**IBM** ®

# IBM Lotus CEE
## Business Partner Summit

### 22-23 October 2009
**Crown Piast Hotel & Park - Krakow, Poland**

Gain exclusive access to IBM Lotus and WebSphere Portal product experts, as well as insights into sales and technical strategies

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**When?**

October 22-23, 2009

**Where?**

Crown Piast Hotel & Park, Krakow, Poland

http://hotelpiast.pl

**Where to register?**

ibm.com/software/pl/events/bpsummit

Registration opens on September 21th

**Costs?**

A pool of hotel rooms has been pre-reserved exclusively for participants of IBM Lotus CEE BP Summit at a special rate. Please confirm room reservation directly with the Crown Piast Hotel:

Monika Sendler,

tel: +48 12 68 32 676,

email: biuro@hotelpiast.pl

ID: 'IBM Conference'

Credit card will be needed

**Need more info or have questions?**

Please contact Bartlomiej Makolus at bartlomiej.makolus@pl.ibm.com or Michael Orantes at michael.orantes@at.ibm.com

We look forward to meeting you in Krakow and working with you to expand your business!

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**We would like** to invite you to attend the first annual IBM Lotus CEE Business Partner Summit in Krakow, Poland, the first event dedicated to Lotus and WebSphere Portal Business Partners across Central & Eastern Europe.

IBM product developers and business leaders will share their insights on the current and upcoming innovations within the Lotus and WebSphere Portal portfolio, including: Lotus Connections, Notes & Domino, Quickr, Sametime Unified Telephony/UC2 and WebSphere Portal.

Engage with our Lotus and WebSphere Portal experts and share new technical and sales strategies that you can apply to your business. Use this opportunity to improve your business results and agility in this challenging business climate and establish lasting and fruitful relationships across the IBM Business Partner community.

### Why attend?

- Get the **latest insights and roadmaps** in Lotus and WebSphere Portal products to get a head start for your Lotus and WebSphere Portal based applications and services.

- Have **direct access to technical experts** in the region and to product managers, and learn about latest deployment practices and architecture guidance.

- Learn in depth about new **competitive licensing and sales strategies**, return on investment (ROI) and how to **combat the current crisis** by saving your customers money.

- Learn in depth about **key business issues and emerging technologies** like UC2, Portal NOW and new Web 2.0 solutions for business.

- Be part of the **vibrant CEE Lotus Business Partner community** to learn from each other and establish successful relationships, in order to do business together or to sell your Lotus-based solutions in other countries.

- Be part of new, **emerging Lotus User Groups** across the region, uniting customers and Business Partners in strengthening the Lotus brand and therefore your business.

- Attend **Roundtable breakfast discussion sessions** - one of the conference highlights will be the opportunity to participate in topic-based discussions with fellow attendees and product experts

- **Certify with the WebSphere Portal Sales Mastery** and prepare for IBM's new software distribution model.

**ibm.com**/software/pl/events/bpsummit

**Lotus** software

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## Agenda at a glance

### Day 1

*Registration & coffee* (12.00-13.00)

**Welcome** by Byron Lawson, Director of Lotus CEEMEA

**Lotus strategy & vision** by Douglas Heintzman,
WW Director of Lotus Strategy

**Roadmap session on Lotus Notes & Domino,
Traveler and related products** by worldwide speaker

*Lunch*

**Roadmap sessions on WebSphere Portal, Lotus Connections and Quickr,
Sametime and Unified Communications** by worldwide speakers

**Special guest speaker from IBM Software Lab in Krakow**

**Best practices for CEE Lotus User Groups** by DNUG speaker
**Launch of Polish Lotus User Group**

*Dinner*

### Day 2

**Business Partner Breakfast Roundtable sessions**

**Deep dive business and technical sessions (whole day programme)**

**Business sessions:**
- Deep dive on Sametime Unified Telephony and UC2
- Best Practices for Selling Lotus Connections and Lotus Quickr
- Expand your reach by offering GoPro's joint ECM/Lotus Solution for the Public Sector
- Lotus Solutions for SMB: LotusLive and Foundations
- MS licensing & competitive session
- Portal Now - headstarting your Portal-based projects and increasing ROI
- WebSphere Portal Sales Mastery Course & Test
- Tools and programs for Lotus Business Partners

**Technical sessions:**
- Lotus Notes & Domino - Overview of latest updates and potential savings
- Business Mashups with Lotus Notes & Domino - Integration of different components including Symphony
- Lotus Domino Designer and XPages - Latest developments
- Lotus Connections 2.5 - Highlight of technical enhancements
- Lotus Quickr 8.2 - Introduction to latest performance improvements and ECM integration
- Lotus Sametime Family - A technical overview with demonstrations
- Best practices for WebSphere Portal version-to-version upgrade

**Closing Session** (16.30)

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