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Smarter software for a Smarter Planet.



Drive Growth and Deliver Outstanding Business Results through Exceptional Web Experience

In today's demanding environment, your web presence is often your most important and most visible face to your customers, constituents, distributors, suppliers, and employees. A compelling engaging Web experience is no longer a nice to have, but critical to compete and grow.

Join Larry to hear best practices on how to leverage an exceptional Web experience to maximize satisfaction in reaching and servicing your customers and constituents. We will share what high-performing organizations do to make their Web more additive and deliver dramatic improvement in business performance. You will hear examples as to how your peers are making the Web work smarter, improving loyalty, growing revenue, streamlining business processes, and improving business agility.

Exceptional Web experience—exceptional business results. Join us!

SPEAKER:

Larry Bowden

Vice President,
Portals and Web
Experience Software,
IBM Software Group

June 22, 2010

11 am EST



Register now

