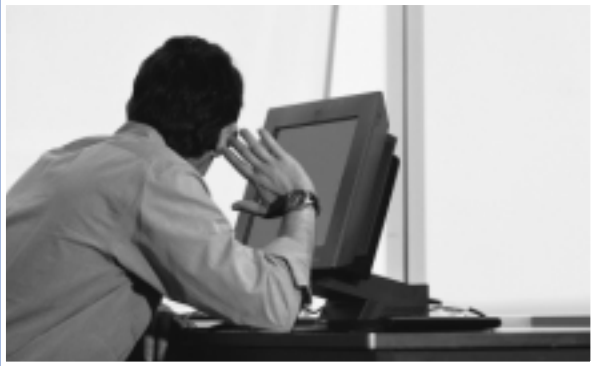


General information



Get competitive advantage
through e-business on demand!

Location

The conference will take place in the

Thermae Palace
Koningin Astridlaan, 7
8400 OSTEND
BELGIUM
e-mail: jurgen.nijs@thermaepalace.be
phone: 32 (0) 59 56 44 81
fax: 32 (0) 59 56 44 89

Conference fee

The Conference fee for this event is euro 984,69 exclusive VAT.

This fee provides access to all keynote and elective sessions, conference proceedings, meals and refreshments mentioned in the conference agenda.

Enrollment

In order to enroll for this event, please fill in the attached enrollment form or enroll via the web by visiting:

ibm.com/services/learning/conf/europe/TechUpdate

Substitution and cancellation

Substitutions can be made at any time.

Late cancellations (fourteen calendar days before the event) or no shows will be charged the full tuition fee.

Hotel Booking

Mindstream can help you to book your accommodation.

Contact Anne Lannoy by:

Tel: 32 (0)10 86 77 11

Fax: 32 (0)10 24 70 48

e-mail: resa@mindstream.be

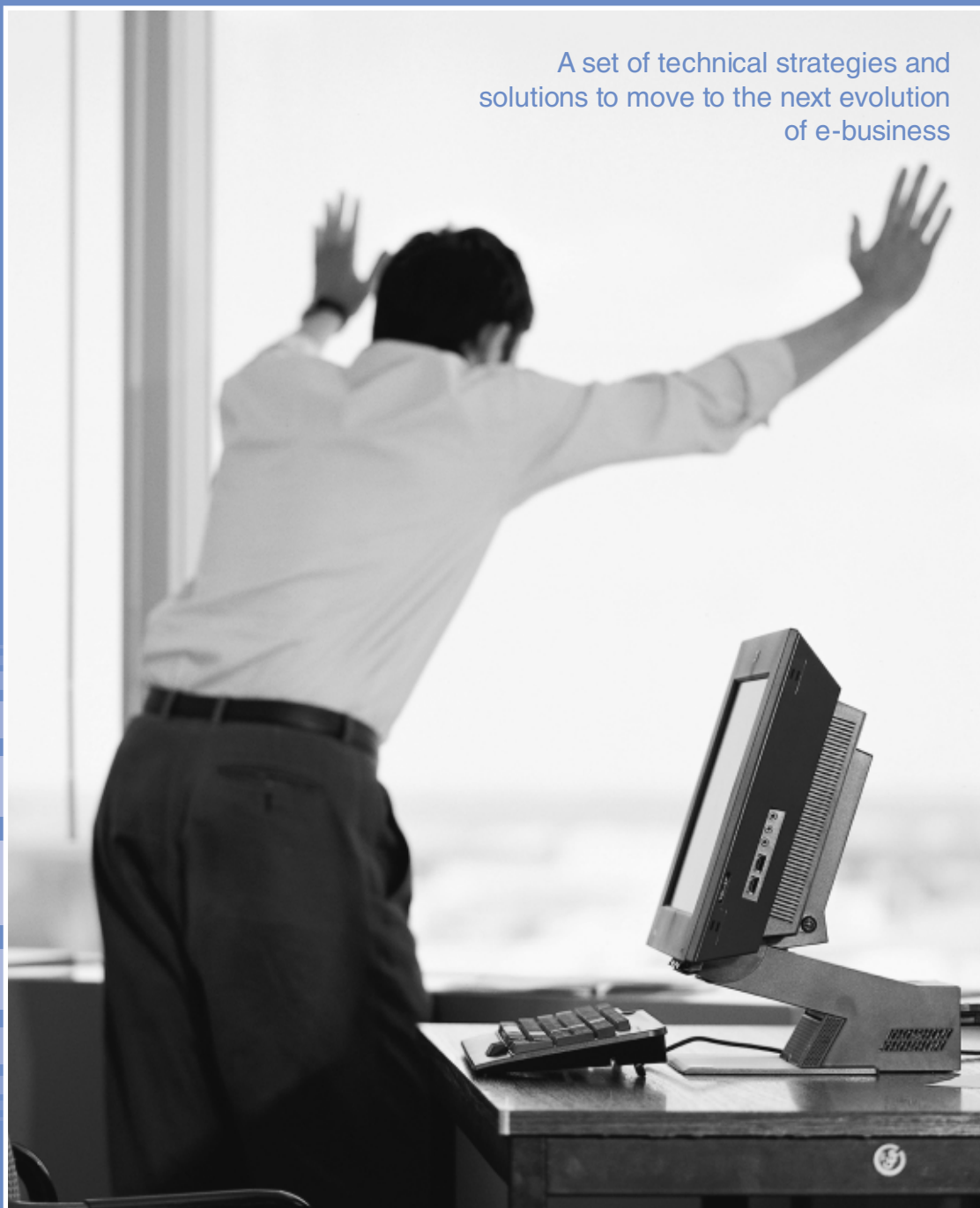
More information on Ostend can be found on:
<http://www.oostende.be/home.htm>

Language

All Conference Sessions will be in English.

e-business on demand Technical University

A set of technical strategies and solutions to move to the next evolution of e-business



24-26 March 2003 - Ostend, Belgium

ANNOUNCEMENT LETTER

Announcement letter



Dear Customer and Business Partner

All enterprises struggle to come to grips on today's changing and uncertain world: unpredictable marketplaces requesting fast and competitive offerings, pressure on companies to do more with less. IT without business alignment is not longer the golden key. Indeed although internet and e-business are already demonstrating real advantages for many enterprises, we also see already some victims of the web based economy.

IBM is committed to help their customers to succeed in this marketplace. Let's move beyond the transformation of individual processes, to the transformation of entire businesses. Let's not just integrate the back-office with the front-office, but integrate the whole enterprise, through entire selling cycles, throughout entire industries. Let's use the Internet and computing standards not just for e-business, but for ad-hoc e-business, e-business when you need it... e-business on demand.

This strategy - "to help enterprises achieve competitive advantage through e-business on demand" - is the umbrella for our business in 2003 and this conference will update you in a set of technical strategies, solutions and guidelines to follow if you like to move to the next evolution of e-business.

We welcome you at this unique technical university in Ostend.

Bart Van Den Meersche
Country General Manager IBM-Belgium/Luxembourg

AGENDA

Monday, March 24, 2003

10:30 - 13:30 REGISTRATION AND SANDWICH LUNCH				
13:30 - 14:45 Welcome Word				
14:45 - 15:00 Break				
	<i>Assuring the correct e-business infrastructure</i>	<i>Build an integrated Application Environment</i>	<i>Speed up implementation and deployment</i>	<i>Create immediate Business Value: Solutions and demos</i>
15:00 - 16:00	High Performance Storage strategies	The win-win world of next generation software	Calculate the ROI of your e-infrastructure investments	Today's e-workplace concept
16:00 - 16:30 Coffee Break				
16:30 - 17:30	e-server overview: breakthrough products	Justifying Linux Based Solutions	Service Level Management	e-gouvernement solutions

Tuesday, March 25, 2003

	<i>Assuring the correct e-business infrastructure</i>	<i>Build an integrated Application Environment</i>	<i>Speed up implementation and deployment</i>	<i>Create immediate Business Value: Solutions and demos</i>
8:30 - 9:30	zSeries : the integrated platform for today's e-business	Improving human productivity through collaboration and communication	Deploying IT for Value Creation	Human Capital Solution
9:30 - 9:45 Break				
9:45 - 10:45	Simplicity in an on demand world:iSeries	Enterprise Application Development: opportunities offered by Rational	Outtasking your storage on demand	Virtual Classrooms and e-learning: ELINA Project
10:45 - 11:15 Coffee Break				
11:15 - 12:15	Winning with Customer Choice : pSeries and AIX Offerings	Maximize your information Management assets: a Data perspective	Software Support Strategies in 2003 for Linux	CRM Solutions for today's
12:15 - 13:15 Lunch				
13:15 - 14:15	World class Intel platforms	WebSphere: the leading platform for e-business on demand	Business Continuity and Recovery services	Financial Management Systems
14:15 - 14:45 Coffee Break				
14:45 - 15:45	Grid Computing: the natural evolution of the internet	Tivoli has e-volved !	Perrigrine Services Helpdesk	e-Business in practise
15:45 - 16:00 Break				
16:00 - 16:30 Panel: How can User Groups help you Jacques De Wilde - President Guide Share Belgium Gustaaf Legroux, President Common Belgium				
16:30 - 17:15 e-business on demand: the new challenge for today's business successes ! Bart Van Den Meersche, Country General Manager IBM-Belgium/Luxembourg				
17:15 - 18:15 Conference Cocktail				

Wednesday, March 26, 2003

	<i>Assuring the correct e-business infrastructure</i>	<i>Build an integrated Application Environment</i>	<i>Speed up implementation and deployment</i>	<i>Create immediate Business Value: Solutions and demos</i>
8:30 - 9:30	ELIZA concept: autonomic computing	Integrate Security into your e-business infrastructure	Invest in skills: blended Training Strategies	Supply Chain Management
9:30 - 10:15 Break				
10:15 - 11:15	High speed & secure networking strategies	Explore the range of wireless and mobile solutions	Winning with Financial Solutions	Strategic Change Management
11:15 - 11:45 Coffee Break				
11:45 - 12:45 Maximize your e-business On Demand capabilities through Business Partners Leon Borgerhoff				
12:45 - 13:45 Closing Cocktail				