

MESSAGE FROM THE PRESIDENT

Dear GSE colleagues,

For quite some time, we had been looking forward to 2009 as GUIDE SHARE EUROPE'S 50th year of service to the IT Community, and already we find ourselves ready to say goodbye to it, with another string of successes to add to our ever-increasing portfolio. It is said that time flies, and time has certainly flown for us! We are pleased to be able to say that this year acts in the history of our organisation as a testimonial to the value brought consistently over the years to our Members, and as a confirmation of its ability to evolve with market changes and business needs.

As we know, the year did not have an easy start. The current economic downturn was in full swing as GSE, always unwilling to compromise on the quality of the events offered under its name, decided to cancel its institutional GUIDE Executive Club, usually taking place in April. The focus was turned instead on its Working Groups, the backbone of the organisation, its other Europe-wide events to take place later in the year, and the constant expansion of its portfolio of offerings for Members.

Up to now, we have welcomed 51 new Members to the GSE Family since the beginning of this year. They join in time to benefit from a fresh and new agreement struck this year between GSE and IBM – read on for more details on a great new discount on more IBM events for GSE Members.

All of GSE's Regions are to be thanked for their efforts in hosting events aside from their full agendas of Working Groups in celebration of GSE's 50th Anniversary, as well as putting to full use the special 50 Years Association logo created especially for this year. Our Members are aware of the long-standing work of the Association, and we also thank them for their feedback and input in helping to form the strong organisation which we have today, successful in its cooperation with IBM, influencing the products and direction of IT globally.

GSE is honoured to receive a letter from Chairman, President and Chief Executive Officer of IBM, Samuel J. Palmisano, acknowledging GSE's half-century of contribution to IBM (text included on next page), which was read at the opening of the GSE Management Summit recently held in Valencia, Spain.

We are pleased to say that our 50th Anniversary Management Summit, aptly entitled «IT Innovation - Facing Challenges and Opportunities», was enjoyed by all participants. In Valencia, a place of vibrant history and living atmosphere, we as GSE were able to reflect on our beginnings as a small group of IT specialists with the motivation in 1959 to create a forum for the exchange of experiences and strategies between IBM users with the promotion of development and innovation in mind. At the same time, we could celebrate the fact that, half a century later, GSE has progressed and faced challenges of modern and ever-changing times and provided opportunities for all involved.

GSE followed its new trend of hosting its high quality Management Advisory Council (MAC) overseas in collaboration with the International User Group Council (IUGC), with a great team of IBM experts and GSE Member participants and Members from COMMON US, in the Costa Mesa, California IBM Lab discussing Enterprise Content Management.

The IBM IT Technical Conferences held in partnership with GSE attracted many GSE Members from near and far throughout the year, including the two editions of the «IBM Server Systems Technical Conference», bringing together several major IBM Systems under one conference roof, with exciting results.

The European Operations Technical Conference (EOTC) has rapidly become a sought-after event by our Members, with a good turn-out for excellent presentations at the IBM Lab in Böblingen, Germany.

All events delivered as always relevant and important presentations, discussions, workshops, and live demonstrations with great benefit for the participants.

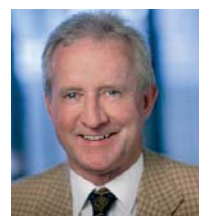
The 3rd European Conference on zVSE/zVVM and Linux on System z held in Dresden, Germany, this October, has attracted much positive feedback, confirming its place in GSE's programme of yearly Europe-wide events. The GSE European Working Group «European Enterprise Modernization for z/OS» meetings were also a great success, hosted in Bingen, Germany as well as Montpellier, France.

In the constant search for innovation, there has been particular focus this year on universities across Europe, with the recognition by GSE that, not only can educational establishments and their students benefit from GSE as a central source of IT experience and information, but that they can bring a wealth of knowledge and fresh ideas to IBM customers and GSE's Company Members. A recruitment drive has yielded a number of universities whom GSE is excited to welcome on board. Read on for more.

We are already looking forward to an exciting 2010, featuring once again our GUIDE Executive Club, this time in Lyon, France, on the 19th and 20th of April, and the next GSE Management Summit in the great city of Berlin, Germany, on the 18th to 19th of October.

We wish you a successful end to a year of reflection and progress, and thank our volunteer GSE Officers for their time and dedication, our Members for their contribution and support, and our partner IBM.

Tom Lund
President
GUIDE SHARE EUROPE



50 YEARS OF GSE

All Regions put special effort into organising events in celebration of GSE's 50th Anniversary. The celebratory logo was used in all publication materials and other media, informing GSE Members of this great milestone, and reinforcing GSE's motto of Give and Take.



Many events were held under the 50th Anniversary flag, including the announcement of the GSE University Degree Award at the University of Cagliari, Italy, offered by GSE Region Italy/Greece, and large Conferences in each Region with high-quality agendas and celebrating GSE's birthday.

GSE has come far over the years in cementing its relationship with IBM and staying true to its Give and Take strategy, recognised by IBM and GSE Members alike. See the event feedback from GSE Members, as well as the special message from Chairman, President and Chief Executive Officer of IBM, Samuel J. Palmisano (see

excerpt on this page), acknowledging GSE's half-century of contribution to IBM. GSE Members and Officers from all Regions, and IBM Representatives came together to acknowledge the 50th Anniversary milestone at the GSE Management Summit in Valencia, Spain, with a top quality agenda, industry expert speakers and exciting networking events over three days. We were also pleased to host our colleagues from the International User Group network from all over the world including SHARE Inc President, Pamela Taylor, President Interaction Australasia Dermot O'Daly, and IBM User Group Relations Manager Sandy Cureton.

EXCERPT FROM THE CONGRATULATORY LETTER FROM MR. SAMUEL J. PALMISANO, CHAIRMAN, PRESIDENT AND CHIEF EXECUTIVE OFFICER OF IBM

Dear Mr. Lund,

I would like to thank you for the 50 years of partnership that Guide Share Europe has dedicated to IBM. Over the last half century, your company has contributed innovative ideas, world-class technology expertise and industry insights to IBM and our clients.

We have come to rely tremendously on your guidance and collaboration. Year after year, you have demonstrated an unwavering commitment to our values, and as a result, dedication to client success, innovation that matters to the world, trust and personal responsibility have become the hallmarks of our relationship with you.

On behalf of our entire IBM team, thank you for your dedication and longstanding contributions. We greatly value our relationship with you and look forward to sharing another 50 years of history together.

Sincerely, Samuel J. Palmisano

The letter is published with thanks to Mr. Palmisano on <http://www.gse.org/Portals/2/docs/Mgt%20Summit%20Valencia/IBMLetter.pdf>

IBM NEWS 2009

System z offers unparalleled availability, security, and scalability to handle the demands of the coming new age of a smarter planet. The current shape of industry and competitive dynamics is moulding System z strategy, pushing the creation of new offerings and pricing strategies that make the power of a mainframe available for many new workloads, including redeploying hundreds of virtual servers onto a modern super server environment.

What it boils down to:

- Infrastructures must be «Dynamic» in order to respond more quickly
- New business and process demands require one to work «Smarter»
- New «Intelligence» is needed to handle huge quantities of data
- Use of resources must be smarter, ie more efficient
- systems must be «Green»

For 2009, IBM offers new Solution Editions of the mainframe, lower HW pricing for Linux, zFutures Roadmap (Smart Analytics Optimizer), and new ISVs. The Dynamic Infrastructure can enable higher service levels, manage lower risks, and reduce costs. See <http://www-03.ibm.com/systems/uk/dynamicinfrastructure/news/announcements/20090428/index.html> for more information and examples of Dynamic Infrastructures in use. See http://www-05.ibm.com/uk/smarterplanet/overview/?ca=s_planet_la&me=w&met=uk_hp_learn_tab for details on «Smarter» technology being put into action, from revitalising whole city infrastructures to improving of healthcare by reducing waiting times and treatment times.

Cloud Computing is a major part of a dynamic infrastructure, with developers able to create, test and deliver software in both public and private cloud environments.

See <http://www-03.ibm.com/press/us/en/pressrelease/28760.wss> for more information. To access the new open beta for the IBM Smart Business Development and Test on the IBM Cloud, visit <http://www.ibm.com/%5Ecloud/developer>. Looking for some education and skills tutoring for Cloud Computing, free of charge? IBM can provide... See <http://www.ibm.com/developerworks/spaces/cloud> for details.

Going «Green» means updating IT infrastructures to be energy efficient, and comply with government and industry regulations. Virtualisation can help increase server utilisation, consolidate workloads onto fewer servers, and lower IT maintenance costs.

At <http://www-304.ibm.com/businesscenter/smb/uk/en/greenit> see IBM tackling these matters head-on.

Innovation is of great importance to companies and another factor adding to the success of a business. A dynamic infrastructure will help optimise the business process of software delivery and act as key in driving innovation, increasing business flexibility, maximising organisational agility and improving productivity and quality overall – see <http://www.ibm.com/rational/announce> for more on IBM Rational. Speaking of driving innovation, IBM has been busy in the field of transportation making the distance between Point A and Point B shorter and simpler than ever before – see <http://www-05.ibm.com/uk/pov/drivinginnovation/>

With these processes under way and developing further, 2010 is shaping up to be another exciting and evolutionary year for IBM and its customers.

FEEDBACK FROM EVENTS IN 2009

GUIDE SHARE EUROPE 50th Anniversary Management Summit in Valencia, ES

«At this Anniversary event, I realised once again how long the Association has existed and how important it is for the close cooperation between IBM and User Groups. I particularly enjoyed the presentations on IT Strategy and technological advances.»

Mr. Andreas Werner-Scheer, CIO, Münchener Hypothekenbank eG, Germany

«Not only did the GSE Management Summit take place in a fantastic location, Valencia, but the content of the presentations was also of very great value. The Speakers on all themes won the appreciation of the large audience through their well-prepared slides. Each manager came of course with different aims and interests, and with a different view on each subject. Of particular interest to me were the evaluations of Cloud Computing as well as the enlightening presentation on the future of IT. It was very enjoyable to be able to discuss with colleagues from other branches of industry, or from other countries, in a relaxed and pressure-free atmosphere during the evening event and the coffee breaks. I wish GSE another 50 years of success with their policy of Give and Take in exchanging experiences in the IT world.»

Mr. Gerhard Goll, Head of Department Systems Engineering, Fiducia IT AG, Germany

«The agenda consisted of a good mix of information on IBM strategies, tips for structuring your own IT strategies, and user reports. On top of that there were many opportunities to network with the Speakers and other conference participants.»

Mr. Günther Sternberg, Head of Department Server Technologies, DATEV eG, Germany

«It was interesting to take part in such a conference, as, whilst it is of course aimed only at business executives, the presentations were very useful, and I gained important insight into a world which has up to now been unavailable to me. The networking events were very effective, as we were able to speak face-to-face with experienced industry experts who could enlighten us on professional aspects of our future. The organization of the event was always impeccable and much time and effort was clearly spent in making the experience as enriching as it could be. Thank you for the invitation !»

Mr. Jaume Mateu, 5th Year Student of Computer Science, University of Valencia, Spain

«Green» «Clouds» «virtually» took me to the sky of «Innovation» by old romans' Mare Nostrum.

Now being serious, I really found inspiration and some good ideas for my daily work as a service manager in a cool and warm work atmosphere, surrounded by many IT colleagues from other countries, many of them already familiar to me, and enjoying what I would qualify as a first class event organization, referring both to the professional and recreational aspects. Besides that, looking to the local aspects, I specially felt this year's Spanish Annual Meeting as one of the best in the last years because of the interesting discussions with new attendees coming from Spanish Universities (new blood, new strength), both lecturers and students. On top of that, Valencia was a great venue.»

Mr. José Manuel Portillo Sánchez, Outsourcing Service Manager, Confederación Española de Cajas de Ahorros (CECA), Spain

«I greatly enjoyed this Management Summit as it provided a good mix of interesting and professional presentations on a variety of hot topics (Green IT, Cloud Computing & Datawarehousing), laying vision and strategy on the table along with user experience. I was given ideas on the future of IT in general, and had the chance to meet great contacts at useful networking events with the conference dinner at a captivating setting. And all at an extremely well-organized conference, with helpful and friendly GSE Staff. Valencia is a super location !»

Mr. Nick Ketels, Infrastructure Manager, Delhaize Group, Belgium

«This Anniversary event was very well-organised. Whilst there was quite some discussions on Mainframe issues, there was of particular interest to me the presentations on «Cloud Computing». The differing opinions were very helpful for me as responsible for the productivity of data centres, and I was able to come to my own conclusions on Cloud Computing based on the views expressed here.»

Mr. Reiner Strehlke, Senior Manager Infrastructure Operations, RWE IT GmbH, Germany

«Congratulations to GSE for a fantastic conference! Along with the stellar organisation of the event, I was very impressed, in particular for my work, by Dr. Françoise LeGoues of IBM and Ms. Mary Mesaglio of Gartner, and for their presentation skills and content. These presentations were great examples of the wide spectrum of content of the whole conference, from strategy discussions to product information and reports on use in practice.»

Mr. Wolfgang Erlebach, CEO, OÖ. Tourismus Technologie GmbH, Austria

3rd European Workshp for z/VSE, z/VM and Linux on System z in Dresden, DE

«The GSE Conference provides a wealth of information that continues to contribute to the successful growth and stability of the VM, VSE and Linux Communities. Being able to exchange and learn at an international level has already proven to be very rewarding.»

Mr. Mike Riggs, Manager, Systems & Database Administration, Office of the Executive Office, Supreme Court of Virginia, USA

«The chance to communicate face to face and to exchange knowledge and experience with customers is very valuable for business.»

Mr. Oliver Röthinger, System Engineer, Sparda DV, Germany

«I was able to make the most of this valuable opportunity to exchange information with peers on z/VM and z/Linux, which would not automatically arise at a usual IBM event.»

Mr. Randolf Sigmund, Manager Operating Systems, BG-Phoenix GmbH, Germany

GSE EVENTS IN 2009 – EUROPE

GSE European and International Events

March	16 - 20	European Operations Technical Conference, Böblingen, DE
May	11 - 13	European Enterprise Modernization for zOS, Bingen, DE
Oct	19 - 20	GSE Management Summit, Valencia, ES
Oct	26 - 28	European Enterprise Modernization for zOS, Montpellier, FR
Oct	26 - 28	3rd European Workshop for z/VSE, z/VM and Linux on System z, Dresden DE
Nov	08 - 10	IUGC Management Advisory Council (MAC) in Partnership with GSE and COMMON US on Enterprise Content Management, Costa Mesa, CA., USA

IBM IT Technical Conferences in partnership with GSE in 2009

May	04 - 08	IBM System z Technical Conference, Brussels, BE
May	11 - 14	IBM Server Systems Technical Conference, Vilnius, LT
Oct	19 - 23	IBM Transaction & Messaging Technical Conference, Hamburg, DE
Oct	19 - 23	IBM WebSphere Technical Conference, Hamburg, DE
Oct	19 - 23	IBM Server Systems Technical Conference, Mannheim, DE
Oct	26 - 28	IBM Portal Excellence Conference, Salzburg, AT
Nov	30 - Dec 4	European Tivoli University 2009, Helsinki, FI

NEW DISCOUNT ON MORE EVENTS FOR GSE MEMBERS

IBM Business Partner BTB GmbH in Germany, has been given the green light to act as reseller for IBM's IT Technical Conferences. By enrolling through BTB GmbH, GSE Members may take advantage of a greater discount of 15% off the enrolment fees for IBM IT Technical Conferences and training courses. More information on <http://www.gse.org/MEMBERS/IBMDiscount/tabid/712/Default.aspx>

ACTIVITIES IN 2009 – REGIONS

Annual Conferences or General Assembly

Austria & Central Europe	17-18 September	Vienna
Belgium/Luxembourg	23-24 April	Spa
France	5 November	Paris
Germany	18-20 May	Hamburg
Italy/Greece	4 November	Milan
Nordic Region	10-14 June	Reykjavik
Spain	20 October	Madrid
The Netherlands	29 October	Garderen
United Kingdom	4-5 November	Wittlebury Hall

For an extensive list of the regional events, please visit the respective websites:
<http://www.gse.org/ABOUTGSE/GSERegions/tabid/313/Default.aspx>

GSE INTERNATIONAL EVENTS IN 2010

April	19-20	GUIDE Executive Club, Lyon, FR
April	26-30	European Operations Technical Conference, Böblingen, DE
October	18-19	GSE Management Summit, Berlin, DE

IBM TECHNICAL CONFERENCES IN 2010

Many valuable conferences as always coming up in 2010 – confirmations on details to come! Please visit www.gse.org for regular updates



MANAGEMENT ADVISORY COUNCIL (MAC) ON ENTERPRISE CONTENT MANAGEMENT, COSTA MESA, USA 2009



GSE is pleased to report another successful venture outside of European territory for GSE with its latest and prized edition of the MAC on Enterprise Content Management (ECM) held in partnership

with the International User Group Council taking place at the IBM Lab in Costa Mesa, California. Twelve participants from GSE and COMMON US were given the opportunity over two full days to discuss ECM issues

with high level IBM Executives, including Ken Bisconti, IBM Vice President for Enterprise Content Management. Critical questions on the FileNet Content Manager, the core content management solution for the FileNet P8 platform, were met and answered with pleasure by the IBM Executives, and a revealing overview of the ECM product development strategy was delivered.

GSE UNIVERSITY PROGRAMME

After more than 40 years of mainframe history, IBM is committed to the mainframe and is investing heavily in its hardware and software development. To ensure that young people today and in the future can make use of the features of System z, IBM has been teaming up with Universities across EMEA to educate students on the mainframe.

In active support of this valuable initiative, GSE's University Programme has also been busy this year, including inviting students from Valencia and Alicante Universities to its 50th Anniversary GSE Management Summit (see Feedback section).

Of note from GSE Regions, the GSE University Degree Award for a System z architecture project was announced at the University of Cagliari, Italy, offered by GSE Region Italy/Greece, whilst in GSE Region

Austria & Central Europe, GSE and IBM Austria teamed up with the Johannes Kepler University in Linz to organise a 2-day System z event for students in April 2009. This University offers as part of its educational agenda the teaching of talented System z students, in cooperation with GSE in Austria, who sponsored a visit to the IBM System z lab in Böblingen. Presentations were given on various System z topics, and during the evening, the professors and students had the opportunity to discuss the topics with the speakers. A seminar on System z was also held at the University. The finale of this initiative was a System z «speed-dating» in Vienna, where the companies and institutions had the chance to meet potential future employees and gauge their knowledge on System z, and students were given the opportunity to network.

GSE Austria offered its services to the students as a link between industry and System z job seekers, as most System z users are Members of GSE.

The benefits which GSE can provide to all involved parties are appreciated by all, and similar initiatives are planned for the future.



UNICODE - A EUROPE-WIDE WORKING GROUP IS IN SIGHT !

The introduction of the UNICODE system has been a present and very important issue in the European Union for a long time, and has therefore of course been a topic of lengthy discussion within GSE for the past year. The correct printing of names on official documents in any language is the subject of EU Regulations, and companies find themselves in need of solutions for implementing the system accordingly.

GSE ran a survey across all Regions this year to establish the state of UNICODE implementation by and opinions of GSE Members, and extend their thanks to all of the many Members who responded from

all corners of Europe. With the information gathered from this survey, a very successful meeting was held with Tom Ross of IBM in Denver, Colorado during the summer period, in which a contact person was defined as responsible for handling UNICODE matters with GSE. Discussions with this contact person have already commenced, with a view to clarifying with the USA the problems arising with the application of the system within European territory.

At the GSE Management Summit in October, it was agreed to take steps towards founding a European Working Group for UNICODE. Watch out for details

on this to come soon, which will be communicated by Region Technical Coordinators.



REQUIREMENTS 2009

The GSE Requirements System provides access to IBM's Product Development and acts as a «helpline» for GSE Members to submit their Requirements to IBM with the guarantee of action and response by IBM. 47 Requirements have been submitted this year and IBM has responded to 30. IBM has

also responded on 48 Requirements which were submitted before 2009. 21 Requirements are recorded as awaiting a response as at end October 2009.

The Requirements System's mechanism as a whole has been under significant review

over the course of 2009. All GSE Regions have requested that Requirements be identifiable by their Region of origin, which is currently not possible. Talks are in progress with the Requirements System developer addressing these issues.

WHAT IS GSE?

It is the premier IBM User Group in Europe and has had this status ever since 1959.

Here are some key points about it:

- It focuses on ICT solutions based on IBM architecture
- Over 1,000 high-end IBM customers
- Non-profit association led by volunteers
- Organised in 10 European regions
- Contains various working groups
- Product Requirements Process
- Addresses Business Concerns of its Members
- Organises European Conferences, Management Advisory Councils and Industry Solution Councils each year
- Offers discounts for Members participating in IBM Technical Conferences
- Member of the IUGC (International User Group Council) – 23,000 companies are members worldwide.

CONTACTING GUIDE SHARE EUROPE

- Send an e-mail to gsehq@gse.org regarding questions about your membership, membership payment or conferences.
- Write to gseimis2@gse.org to get a login or support for using GSE's Membership System
- Contact erm@gse.org to request access to the GSE Requirements System

GSE ANNUAL GENERAL MEETING

The GSE Annual General Meeting was convened on 19 October in Valencia. The balance sheet and the profit and loss statements for the period ending on

31 December 2008 were approved. Discharge was granted to the Officers of the European Committee, of the Steering Committee and of the Regions

Committee for conducting the association's business in the year ending on 31 December 2008.

BENEFITS OF MEMBERSHIP

GSE's basic services for its members mean that GSE

- is a source of independent, cost-effective and timely information and news about solutions, products and services
- provides a direct technical requirements channel to the IBM labs
- offers its members an escalation process up to IBM senior management level
- organises a highly rated annual IT survey involving its entire membership
- acts as a platform for contacting peer companies
- is a platform for those who wish to learn from the experience of other members
- maintains an up-to-date website for information and communication purposes
- provides excellent value for money

- regarding education (and is supplementary to other channels)
- gives all of the users who are members the ability to leverage the whole of GSE to influence product development
- provides the opportunity to participate in the technical requirements process of submitting, discussing and voting on product enhancement requests

GSE WORKING GROUPS – THE BACKBONE OF THE ORGANISATION

More than 150 different GSE working groups are active these days in the various European regions. The topics covered by the working groups differ from region to region, reflecting the needs of our members and the size of the regions. Their scope is very wide: hardware, software, applications and services are all discussed, and knowledge relating to everyday work is provided for the active members of the working groups. Exchanging experience is a primary focus of the meetings,

so «give and take» is not only the motto of GSE, it is also a principle practised at every session. New information from IBM is presented to working groups as early as possible, so the members are well-informed about developments. GSE provides more than 12,000 information days a year to its member base via the working groups in order to give the right information to the people who really need it.

