

**BUSINESS LEADERSHIP
IOD**

00:00 START

Interviewee #1

Information On Demand is all about access to IBM executives. Come in and talk to us about your business problems, how you are planning to address those problems...

Interviewee #2

We just stepped out of the Executive Center. What they do is they coordinate the meetings where they have everything all lined up for us. When we come in the executive is there, the executive has the briefing. We know what we are going to be talking about. We are able to get everything done in 30 minutes. A lot of times meetings take longer, but in a short period we can get done what we need to do.

Interviewee #3

I think the Executive Center is the number one value for us at this IOD session.

Tom Davenport

World-Renowned Thought-Leader and Author

It is time to move on to the next war which is: What do we do with that information? How do we use it to manage our businesses better? To optimize our performance? To use information in a well-defined information agenda?

Interviewee #4

Tremendous innovation on the part of IBM. As a business partner who stakes his business on IBM's products and technology it is important for us to get to an event like this each year.

Interviewee #5

I was just in a Gold Consultant Briefing Session where I saw a presentation on Cognos and the automated analytics and the way that you can look at your business with Cognos. I think there is a lot of innovation there.

Interviewee #6

Our goals include building new business revenue, meeting with executives.

Interviewee #7

I am hoping to also bring back to some of our executives a little bit more information on the Cognos piece, in terms of business intelligence. We are looking to grow our business intelligence.

Interviewee #8

Our firm is very industry focused. We find that the conference here has a very strong information agenda. We are talking to customers about their information needs and not their technology needs.

Interviewee #9

So we are using this forum to really understand how we advance our go-to-market efforts and how we align together.

Interviewee #10

Given the time we are in right now, it is more critical that we get together and look through the best things that we can do to learn from each other.

Interviewee #11

We would absolutely make the investment next year. We will be here in 2009. The opportunity for networking with both IBM and customers has been invaluable.

Interviewee #12

I have already made a commitment for next year, in terms of being at the conference in a larger representation and how we tailor and take advantage of what the conference offers.

03:06 END