



GUIDE Executive Club
Future Business Needs - How to React
Rome, Italy
11-12 April 2011

AGENDA

SUNDAY 10 APRIL 2011

- 17:00-19:30 Registration
18:30-19:30 Welcome Cocktail at the Hotel Aldrovandi

MONDAY 11 APRIL 2011

- 09:00-10:00 Registration
10:00-10:30 **Opening**
Mr. Tom Lund
President, GUIDE SHARE EUROPE
Mr. Giovanni Linzi, General Manager Sales, IBM Italia
10:30-11:15 **The New Voice of the CIO: Insights from the most recent IBM Global Chief Information Officer Study**
Mr. Peter Korsten, IBM Partner and Vice President, Global Leader IBM Institute for Business Value
11:15-11:30 *Coffee*
11:30-12:15 **Leading in Times of Transition: The 2011 CIO Agenda**
Mr. Kim Bjoern Nielsen, Executive Partner, Gartner
12:15-13:45 *Lunch*
13:45-14:30 **The Real Business of IT**
Mr. Kim Bjoern Nielsen, Executive Partner, Gartner
14:30-15:15 **VISION Cloud IBM's Cloud Strategy and Solutions**
Mr. Christian Comtat, IBM Southwest Europe, Cloud Director
15:15-15:45 *Coffee*
15:45-16:30 **Smarter Computing - A New Era of Computing**
Mr. Pierre Liger, Director of Marketing, Communication & Sales Support
IBM Systems & Technology Group - Southwest Europe
16:30-17:15 **Postemobile Experience on developing Mobile Business Services**
Mr. Roberto Giacchi, CEO, Postemobile
19:00 Transfer to the Restaurant L'Olimpo (Hotel Bernini Bristol) for cocktail and dinner

TUESDAY 12 APRIL 2011

- 09:00-09:40 **IBM's Business Analytics Strategy**
Mr. Oliver Oursin, Worldwide & Technology Experts Teams and EMEA Solution Specialists Executive
IBM Business Analytics
09:40-10:20 **Biggest Barriers to Business Analytics Adoption: People not Tech**
Mr. Peter Korsten, IBM Partner and Vice President, Global Leader IBM Institute for Business Value
10:20-10:40 *Coffee*
10:40-11:20 **Enterprise Storage**
Mr. Sergio Resch, IBM System Storage Platform Evangelist - High End Storage Leader, IBM Italy
11:20-12:00 **Big Data and Streams**
Ms. Anjul Bhambhri, Vice President, Big Data, IBM Silicon Valley Lab
12:00-12:40 **Talent Relationship Management: How Social Media and Web 2.0 Help You Retain and Win**
Dr. Martin Heibel, Founder & Director, IntraWorlds GmbH
12:40-12:45 **Wrap-up**
Mr. Tom Lund
President, GUIDE SHARE EUROPE
12:45-14:00 *Lunch*