



**Join IBM for an exclusive and complimentary Pre-Event Conference
at Forrester's Business & Technology Leadership Forum 2008
Monday, September 22, 2008 • 1:00–5:00 p.m.**

Your business, like most, relies increasingly on IT to reach new markets, deploy new products and solutions, and remain competitive. As a result, the challenges you face on the IT front are daunting. Organizations today are asking themselves:

- How can we implement an IT strategy that enables quick and reliable responses to support our dynamic business needs without creating an increasingly complex and expensive collection of disconnected systems?
- How can we create a comprehensive approach to IT deployment and management that leverages existing investments, exploits new technology, and maintains control of our assets and processes?
- What about policies for energy use, security, service levels, interconnectivity, and floor space?
- How can we create an IT strategy that works for the whole organization while absorbing unstoppable growth?

IBM has solutions for these challenges. Attend this complimentary Pre-Event Conference to learn new ways to meet tomorrow's IT challenges — and the ones that will hit you the day after that.

AGENDA

1:00–1:45 p.m.	Achieving Business Results In The Midst Of IT Innovation John Kogel, VP, Tivoli AABSM Organizations continue to adopt IT innovations and best practices focused on enabling dynamic and efficient responses to changing business requirements. Ensuring that you realize the desired results from key IT initiatives such as virtualization, SOA, green IT, and cloud computing requires that strong service management principles and enterprise-wide capabilities are in place. IBM will discuss ways to achieve and sustain the value from IT innovation and effectively manage your evolving business and IT landscape.
1:45–5:00 p.m.	Delivering Enterprise-Wide Visibility Control And Automation™ For Enhanced Service Management A series of pragmatic discussions and example demonstrations that link IT to business performance.
1:45–2:15 p.m.	Session 1 Enabling organizations to improve the customer experience with end-to-end visibility of profitable transactions across disparate systems, applications and platforms.
2:15–2:45 p.m.	Session 2 Understanding the impact of IT performance to the line-of-business service.
2:45–3:00 p.m.	Demonstration of Tivoli Business Systems Manager v4.2
3:00–3:20 p.m.	Real World Examples And Case Studies Christian Mack of generationE (a company that provides IT consulting services for end-to-end infrastructure management) will discuss generationE's experiences in customer implementations.
3:20–3:40 p.m.	Break
3:40–4:10 p.m.	Session 3 Leveraging automation to protect critical business services and ensure optimal performance.
4:10–4:30 p.m.	Real World Examples And Case Studies The CIO of Colacem will discuss the strategic use of IBM zLinux and Tivoli. Colacem S.p.A. operates as a construction and building materials company. It operates in cement/hydraulic binders, concrete and aggregates, transport, and diversified industries.
4:30–5:00 p.m.	Panel Discussion Subject matter experts discuss and take your questions about the practical implications of a range of related topics – Green IT, Data center consolidation challenges, Cloud computing.
5:00–7:00 p.m.	Reception hosted by Tivoli, Websphere, and System z
