



GSE MANAGEMENT SUMMIT FASTTRACK TO THE IT FUTURE THROUGH THE CLOUDS

BERLIN, GERMANY – 18-19 OCTOBER 2010



www.gse.org

IN PARTNERSHIP WITH



DEAR IT EXECUTIVES

We at GSE are very pleased to present the forthcoming edition of the GSE Management Summit, to be held in Berlin, Germany, 18-19 October, 2010, in partnership with IBM.

GSE prides itself in following and influencing IT trends as the future unfolds, and with this in mind has chosen to tackle the future head-on, bringing to you this event entitled «**Fasttrack to the IT Future through the Clouds**», designed in full consideration of the customer's ever-changing IT needs.

The exciting topics delineating this installment of the GSE Management Summit include the ever-expanding services of Cloud Computing, as well as important System z news and Business Analytics, with expert analysis and advice from GSE, IBM and Gartner.

It is clear that society is dominated by cloud services, commercial and otherwise, across all industries. It is correspondingly clear that cloud computing, as the IT foundation for cloud services, is moving higher and higher up the scale of importance in current IT trends, supporting the unique IT requirements of cloud services and the essential need to meet the requirements of enterprise IT environments (manageability, reliability, availability, security and price-competitiveness). At the Management Summit, experts from IBM and Gartner will explore the growing list of technologies making up cloud computing, as well as the IT options available for businesses running both «in-house» and public cloud systems.

In addition Business Analytics and Optimization will be exposed and discussed.

New developments on IBM's System z in the area of architecture/technology, extended functionality and software licensing will be presented, along with the expert view of GSE, IBM and Gartner.

In line with IBM's Academic Initiative participants will have the opportunity to meet with and establish contact with leading professors teaching the mainframe.

An expo will be held from Sunday, 17 October, 18:00 till Tuesday, 19 October, 13:15, where our appreciated Partner and Sponsors will showcase their solutions and services. I encourage you to visit the Expo.

Come and join our expert panel of Speakers, hailing from GSE, Gartner, IBM, Business Partners and Customers, who are looking forward to helping you make the right decisions about technology and solutions. They will show you how to align your IT initiatives with your business and show you best practices.

We look forward to seeing you in Berlin on 18-19 October.

Yours sincerely



Tom Lund
President
GUIDE SHARE EUROPE



BERLIN

A «young» city of much history in its less-than-800 years of existence, its clash of solid foundations with its radical changes over the years is traced through its myriad of architectural designs and redesigns, the many well-known monuments and constant new attractions across its 12 separate districts. The Brandenburg Gate and the Victory Column are but two of the many famous sights to take in; with numerous palaces heralding its changing history and over 170 museums, and major educational establishments such as the Humboldt University, the city is rich with culture. Berlin is among other things City of Science, City of Film and City of Pride and Success. The City's charismatic flair has something for everyone.

NETWORKING EVENTS

**WELCOME COCKTAIL & EXPO OPENING: WESTIN GRAND
SUNDAY, 17 OCTOBER, 18:00-20:00**

The reception will take place in the Westin Grand. Participants and accompanying guests will be able to meet other delegates, speakers and GSE Officers prior to the conference.

**COCKTAIL AND CONFERENCE DINNER:
ROOF-TERRACE RESTAURANT REICHSTAG BUILDING
(GERMAN PARLIAMENT)
MONDAY, 18 OCTOBER, 19:00-23:00**

Coaches will leave the Westin Grand at 19:00 for cocktail and dinner at the Roof-Terrace Restaurant at the eastern end of the modern glass dome on top of the Reichstag building. The Reichstag, which houses the German Parliament (Bundestag), was built in 1894 and Lord Norman Forster was commissioned to reconstruct the building in 1995, adding a modern glass dome with integrated walkways on the roof. It overlooks the historical heart of Berlin with incomparable views. Please note that a security check at the entrance of the building will be conducted.

GSE ANNUAL GENERAL MEETING 2010

The GSE Annual General Meeting will be held on Monday, 18 October 2010, 09:00-09:15, in the Westin Grand. GSE Members are invited to attend the AGM. According to GSE Statutes Article 7.1.4 motions proposed by Members must be received by GUIDE SHARE EUROPE office in Cham by Monday, 23 August 2010.

Preliminary Agenda:

1. Approval of the minutes of the Annual General Meeting 2009
2. President's Report
3. Report of the Director Administration & Finance
4. Approval of audited accounts of 2009
5. Discharge of the President, the European Committee, the Regions Committee and the Steering Committee for the 2009 term
6. Elections result for the term 2011-2012
7. Any other business

The final agenda will be published on the GSE website www.gse.org not later than Monday, 20 September 2010.



MONDAY, 18 OCTOBER 2010

09:00-09:15	GSE Annual General Meeting (Members only)	
09:15-09:45	COFFEE	
10:00-10:45	Welcome & Opening Mr. Tom Lund, President, GUIDE SHARE EUROPE GSE Offerings, Officers for the Future Mr. Tom Lund, President, GUIDE SHARE EUROPE Results of the GSE Survey Mr. Hannes Proyer, Chairman Technical Committee, GUIDE SHARE EUROPE	1.1
10:45-11:30	Using the Cloud for Innovation & Efficiency Mr. Christian Klezl, VP Cloud Computing, IBM Northeast Europe	1.2
11:30-12:15	Information Management on System Z Mr. Daniel Wardman, VP Information Management Mainframe Software, IBM SWG	1.3
12:15-13:15	LUNCH	
13:15-14:00	How will Cloud Computing develop over the next 5 years Gartner	1.4
14:00-14:45	Training in a Cloud – or how do we support our most important business processes by using a highly automated virtualised IT? Mr. Andreas Kohne, Consultant, Materna GmbH Dr. Tommy Kuhn, CEO, skill:form AG	1.5
14.45-15:15	COFFEE	
15:15-16:00	Cloud Solutions for SAP Mr. Wolfgang Knobloch, Mgr. SAP Alliance, IBM SWG	1.6
16:00-16:45	New Intelligence for a Smarter Enterprise Mr. Ivo Körner, VP Information Management and Business Analytics, IBM SWG Northeast Europe	1.7
16:45-17:30	System Z: a view from Gartner Gartner	1.8
19:00	Coaches leave for Cocktail and Conference Dinner	1.9

TUESDAY, 19 OCTOBER 2010

09:00-09:45	zEnterprise, A New Dimension in Computing Mr. Raymond Berard, Director IBM Mainframe Business, IBM STG Northeast Europe	2.1
09:45-10:30	System z SW Licensing / SW Pricing Ms. Martina Baumann, Mgr. System z Software, IBM SWG Northeast Europe	2.2
10:30-10:45	COFFEE	
10:45-11:30	Processor Development and Trends Dr. Harry Barowski, IBM Processor & Technology Development, IBM STG	2.3
11:30-12:15	Borderless Network 2010 Mr. Ralf Wolter, Senior Manager, CISCO	2.4
12:15-13:15	LUNCH	
13:15-14:00	IBM Storage Strategy – a view from the inside Mr. Mark Vargo, Chief Strategy Officer Information Infrastructure, IBM STG Northeast Europe	2.5
14:00-14:45	Smarter Collaboration to Build a Better Enterprise Mr. Stuart McRae, Executive Collaboration Evangelist, IBM SWG Northeast Europe	2.6
14.45-15:00	COFFEE	
15:00-15:45	VMware's Customer Journey to the Cloud Mr. Ralf Gegg, Partner Director, Central Europe, VMware	2.7
15:45-16:45	IBM Academic Initiative Ms. Cally Beck, Academic Initiative Program Mgr., IBM STG Northeast Europe System z Mainframe Education Activities at Bochum University of Applied Sciences Prof. Dr.-Ing. Carsten Köhn, Dean, Department of Electrical Engineering and Computer Sciences, Bochum University of Applied Sciences Academic Initiative round table Mr. Peter Groth, European Strategic Project Manager, GUIDE SHARE EUROPE	2.8
16:45-17:00	Wrap-up Mr. Tom Lund, President, GUIDE SHARE EUROPE	2.9

GENERAL INFORMATION

ENROLMENT

Please complete the details in the enrolment form included in this brochure, and return it to:

- By post:
GUIDE SHARE EUROPE
Zugerstrasse 47
P.O. Box 2223
CH-6330 Cham 2
Switzerland
- By fax: +41 41 748 70 35
- or on line at www.gse.org (login required)

DELEGATES FROM GSE REGION GERMANY

Delegates from GSE member companies in the Region Germany: please contact GSE office (phone +41 41 748 70 20, e-mail gsehq@gse.org) for special enrolment conditions.

ENROLMENT FEES

Enrolment fees are charged in Euro (EUR). If you are based in Switzerland and wish to pay in Swiss Francs, please contact GSE Office in Cham.

Member: EUR 990; Non-member: EUR 1,190, includes

- Access to all sessions and lunches on 18-19 October
- Welcome cocktail on 17 October
- Cocktail and Conference dinner on 18 October
- Download of presentations after the event

ACCOMPANYING GUEST TICKET

EUR 60.00, includes

- Welcome cocktail on 17 October
- Cocktail and Conference dinner on 18 October

EARLY BIRD DISCOUNT

EUR 100 discount is granted to enrolments received before **20 August 2010**. The early bird discount does not apply to the Accompanying Guest Ticket.

EXPO

An expo will be held from Sunday, 17 October, 18:00 till Tuesday, 19 October, 13:15, where our appreciated Partner and Sponsors will showcase their solutions and services.

PAYMENT METHODS

An invoice will be sent once your enrolment is processed. You will find payment information in the invoice. Please complete the detail on the enrolment form if you are paying by credit card.

SUBSTITUTION AND CANCELLATION / NO-SHOW

Substitution needs to be confirmed in writing, identifying the name of the pre-registered delegate and of the substitute.

Cancellation must be in writing to GUIDE SHARE EUROPE in Cham on or before 18 September 2010. After 18 September 2010, EUR 500.00 will be charged as a cancellation fee.

No-show: The full enrolment fee will be charged.

CONFERENCE VENUE

GSE Management Summit will be held in the **Westin Grand, Friedrichstrasse 158-164, 10117 Berlin, Telephone +49 30 2027 0**.

The Westin Grand is located in Berlin-Mitte, the heart of Berlin.

ACCESS TO BERLIN

Berlin Tegel Airport is 8 km and Berlin Schönefeld Airport is 20 km from the city centre. From Tegel Airport a taxi to the Westin Grand is approximately EUR 20 and from Schönefeld Airport approximately EUR 45.

HOTEL RESERVATION

GSE is blocking a set of rooms at special congress rates at the Westin Grand. You will find a link in the Management Summit conference page on www.gse.org and in your conference confirmation, which you must follow in order to benefit from these special rates.

Rates:

Deluxe:

EUR 159 single occupancy / EUR 179 double occupancy

Garden Deluxe:

EUR 179 single occupancy / EUR 199 double occupancy

Linden Superior:

EUR 219 single occupancy / EUR 239 double occupancy

Garden Superior:

EUR 239 single occupancy / EUR 259 double occupancy

Buffet breakfast and VAT included.

We recommend that you reserve as early as you can and before 3 September 2010.

FOR MORE INFORMATION

Please contact:

GUIDE SHARE EUROPE

Telephone +41 41 748 70 20

Fax +41 41 748 70 35

Email gsehq@gse.org





CONFERENCE ENROLMENT FORM – GSE MANAGEMENT SUMMIT 18-19 OCTOBER 2010

Please photocopy, complete and return this form as early as you can to GUIDE SHARE EUROPE by fax, +41 41 748 70 35.

ENROLMENT INFORMATION

- GSE Member / Membership Code: _____
 Non-Member Please send me information on becoming a GSE member

Mr. Ms. Mrs. Dr. Prof. Prof. Dr.

First Name / Family Name: _____

Position: _____

Company: _____

Department: _____

Postal Address: _____

Postcode/City: _____

Country: _____

Phone: _____

Fax: _____

E-mail: _____

DIETARY NEEDS

- Vegetarian food required

If you have dietary requirements, please attach a written description of your needs.

FEE (If you enrol before **20 August 2010** an **Early Bird Discount of EUR 100** will automatically be deducted from your enrolment fee.)

GSE MEMBER

- Full registration fee, 2 days EUR 990.00
(Welcome cocktail and Conference dinner included)

NON-MEMBER

- Full registration fee, 2 days EUR 1,190.00
(Welcome cocktail and Conference dinner included)

ACCOMPANYING GUEST TICKET

(Welcome cocktail and Conference dinner)

- Per person EUR 60.00

TOTAL EUR _____

If you are purchasing a ticket for an accompanying guest to attend the Welcome cocktail and Conference dinner, please fill in the guest's name for the badge.

Ms. Mrs. Mr.

First Name: _____

Family Name: _____

I hereby recognise and accept the enrolment conditions, reservation and cancellation policy as notified in the conference brochure of the Management Summit Berlin.

Signature: _____

Date: _____

PAYMENT INFORMATION

Payment for my attendance to the GSE Management Summit will be made by the following method:

- Bank transfer (details will be included in the invoice)
 Cheque (details will be included in the invoice)
 Credit Card American Express Visa
 Mastercard

Note: For technical reasons American Express can only accept payment in CHF.

Please charge above credit card for the following amount:

EUR: _____

Card number: _____

Expiry date: _____

Cardholder's name as on card: _____

Cardholder's signature: _____

NETWORKING EVENTS

For organizational reasons, please mark the events you will attend. Thank you for your help.

Welcome Cocktail: Sunday 17 October, 18:00-20:00

- Yes, I will attend No, I will not attend

Cocktail / Conference dinner: Monday 18 October, 19:00-23:00

- Yes, I will attend No, I will not attend

HOTEL RESERVATION

You will find a link on www.gse.org and in your conference confirmation to book a room at special congress rates at the Westin Grand. Please **reserve before 3 September 2010** and see also the General Information section.

Delegates from member companies in Region Germany please request separate enrolment form from gsehq@gse.org

WHAT IS GSE? GUIDE SHARE EUROPE (GSE) is a non-profit association of companies, organisations and individuals who are involved in Information and Communication Technology (ICT) solutions based on IBM architectures.

GSE aims to encourage members to exchange experience and information related to ICT, influence ICT product and service providers, and influence the European standards in Information and Communication Technology in the interest of its members.

Formed by the merger of G.U.I.D.E. and SHARE Europe – both well established users organisations with over 35 years of experience each – GSE is an effective forum supporting the needs of today's ICT professional.

GSE is an independent organisation led by volunteers. Active member participation is encouraged and fostered by providing numerous opportunities to share ideas and solutions with industry colleagues, both on a regional and international level.

GUIDE SHARE EUROPE is a member of the European ICT Roundtables. This gives GSE members access to a process of Information and Communication Technology standards.

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