

Opening Keynote Speech "IBM Software Strategy"

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IBM offers a comprehensive set of e-business software and technologies designed to help customers build highly integrated, robust, manageable, scalable and secure e-business infrastructures, with less investment and greater return.

This session will cover the e-business technology drivers, key advantages and differentiators for the IBM Software Strategy, a high level perspective of the IBM software portfolio, and directions related to our strategic investments.

Bud Hartley

is Senior Consultant and works for the IBM Software Group Solutions and Strategy Team. During his 35 year career with IBM, Bud has spent most of his time working with customers to define and implement Information Technology solutions to address their business challenges. He has held various line, staff and management positions in Systems Engineering, Sales, Marketing, Technical Support, Information Systems Management and Customer Executive Education. Over the years, Bud has specialized in Information Systems management, data center operations, systems and database management. In recent years, Bud has been working with customers worldwide to assist them in leveraging their use of Internet Technologies and the application of IBM's extensive software portfolio to address their business needs and challenges.

Until he joined the IBM Software Group Solutions and Strategy Team in 1999, Bud was the manager of the IBM Software Solutions Division's Customer Satisfaction, Quality, and Integrated Product Development deployment

organization. He resides in Portland, Oregon, and reports into IBM's Software Group Headquarters located in Somers, New York.