



PUSH
YOUR BUSINESS

Stay on top of your game!

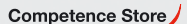
Competence Store Partner News No. 17

1 – 5 MARCH 2011 · HANNOVER

Heart of the digital world



CeBIT



Competence Store

A great atmosphere for sales!

Dear Sir or Madam,

For visitors from all reselling channels as well as buyers and IT decision-makers, CeBIT represents a uniquely effective venue for transacting sales. Here you can get a foretaste of everything that's new in terms of exhibitors, topics and products.

The new, enhanced layout featuring the four CeBIT platforms **pro**, **gov**, **life** and **lab** is going to make it easier for visitors and exhibitors to come together. CeBIT pro showcases ICT solutions for enterprise applications – from operating systems, individual software programs and server and storage solutions to telematics and navigation, security equipment, Internet solutions, communications, network technology and, needless to say, the entire range of hardware. CeBIT gov is geared to decision-makers from public-sector institutions, while CeBIT lab offers you a glimpse of the future. CeBIT life is dedicated to technology enthusiasts who want to know how apps are developed, what smart home solutions are capable of, how games are developed and the role of ICT in the music industry.

You'll be treated to an international platform where you can meet old partners, generate new contacts and have a thorough opportunity to check out new products and applications. Push your business – we're waiting to help!

Partner Country Turkey

→ Turkey is an attractive, emerging market for high-tech enterprises. That is why the German IT and telecom industry has teamed up with CeBIT to make Turkey the Official Partner Country for 2011. The Turkish market for IT and telecommunications is growing rapidly. For 2010 the EITO international market research institute estimates growth of 8 percent at a total volume of 20 billion euros. This is a stronger rate of growth than has been registered by the majority of EU economies. Despite the economic crisis, the volume of ICT sales in Turkey increased by 2 percent in 2009 to reach a total of 18 billion euros, with investment in the country's telecommunications infrastructure representing a key growth driver.

CeBIT Global Conferences

→ "The power of creativity and innovation" is the keynote theme over this 5-day high-powered conference which runs from 1 to 5 March. Find out the latest facts and visions from the world of IT and communications technology from speakers like J.-P. Courtois (Microsoft International), Parker Harris (Salesforce.com), P.-H. Ferrand (Dell) and S. Eden (Intel Corp.) The topics include cloud computing, intelligent networks, augmented reality and mobile apps. Neelie Kroes, EU Commissioner for the Global Agenda, will also be a featured speaker.



Next level 3D

→ 3D has become a big hit recently, and not just at the movie theater. 3D is becoming an option for home viewing, and it probably won't be long until it can be enjoyed without needing to wear cumbersome glasses. But that's only one side of the coin. 3D product images are an excellent marketing tool, whether it involves fashion, cars, TV sets or furniture – being able to view something from all sides is an important buying criterion for customers. Are you already presenting your products in 3D? And offering reasonably-priced scanners for consumers?

Sports, health and wellness

→ What does ICT have to do with those topics? Well, for one thing, there are already tennis outfits with "built in", talking coaches. And there are "communicative" gloves with integrated sensors to monitor your pulse and blood pressure, plus watches which transmit the data to your PC and even intelligent sports equipment – from skis to a treadmill that includes a range of ICT components. Is a games console with gesture control which inspires the user to engage in sports a sporting device or not? This is where sectors with previously little or no contact will meet and open up new potential for you.

The TeleHealth special display in Hall 8 will inform you about all the relevant aspects – as perceived by doctors, health insurers and hospitals.

Planet Reseller – Networking hub for retailers and distributors

→ Located in Hall 14/15, Planet Reseller will serve as a major pole of attraction for resellers and distributors next March. From "A" for AMD to "W" for Wave Computer Systems, new startups and "old friends" will all be on hand to show what is hot among retailers and how their new products can help drive your sales. A series of free workshops will inform visitors how the relatively new topic of digital signage can be transformed into lucrative sales along with other advantages for ICT retailers. Other workshop themes include new business models and new solutions now being offered by manufacturers.

And the leading lights of the industry will also be appearing as interview guests at the glass VIP TV studio of Computer Reseller News. Starting in mid-January, you can register at www.planetresteller.de and save time at the entrances to Planet Reseller! There you'll also find the provisional list of exhibitors, the hall map and the program of interviews at the glass TV studio.

CeBIT Competence Store Partner

→ A large part of your business activities consists of monitoring the market, talking with colleagues, negotiating with suppliers and partners and deciding and ordering. There may be other facets, but one thing is certain: Your business requires solid information and a platform for face-to-face discussion.

Who?

Competence Store Partners – and anyone who wants to become one – take advantage of CeBIT in Hannover, Germany and its Planet Reseller special display: the networking hub for resellers, trade visitors and the press. Drawing some 85,000 visitors, Planet Reseller 2010 clearly demonstrated there is nothing more practical than face-to-face contact and the ability to directly compare products, services and conditions.

What?

As a registered Competence Store Partner, you'll receive the latest POS items free of charge, which you can use starting in December to display your "Competence Store Partner" credentials to the world. The partner program in 2011 will again feature vouchers that can be redeemed at the show for CeBIT admission tickets, lunch credits and drinks, as well as for various sample products from Planet Reseller exhibitors.

How?

Needless to say, registration for the CeBIT "Competence Store Partner" program is a free, no-obligation service which you can cancel at any time at: www.cebit.de/competencestore_e

Here come the new POS materials 2011

- Keep 'em writing! Provide your customers with one of our attractive new pencils to make sure they remember you.
- "Up, up and away": Use these balloons as a decoration for your store or as a giveaway for your customers.
- "Tried and tested": Our popular mailing stickers.

Keynote theme: Work and Life with the Cloud

Cloud Computing is setting the market in motion. But how?



→ High bandwidths. Easy access. These are the main drivers. The demand for cloud-based offerings represents a major potential for IT enterprises, system houses and IT managers – but a major challenge in terms of restructuring business processes as well. Experts are even talking about a paradigm shift, since the IT landscape is no longer operated locally by the user, but by one or more external providers. Given careful consideration and advance planning, cloud computing can translate into savings, flexibility and reduced administrative overhead for some, while resulting in new sales for others. CeBIT 2011 will feature a wide selection of exhibitors showcasing their practical examples, with speakers forums where visitors can debate the advantages and disadvantages with the experts.

CeBIT pro

- Business IT (Halls 2–6)
- Webciety – Internet Solutions (Hall 6)
- Telematics & Automotive World (Hall 7)
- AutoID/RFID (Hall 7)
- Banking & Finance World (Hall 11)

Security World (Hall 11)

- Business Communications & Networks (Halls 12/13, Pavilions 32/33, Pavilion 11A–B, Open-air site)
- Broadband World (Hall 13)

ICT Infrastructure (Halls 14–17)

Planet Reseller (Halls 14/15)

CeBIT gov

- TeleHealth (Hall 8)
- Public Sector Parc (Hall 9)

CeBIT life

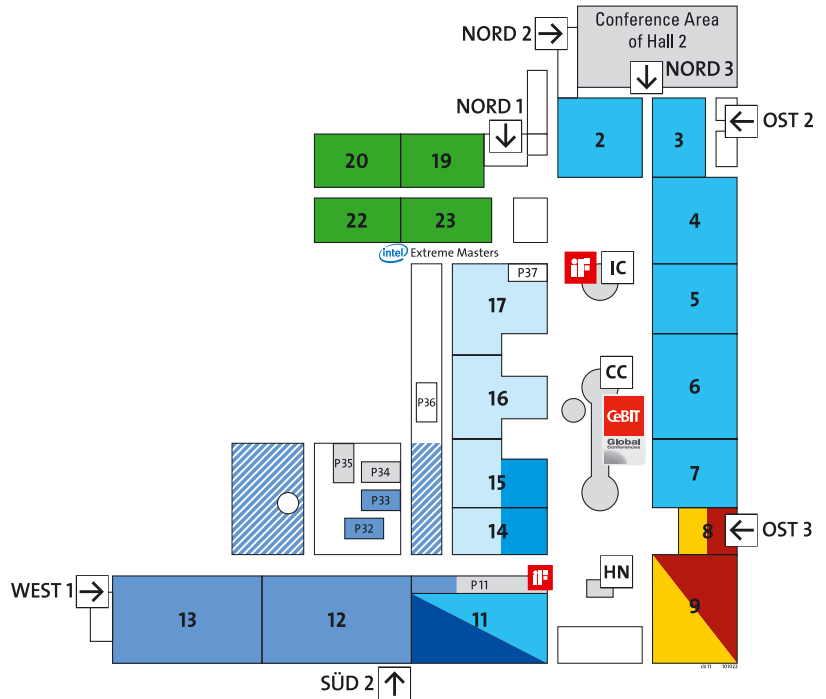
- Smarter Living (Halls 19/20)
- Content & Technologies (Halls 19/20)
- CeBIT sounds! (Hall 22)
- Intel® Extreme Masters (Hall 23)

CeBIT lab

- green IT (Hall 8)
- Hall 9

- Conference Area (Pavilions 34/35)
- CeBIT Global Conferences (CC, Room 2)

10/2010 - Modifications reserved - 101026



Getting there: Information on special travel offers, charter flights and bus charters as well as on international tour operators is available at www.cebit.de/visitorservice

Accommodations: Reserve a room at one of our „Deutsche Messe Selected Hotels“ online at www.hannover.de/hotels/cebit or call us at: +49 511 12345 555.



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