



Exploration of Technology Invitation

IBM Digital Experience

Continually reinventing Customer and Employee engagement

When? Free of charge session on **October 29, 2015** from 12:00 to 15:30, starting with a walking lunch

Who? Customers and IBM Business Partners who are accompanied by their customers; This session is ideal for Line of Business decision makers who want to increase the pace of innovation and employee effectiveness.

Where? IBM Client Center Brussels, Avenue du Bourget/Bourgetlaan 42, 1130 Brussels

Why? This Exploration of Technology (EoT) event will introduce participants to the latest IBM Digital Experience release and related technologies used to build exceptional internal and external facing websites. This solution helps organizations provide their customers with a consistently engaging, personalized and relevant digital experience across multiple channels and touchpoints. It provides rich, integrated capabilities for managing web and digital content, real-time social communications, robust customer and commerce self-service capabilities, business analytics and mobile device delivery.

Next to that it can also provide engaging, socially-infused employee digital experiences across multiple channels. As a result, employees may collaborate more effectively, improve business productivity and deliver better business results.

Through presentations and demonstrations you will learn about the latest capabilities of the IBM Digital Experience software stack and how it can be utilized in your organization.

On the agenda

- Introduction to IBM Digital Experience
- IBM DX Capabilities, such as
 - Web Content Management
 - Personalization
 - Analytics
 - Enterprise Integration
 - Search
 - Cloud
 - Social
 - Mobility
 - Ecommerce
- Conclusion & Wrap-up



For more information and to enroll: www.ibm.com/be/event/tecbenelux

A Proof of Technology, PoT, is a **free of charge** workshop designed to give attendees a "deep dive" of the technology through demonstration, presentation, and hands on labs. An Exploration of Technology, EoT, is a complementary offering to the Proof of Technology program. EoTs are designed to give attendees a small "taste" of the technology through demonstration, presentation, and a high level discussion of the technology.