



**Visit the IBM System Storage Executive Briefing Center in Mainz.**

The IBM System Storage Executive Briefing Center in Mainz has the latest technology to enable dynamic information sharing. Highly trained speakers provide a valuable combination of education and consultancy, based on the best theory and practice worldwide.

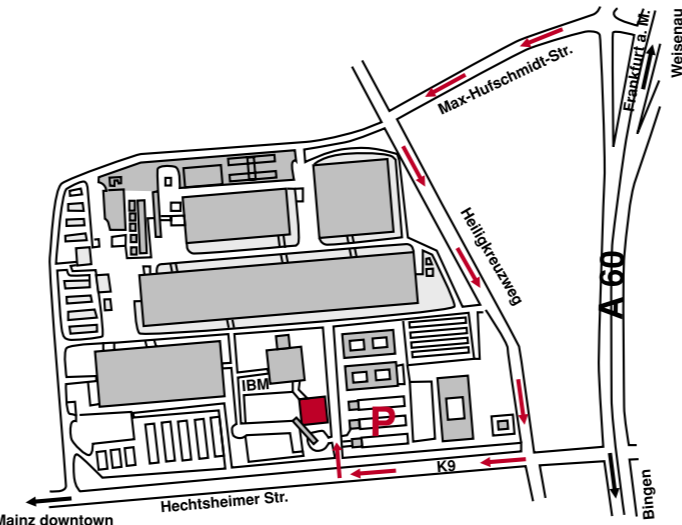
Customers can also choose from over 40 real-life demonstrations. These deal with critical issues such as virtualization, data availability, backup, and recovery. It's a chance to get 'hands on' experience of the new technologies, products, and solutions. And with the 'doing' comes a real appreciation of how to move forward.

The Center is located on the site of IBM's only major Center of Competence for Storage in Europe. This means that customers also have access to a broad range of complementary skills and competencies. It all adds up to a unique resource for IT managers with a data storage challenge.



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**FACING A DATA STORAGE CHALLENGE?  
OVERCOME IT AT THE CENTER!**



IBM System Storage Executive Briefing Center, Mainz



**MOST IT MANAGERS** are trying to make their organizations more agile and responsive. But they may be held back by IT storage infrastructure that has built up over the years. Many are now trapped in a vast wasteland of underperforming, high-maintenance servers and storage units.

It doesn't have to be like this! The **IBM System Storage Executive Briefing Center** in Mainz provides the perfect place to break out and move forward. It brings together the best minds and methods to effect lasting change. Software, hardware, and intellectual horsepower vigorously aligned with business goals.

## NEW WAYS TO WORK WITH DATA

The Center helps effect change by providing customers with bespoke briefing sessions and demonstrations. These are free and designed to address individual needs. They are the perfect way to review challenges with fresh eyes and informed minds. A typical briefing can last anywhere between a couple of hours or a couple of days. Whatever it takes to meet the challenge and move on!

## AND MOVE FORWARD.



**THE STARTING POINT** for any briefing is the customer and his or her needs. A typical storage 'pain-point' would be too much e-mail data and not enough storage! The Center team builds a program that addresses the problem and includes topics and technology demos that add value and promote a positive outcome. A typical briefing may include:

**Product information:** disk, tape, SAN, NAS, storage management software, and virtualization

**Solutions for IT and business:** business continuity, information lifecycle management, and infrastructure simplification

**Workshops with design and consulting content:** server and storage consolidation, reduction of IT complexity, TCO for IT solutions

**Speeches and technical demonstrations:** delivered by highly trained speakers from the Center and supported by the Center for Competence in Mainz

The result is a program that mixes education, consultancy, and technology to provide answers to current problems and insights into future needs:

- Capabilities and trends that are shaping the industry
- Products, solutions, and strategies that build storage activities' IT infrastructure
- Achieving greater return on IT investments

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