



BUSINESS IT

Basic technologies:

Open Source,
Virtualisation & Business Storage,
Software & System Management

.españa
CeBIT PARTNER COUNTRY 2010

CeBIT

HANNOVER
2-6 MARCH 2010
cebit.com

The world's No.1 marketplace for digital business

THE NEW CENTRE FOR BASIC TECHNOLOGIES

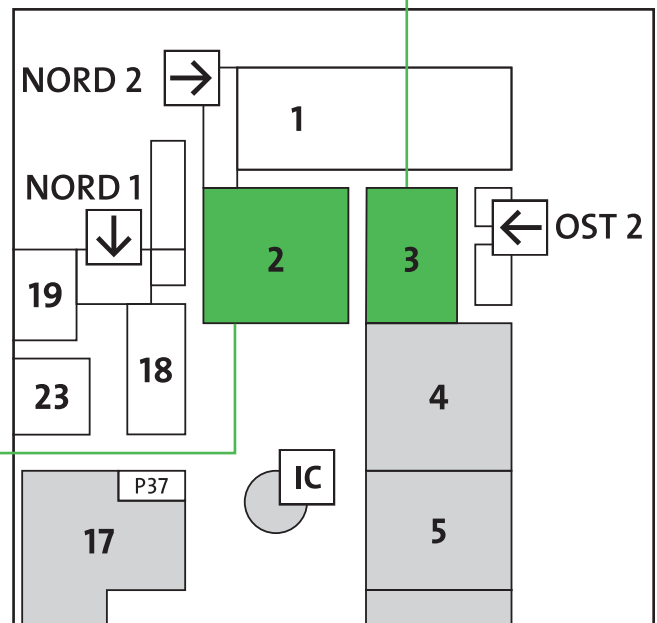
→ CeBIT will once again be promoting the future-oriented themes that set the agenda in Business IT. Thus, in 2010 CeBIT will be grouping all the basic software application technologies together in Halls 2 and 3 – **Open Source, Virtualisation & Business Storage, Software & System Management**. The hall displays are arranged in such a way that the actual process chain in the IT sector is depicted in sequence. In short, the Business IT presentation offers the ideal arena for showcasing products and services as part of an efficient workflow. Use this opportunity to demonstrate the potential and prospects of basic technologies to an audience of professionals!

THE PATH LEADING TO ALL SOLUTIONS

→ The pathway to finding specific applications and solutions starts here. Halls 2 and 3 are close to software applications, so visitors are literally just a few steps away from holistic solutions. Right next door in Hall 3 you will find Enterprise Content Management/Document Management Solutions, while Halls 4 and 5 house Enterprise Resource Planning, Customer Relationship Management and Business Intelligence. Hall 6 is dedicated to Human Resources. CeBIT offers an unparalleled array embracing the entire spectrum of IT-related topics and areas – such diversity generates synergies that you can benefit from as an exhibitor of leading-edge products and solutions!

Open Source
Business Storage
Server Technologies
Virtualisation

Software &
System Management



“The concept of CeBIT Open Source 2009 proved a complete success for us. We had more and higher calibre visitors than in previous years to our stand, and the whole set-up ensured full aisles and an exciting atmosphere. CeBIT Open Source is therefore one of the central milestones in what has been a successful business year for Univenton.”

Peter Ganten, Managing Director, Univenton GmbH

CeBIT OPEN SOURCE 2010

OPEN SOURCE A CROWD PULLER (HALL 2)

→ Open Source solutions have really taken a hold. Open Source technology is rapidly being embraced by companies and organizations of all sizes, not least due to the massive savings to be made on license costs. It is one of the few growth areas in the industry, which is why the “who’s who” of the IT world are keen to invest in Open Source technology.

At CeBIT 2010, Open Source will again be a major keynote. In line with its growing importance it will for the first time be positioned prominently in Hall 2. It has proven a real crowd-puller in previous years, attracting visitors and interested exhibitors. Now in an attractive new location, CeBIT OPEN SOURCE 2010 represents a great opportunity for exhibitors. It will be the most important commercial event for the European Open Source community!



**Growth market despite crisis:
Profit from the boom in Open Source!**



“I enjoyed speaking at the Open Source Forum on CeBIT 2009 in front of a very experienced audience. Open Source projects are getting more popular and accepted in all industries and should be a topic again at CeBIT 2010.”

Simon Phipps, Chief Open Source Officer, Sun Microsystems

FORMS OF PARTICIPATION / SPECIAL EVENTS

- **Open Source Forum**
Daily program of high-calibre lectures and keynote speeches – also available online through video streaming
- **Open Source Park**
Opt for the full service package at a joint display – and take part without any stress!
- **Open Source Project Lounge**
This is a great location for non-commercial, innovative and unusual projects – chosen by a panel of experts.
- **Open Source Sponsoring**
Sponsor Open Source and benefit from the advertising effect. Your company logo will be displayed in the Project Lounge, at the Forum and online.
- **Linux New Media Awards**
CeBIT partner Linux New Media AG will present the winners.

Further information is available at www.cebitt.de/opensource_e



“CeBIT 2009 allowed Mozilla to meet and engage with thousands of its Firefox users from around the world. We are looking forward to the next CeBIT to continue to explain the importance of the open Web.”

Jane Finette, Director Marketing Europe, Mozilla

BUSINESS STORAGE, SERVER TECHNOLOGIES AND VIRTUALISATION

KEYNOTE INFRASTRUCTURE (HALL 2)

→ The administration of data over a long period, as well as the security and scalability of a global IT infrastructure remain critical strategic issues for the entire IT community. This year sees the central platform for these and related topics, i.e. Business Storage, Server Technologies and Virtualisation, once again in Hall 2. Suppliers of solutions and services in this field of innovative basic technology will meet the keen interest of an international audience prepared to invest in the future!

THE RIGHT PLACE TO BE: THE TOPICS

- Server and Desktop Virtualisation
- High Availability
- Disaster Recovery
- Data De-duplication
- Secured Virtualisation

SPECIAL EVENT

Virtualisation & Storage Forum

Apart from demonstrating your company's expertise at the exhibition, the Virtualisation & Storage Forum offers an additional way of putting your message across. Take part in talks with your target groups, exchange ideas with leading manu-

facturers and IT service providers, and exploit the opportunities to present your latest solutions live at demo points or during your company lecture!

For more information visit www.cebitec.de/virtualisation_e

SOFTWARE & SYSTEM MANAGEMENT

MEETING-PLACE FOR SYSTEM MANAGEMENT EXPERTS (HALL 3)

→ One of the most important basic technologies is the field of Software & System Management, which moves back to Hall 3 at the next trade fair. Exhibitors can confidently expect a high-calibre audience of developers and consultants, systems architects, administrators and CIOs at their stands. Present your solutions for optimum, cost-efficient IT management to the people who matter!

THE RIGHT PLACE TO BE: THE TOPICS

- Software development – from agile project management to the V model
- Cluster/Virtualisation – what networks and guest operating systems can do
- Storage/Infrastructure – current trends, know-how and advice on company-wide storage consolidation and administration
- Security – a topic that has become all the more compelling in the light of Web 2.0 and cloud computing

SPECIAL EVENTS

Software & Systems Forum

Presented for the fifth time in succession by iX, the magazine for professional IT published by Heise-Verlag. A keynote theme of the forum is "Software development – paths to successful project management". Within the segment entitled "Systems" you will find topical information from the world of servers and networking. Be part of a dialogue with experts from across the globe and contribute your own experiences and know-how to the forum!

Area Software & Systems

Take the stress out of planning your trade fair presentation by opting for our all-inclusive package for participation in a joint display. Let our complete service package take over so you can focus on what's most important to you – your clients!

For further info visit www.cebitec.de/softsys_e

SEE YOU AT CeBIT 2010!

VISITOR PROFILE – AN OVERVIEW OF POTENTIAL BUSINESS LEADS

Trade visitors at CeBIT 2009 with a specific interest in the basic technologies:

■ Open Source	47,000
■ Storage Solutions	29,500
■ Server Technologies	37,900
■ Virtualisation	41,900
■ Software & System Management	46,500
■ Trade visitors responsible for investment decisions	74 %
■ Trade visitors who attend no other ICT event	56 %
■ Trade visitors from outside Germany	20 %
■ Total no. of visitors at CeBIT 2009	362,000



YOUR OPTIONS FOR A GOOD STAND

HALL 2

- Individual presentations within the exhibition area
- Open Source Forum
- Open Source Park
- Open Source Project Lounge
- Open Source Sponsoring
- Virtualisation & Storage Forum

HALL 3

- Individual presentation within the exhibition area
- Area Software & Systems
- Software & Systems Forum

"As a manufacturer of IT storage components and systems operating on the global marketplace we regard CeBIT as a major showcase for our products and solutions. Despite living in the age of Internet and electronic post, nothing can replace face-to-face talks when it comes to consolidating existing business contacts or realising potential business deals. We have over 1,000 business contacts, primarily in Germany and Eastern Europe, so CeBIT continues to be the place where we promote our company."

Albert Hestermann, Manager Sales & Marketing Central & Eastern Europe, Promise Technology, Germany



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