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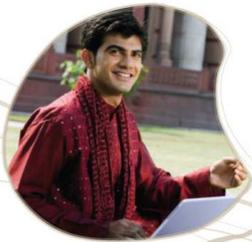


## TAPPING INTO THE PULSE OF THE FUTURE THROUGH THE IBM INNOVATION CENTERS

The IBM Innovation Center Budapest is part of a global network of Innovation Centers that support IBM's industry-leading ecosystem of Independent Software Vendors, Regional System Integrators, Venture Capitals, Academics, and IT Professionals. We deliver business & technical offerings, including world-class training and skills development resources, and networking opportunities through scheduled, customized, and personalized events.

### TECHNOLOGIES SUPPORTED

- IBM Power Systems (System p and i) running AIX, IBM i or Linux
- IBM Modular Systems (System x) running Windows or Linux
- IBM System Storage and General Parallel File System
- IBM Middleware such as Websphere
- IBM Software brand as Tivoli, Rational, Lotus and Information Management



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## EXECUTIVE BRIEFINGS

- **Maximize Your Relationship with IBM:** In this half-day seminar, you'll learn to build, market, and sell more productively by taking advantage of IBM resources.
- **Maximize Your Relationship with IBM Roundtable Sessions:** Spend time with the IBM team and other Business Partners in an interactive session about improving business productivity around building, marketing, and selling solutions.
- **Maximize Your Relationship Custom Session:** These personalized sessions, held by appointment only, allow you to work with key IBM personnel to co-develop a practical business plan leveraging IBM resources, customized for your business.
- **Account planning & strategy sessions:** These private sessions will help you to construct skill and opportunity roadmaps with your IBM Team.
- **Connect to Win, a key networking session:** The IBM team hosts partners and IBM sellers at these sessions, where you can network and identify ways to close more business.
- **Sales Resource Manager Sessions:** Extending value across the business cycle into sales opportunity management, a Sales Resource Manager can provide specific guidance around partnering with the IBM sales channel, explain available programs and incentives, assist with technology enablement, and help you tap into key marketing offerings and events.

## PARTNERING FOR A SMARTER PLANET

- **Ready for Energy & Environment: A Connect to Win Event:** IBM Business Partners who have achieved the Ready for Energy & Environment mark are invited to hear about IBM's smarter planet agenda and network with other partners in the energy & environment market.

## TECHNICAL BRIEFINGS & EDUCATIONAL WORKSHOPS

- **Test Drives:** Take new software features and functionality for a test drive in a hands-on classroom style event.
- **Boot Camps:** These are intensive, week-long classes for in-depth education and experience around a specific IBM technology. Include all IBM hardware and software technologies.
- **Certification Classes:** Prepare for product certification tests with education sponsored by IBM.
- **Facilitated User Group Meetings**
- **developerWorks Live events:** In these half-day seminars, IT professionals will build skills around the features and functions of IBM technologies.

## TECHNICAL ENABLEMENTS

- **Porting and performance:** We provide IBM hardware, middleware, and technical expertise to allow our Business Partners to port, test, and tune their solutions, helping you achieve the level of performance and scalability required to win business.
- **Architectural review and technical consultation:** Half-day meetings provide support for current & upcoming technologies and the IBM Industry Frameworks.
- **Technical support and assistance for Proof of Technology:** Determine the feasibility of a solution and architecture via a review with IBM experts.
- **IBM Smart Business:** Test & deploy any application you develop for the IBM Smart Business platform or marketplace.

*"...The professional engagement with the IBM Innovation Center gives us confidence in providing world-class quality solutions to our customers."*