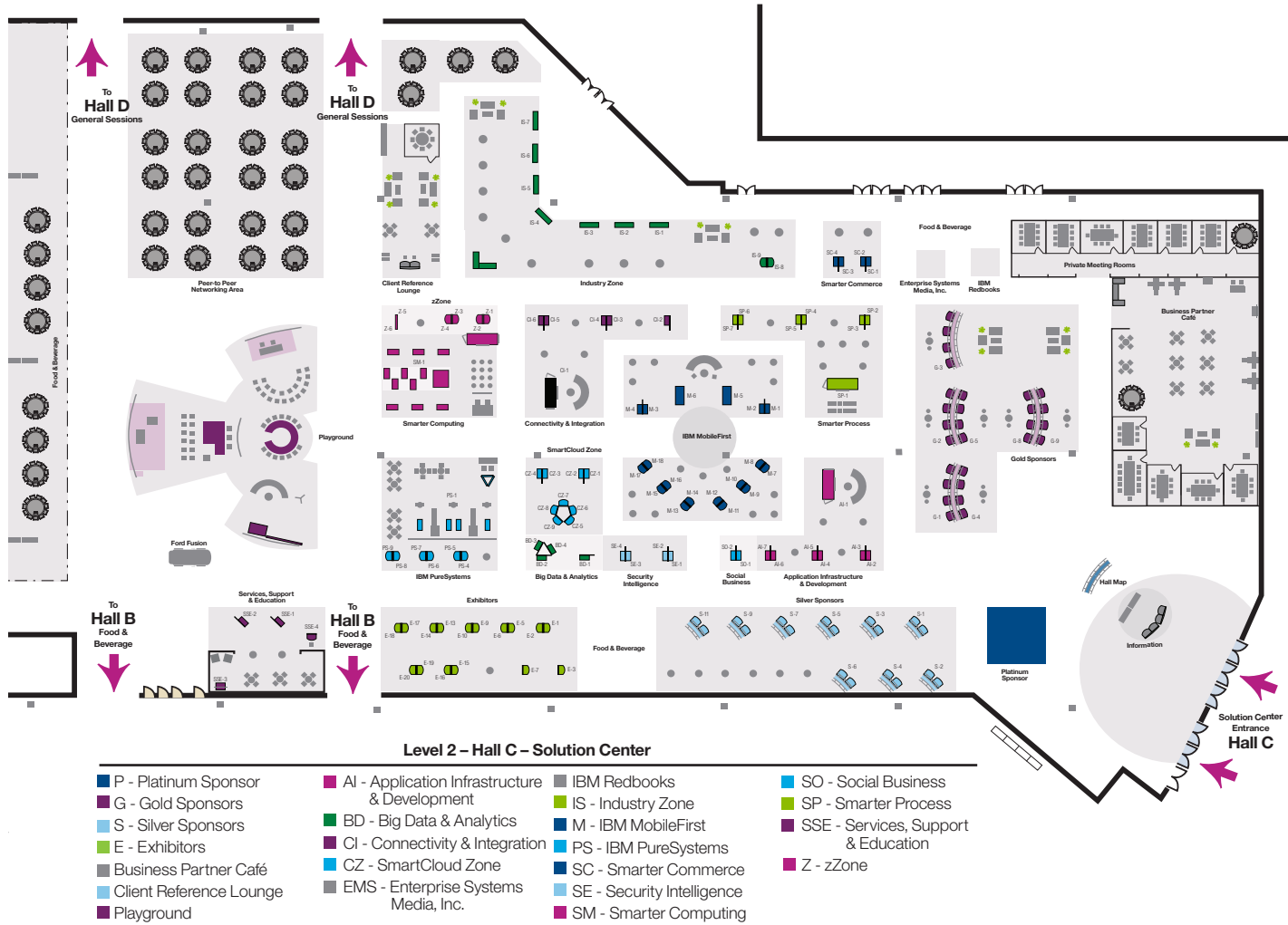
Alphinat Inc	CZ-5	Ingram Micro	BP Café
Apperian, Inc.	M-15	Intel Corporation	D-1
Arrow Electronics	Mktg. Opportunity	iSOA Group Inc.	Mktg. Opportunity
Arxan	M-12	Manhattan Associates	PS-5
ASG Software Solutions	Z-1	MidVision	E-14
AT&T Developer Program	M-9	Mindtree Limited	IS-9
Avada Software	S-1	MioSoft	E-10
Avnet Services: IBM	G-4	Miracle Software Systems, Inc.	P-2
Avnet Technology Solutions	Special Event	Mutual Mobile	M-8
Azul Systems, Inc.	S-9	Nastel Technologies	Z-2
Bizteon	E-17	Neebula Systems	CZ-7
BlackBerry	S-6	OpenLogix Corp	M-18
BlueCat	PS-8	panagenda	E-19
BluePoint Tec	M-17	Perficient	G-9
BMC Software, Inc.	S-11	PointSource	M-11
BP3 Global, Inc.	S-3	Prolifics	G-1
Capgemini	G-3	ProSoft Technology Group	S-2
CEDRUS	IS-8	Royal Cyber Inc	M-14
Ciber	CZ-8	SevenTablets	M-16
ClearBlade	M-13	Silanis	PS-4
Cognizant Technology Solutions	G-2	SoftPath Technologies, LLC	E-9
CSC	G-8	Streebo Inc	E-13
Datical	E-6	Summa	S-4
Dialogic	PS-9	SUSE	E-16
EmeriCon	E-2	Tata Consultancy Services	G-5
Enterprise Systems Media, Inc.	ESM-1	Temenos	S-7
Esr	E-7	Trident Services	Z-4
Exigen Insurance Solutions	PS-7	Virtusa	E-20
F5 Networks	CZ-6	Vision Solutions Inc	PS-6
Fusion-io	E-15	Voxeo Corp	CZ-9
Genuitec LLC	E-1	Wipro Limited	S-5
Global Knowledge	E-3	Worklight Partners	M-10
GT Software	Z-3	XebiaLabs	E-5
Image Process Design, Inc.	E-18	ZSL Inc	M-7

Pedestal Locations

CZ = Cloud Zone	S = Silver	P = Platinum	Z = z Zone
IS = Industry	G = Gold	E = Exhibitor	M = Mobile Zone
PS = PureSystems	D = Diamond		

Solution Center

Level 2





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U.S.A.
April 2013

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