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| The Power and Potential of e-business | Mike Lawrie, General Manager IBM Europe, Middle East and Africa |
| Virtuelle Marktplätze: Neue Möglichkeiten im Web für das Business-toBusiness | Guido Alt, Geschäftsführer caatoosee AG |
| e-business konkret: Wie können neue Geschäftschancen schneller realisiert werden? | Renate Kittelmann, Leiterin e-business Services IBM Central Region |
| Die Zukunft des e-business | Herbert Kircher, Geschäftsführer IBM Deutschland Entwicklung GmbH |

Willkommen
zur **IBM**
EMEA CEO
Conference

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The IBM Forum Stuttgart – Information Technology as the Motor for Productivity and Growth

As a result of the up-to-the-minute deployment of IT, strategic competitive advantages open up. The IBM Forum Stuttgart has the complete spectrum of IT services for business. Here, board members and IT managers of large and medium companies, software developers, students, journalists, IBM business partners and, not least, IBM employees can acquire for themselves an overview of the importance of IT in the age of Pervasive Computing and e-business. Whether it be in workshops and seminars or through video conferences and internet technologies.

The IBM Forum Stuttgart with its 'Executive Briefing Center for e-business' is the entry point for customers to develop enterprise specific strategies for the future.

Designing individual customer sessions based on the focal points above is another strength of the IBM Forum Stuttgart.

The IBM Forum Stuttgart as an integrated center has the following focal points:

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| Business Intelligence Executive Center | From data to the strategic decision-making tool |
| Business Partner Forum | IBM Business Partners with their customers and solutions |
| CRM Software Solutions | Solutions to improve customer loyalty |
| Engineering Solutions | Solutions for the engineering process that are of a high degree of complexity |
| HandicapCenter | Opportunities for the handicapped in a networked world |
| Industry Solutions Lab | Dialogue with IBM researchers on future technologies |
| Netfinity Excellence Center | High performance and availability in the Intel-world |
| Solution Partnership Center | New markets for software houses |
| Supply Chain Management Center of Excellence | Demonstrate value of end-to-end solutions |
| Tivoli Excellence Center | System management : "Manage. Anything. Anywhere." |