

IMPACT comes to you...

At Impact Comes to You, you'll hear directly from IBM executives and CSI about how companies are already creating more agile and more efficient organisations by working smarter.

Highlights of ICTY UK include:

- Determining the right IT investments in an uncertain economy
- Laying the foundation for Smart Work with SOA
- Driving business agility with dynamic business processes
- Demonstrations of the latest technology supporting Smart Work
- Real-life examples and customer case studies
- Networking with your peers from your industry and IBM experts

Don't miss the opportunity to learn more about transforming your organisation with Dynamic Business Processes and Models, Smarter Collaboration, and Smart SOA - all in one day



Agenda

09:30 - 09.55 **Registration**

09.55 - 10.00 **Welcome & Introduction**

10:00 - 11:00 **IBM Impact 2009**

Las Vegas Event Update presented by Garry Gomersall IBM SOA Business Executive

11:00 - 11:20 **Break**

11:20 - 12:20 **Demystifying SOA**

presented by Chris Booker CSI Business Development Director

12:20 - 12:45 **Getting Started**

presented by Dave Willmott, SOA Development

12:45 - 13.30 **Lunch & Networking**

13:30 - Close **Meet the Experts Rountable Discussions**

