



IBM Software Group and SIA present:

An Exploration of Technology, highlighting the value of B2B and B2C e-Commerce

Please join IBM and SIA on November 2nd in Montreal for a complimentary briefing packed with in-depth information about B2B and B2C e-Commerce solutions.

WebSphere. software

DB2. Information Management Software

Lotus. software

Tivoli. software

Rational. software

As customers become more demanding and competition from new sources continues to increase, companies are being challenged to reduce prices, increase the level of service and convenience they provide and improve operational efficiencies, making profitability tougher than ever. Providing an exceptional online shopping experience with targeting sales and marketing initiatives can help you retain loyal customers and attract new ones, whether your customers are consumers or other businesses.

As you strive to innovate, grow your revenues and build profitable customer relationships, an IBM B2B or B2C e-Commerce solution can help you address these critical challenges – turning browsers into buyers, enhancing customer service and empowering mobile workers – and deliver it to end users, when and where they need it. An e-Commerce solution from IBM and SIA can help you get more out of your people and your technology – higher productivity, new business insight, enhanced customer service and a broader market reach – while driving down costs.

Session Overview:

The objective of this session is to demonstrate how IBM and SIA can help your business deliver more value to your customers, trading partners and mobile workers, by leveraging your investment in IBM eServer[®] technology and by applying IBM e-Commerce software to your business initiatives. Through examples, discussions and interactive product experience, we will explore a variety of topics that serve to illustrate how solution capabilities and features can be applied to business initiatives. Areas covered will include:

- Discussion on the market drivers and business value of e-Commerce, as recognized by the industry
- Overview of IBM's B2B and B2C e-Commerce offerings
- Identification of business areas where SIA's e-Commerce solutions can drive innovation and efficiency
- Information on how to get started quickly and affordably

Audience: No prerequisite knowledge of IBM Enterprise Content Management software is required, however it is recommended that participants have an understanding of their business needs.

When: Wednesday, November 2nd, 2005
8:00am Registration
8:30am to 10:30am Session

Where: IBM Canada Ltd. – 7th Floor (Room 777)
1250 René-Lévesque Blvd. West
Montreal, QC H3B 4W2

Cost: This session is offered free of charge, however customers are responsible for their own travel expenses. IBM will provide a complimentary continental breakfast.

Register: Call toll-free 1-877-583-0349, send an email to Info_SIA@registrationone.ca or register online at www.siaaccess.com/Register/Register.html.

Please register early to reserve your spot - space is limited!

