

IBM Executive Briefing Center Tucson, Arizona



IBM Systems Storage®



The next phase of IT evolution, on demand business, is fundamentally changing the way IT is bought, deployed and managed. An on demand business requires a technology infrastructure that is *open*, *integrated*, *virtualized* and freely enabled with *autonomic* capabilities. The IBM Executive Briefing Center in Tucson offers highly comprehensive, in-depth technology briefings, product demonstrations and architectural workshops for customers, systems integrators, independent software vendors and

Business Partners wanting to gain a competitive edge. The Executive Briefing Center can help you understand how IBM is redefining the IT operating environment and provide you with the knowledge of innovative technology that can compliment the solutions you need to meet today's ever-changing business requirements.

Most Frequently Requested Topic Areas Available at the IBM Tucson Briefing Center

- IBM DS8000, DS6000, DS4000, N Series Disk
- Tape Drive and Automation
- Storage Management Software
- Storage Virtualization
- Tivoli® Storage Products
- Storage Area Networks
- Information Lifecycle Management
- Business Continuity
- Storage Consolidation
- Client Storage Solutions Workshops



World-class A/V conference center connectivity to any center worldwide for all topics is available as a pre- or post-visit session.

The IBM Tucson Executive Briefing Center is located at IBM's premier southwestern site, home to IBM's primary storage development center; including Disk & Tape Storage, Storage Software and Tivoli Storage Software development labs. In addition, Tucson offers customers access to IBM's key technologists who make IBM Tucson their home.

***IBM Systems Storage
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IBM System Storage***

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Briefing and Demo Center in Tucson



The IBM Systems Storage Executive Briefing Center can play an integral role and assist you in the sales cycle continuum. Take advantage of our expanded briefing capabilities and flexible delivery options.

Traditional on-site briefings are offered as well as video conferencing and e-Meeting. Live product demonstrations are also available. IBM has invested in expanding our video and network capabilities to provide the highest level of briefing support from IBM. In addition, special outbound briefings are always an option based on sales potential and revenue opportunity.

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IBM's experience with thousands of customer engagements has shown that many of today's infrastructures are not prepared to support a highly dynamic, responsive, integrated business environment. Many companies are finding they need a new infrastructure-- one that's integrated, open, virtualized and autonomic, which is as critical to your business today as it will be tomorrow.

The mission of the IBM Executive Briefing Center in Tucson is to assist customers in understanding and leveraging the benefits of working with IBM in developing IT solutions in the on demand environment. IBM provides the following IT initiatives toward helping customers achieve their goals:

- **Application Flexibility:** IBM is an IT provider committed to open, standards-based business solutions.
- **Risk Mitigation:** IBM is a trusted IT provider who has the skills and resources to help customers complete the most difficult IT transitions.
- **Technology Leverage:** IBM is helping to define the future as a leader in the technology industry.
- **Business Results:** IBM offers solutions that can help integrate the IT pieces together to deliver business results.
- **Total Cost of Ownership:** IBM combines these IT initiatives together to deliver some of the lowest IT costs in the industry.

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