

CeBIT GLOBAL CONFERENCES

The challenges of a changing world –
ICT for better lives and better business



Official Program 2010

2–6 March 2010
Convention Center (CC), Room 2
Hannover, Germany



WORDS OF WELCOME



In the course of the past several years, the expectations placed on leading international events such as CeBIT have been rising steadily, in sync with sweeping changes throughout the IT and telecommunications industry. Moving away from their traditional role as showcases for new products, tradeshow today are primarily expected to provide technical orientation and facilitate the transfer of know-how, for the benefit of both visitors and exhibitors.

In response to this trend, two years ago we launched the CeBIT Global Conferences – a globally acknowledged, top-flight congress targeted precisely at meeting these market needs. This move was so resoundingly successful that the CeBIT Global Conferences are now a permanent fixture at CeBIT – the world's most important event for the digital world. Indeed, it is now difficult to imagine a CeBIT without its rich agenda of parallel conferences.

A glance at the program for 2010 makes it clear that we have succeeded in putting together what is quite probably the most highly regarded ICT congress anywhere in the world. Under the CeBIT brand, the core theme to be addressed at this year's round of conferences is: "The challenges of a changing world – ICT for better lives and better business".

A highly dynamic process of transformation over the past few years has led to ICT technologies rapidly becoming interdisciplinary in the truest sense of the word. Many of the revolutionary advances in traditional manufacturing have been made possible by a steady stream of innovations produced by ICT companies. Each and every day we are reminded that the lives we lead, at home and in the workplace, would simply not be possible without ICT – whether for making a call on our mobile phone, staying in touch with friends or colleagues, checking our e-mails or staying on top of the latest company figures.

The ICT industry has what it takes to create solutions for meeting the major problems faced by society and the global economy today. Given that innovation cycles are getting shorter and shorter, it is more important than ever for the shakers and movers of the industry to get together once a year in order to compare notes, synchronize their expertise and map out common ground for the road ahead.

Once again this year, many creative minds and influential personalities are following our invitation to leverage the CeBIT Global Conferences as an opportunity to actively shape the future of the industry at its most important annual gathering.

In short: Welcome to the CeBIT Global Conferences 2010, where you, too, can get involved in top-drawer debate on all the issues that matter when it comes to The challenges of a changing world – ICT for better lives and better business.

Sincerely,
Ernst Raue



B. Kevin Turner,
Chief Operating Officer,
Microsoft Corporation

*"Connecting the Digital
Lifestyle & Digital Work style"*



For the 25th time, CeBIT is turning Hannover into the world's biggest marketplace for digital solutions from the realm of information and communications technology. Over 4,000 enterprises from nearly 70 different countries are presenting their innovations involving information management, telecommunications and new media at this year's CeBIT.

State-of-the-art information and communications technologies are penetrating nearly every sphere of life, offering splendid opportunities for enhanced productivity at work and greater convenience in our free time. But this increasing integration and digitalization of our lives is also associated with a series of challenges and hazards. This is underscored by the slogan of CeBIT 2010 – Connected Living.

The CeBIT Global Conferences represent an outstanding international platform for exploring the opportunities, risks and challenges arising from a networked society. For the third year in a row, leading representatives from the global IT-industry will use the CeBIT Global Conferences to discuss the contribution which they and their enterprises can make to some key issues concerning the future of our society.

I wish all exhibitors at the 25th CeBIT a successful showing and all attendees at the CeBIT Global Conferences lots of stimulating discussion.

Federal Public of Germany
The Chancellor Dr. Angela Merkel



Welcome to CeBIT Global Conferences 2010!

BITKOM feels proud and honoured to be patron of the CeBIT Global Conferences 2010. This unique event offers an excellent opportunity to discuss the most important ICT trends with leading experts and decision-makers from all over the world.

I am especially interested to learn about the contributions of ICT to master the challenges of the future: a climate-friendly energy supply, an efficient health system, a citizen-friendly administration, efficient traffic networks and an innovative educational system.

Once again: my warmest welcome to all speakers and participants of the CeBIT Global Conferences 2010!

Sincerely,
Prof. Dr. Dr. h.c. mult. August-Wilhelm Scheer



Russ Shaw,
General Manager EMEA,
General Manager Mobile,
Skype Technologies SA

*"New value-add
partnerships in the
ICT industry"*

Natalya Kaspersky,
CEO InfoWatch,
Chairperson of the
Board of Directors of
Kaspersky Lab

*"Creative Technologies
for Dynamic Times –
How ICT Empowers
Tomorrow's Business"*



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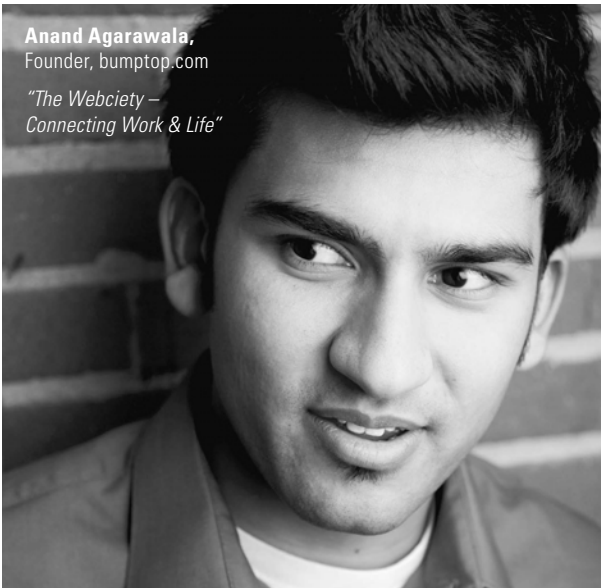
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Anand Agarawala,
Founder, bumptop.com
*"The Webciety –
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Stewart Butterfield,
Co-Founder, Flickr.com

*"The Biggest Thing
Since the
Domestication
of Animals"*



Michael Jones,
Chief Technology
Advocate,
Google & Founder
Google Earth

*"Evolution of the Web:
Open, social, mobile
and transparent –
Today's Innovation
for an Internet to meet
Future Challenges"*

Dates for CeBIT Global Conferences

Concept of CeBIT Global Conferences:

Discussion forum for innovations and prognoses from representatives of the ICT industry, telecommunications and the new media.

Central theme in 2010:

The challenges of a changing world – ICT for better lives and better business

Target groups:

The CeBIT Global Conferences are geared to decision-makers from the ICT industry as well as industrial users and all interested parties who like to think outside the box.

Venue:

Hannover Exhibition Center, Hannover, Germany, Convention Center (CC), Room 2.

Attendance Fee:

Attendance at the CeBIT Global Conferences is included in your CeBIT ticket.

Challenges as Opportunities: How ICT faces the World of Tomorrow

9.00 a.m.–10.00 a.m.

Registration

MODERATION: Valerie Haller

Coffee-Break powered
by salesforce.com



KEYNOTE · 10.00 a.m.– 10.30 a.m.



Dr. Werner Vogels, Vice President Worldwide Architecture, Chief Technology Officer,
amazon.com

Successful Strategies in the Cloud: Perspectives from Amazon Web Services

Dr. Werner Vogels is working to help businesses develop both short and long term strategies for taking advantage of the cloud. Dr. Vogels will discuss how companies are making the move to the cloud and why they are doing so more rapidly than ever.



KEYNOTE · 10.30 a.m.– 11.00 a.m.



Andy Mulholland, Global Chief Technology Officer, Capgemini

A Changing Focus for Business and IT

As the ability to save on costs encounters the law of diminishing returns, the enterprise focus for using technology is shifting towards external goals. The focus of "Business Technology" is on people, communications, and collaboration, not computers and data. Results of the IT Trend survey DACH will be presented towards the background of technology change. Is Central Europe fit for the future?



KEYNOTE · 11.00 a.m.– 11.30 a.m.



Dr. Peter Graf, Chief Sustainability Officer and Executive Vice President of Sustainability
Solutions, SAP AG

Sustainability and IT



KEYNOTE · 11.30 p.m.– 12.00 noon



Senator Kate Lundy, Senator for Australian Capital Territory

Gov 2.0: building a strong foundation for open democracy

Senator Lundy will discuss Gov 2.0, what it means for political and departmental offices in government, and how Gov 2.0 will take us to a new age in open and participatory democracy.

KEYNOTE · 12.00 noon – 12.30 p.m.



Vivek Dev, Group Director of Innovation, Telefónica S.A.

Telco perspectives on Cloud and ICT evolution



KEYNOTE · 12.30 p.m.– 1.00 p.m.



Michael Jones, Chief Technology Advocate, Google & Founder Google Earth

Evolution of the Web: Open, social, mobile and transparent – Today's Innovation for an Internet to meet Future Challenges

To meet tomorrow's needs, web search and online applications require constant innovation, as the Internet becomes more personal and social, more local, is increasingly accessed through mobile devices, and needs to foster new forms of collaboration. Real value for Web users can best be achieved through both open technology and open information, and giving the users control over the information they want.



Smart business 2020: ICT for Empowered Business in Dynamic Times

9.00 a.m.–10.00 a.m.

Registration

MODERATION: Astrid Frohloff

KEYNOTE · 10.00 a.m.– 10.30 a.m.



Jon Iwata, Senior Vice President Marketing & Communications, IBM Corporation
New Skills and Collaboration for a Smarter Planet

Our ability to instrument and interconnect the infrastructure of the world for greater intelligence is providing seemingly unlimited potential to drive transformation of just about every industry – to make the planet smarter. Our challenge won't be the technology. It will be whether we can change the way we work together. During this keynote presentation, Jon Iwata will discuss how a smarter planet will require much more collaboration, agreement on standards and new approaches to leadership.



KEYNOTE · 10.30 a.m.– 11.00 a.m.



Stephen J. Felice, President Small & Medium Business, Dell Inc.
Beating the Competition: How Efficient and Accessible Technology is Driving Today's Growing Businesses

How businesses can utilize breakthrough technologies to become more competitive, more profitable and more dynamic.



KEYNOTE · 11.00 a.m.– 11.30 a.m.



Diane Bryant, Vice President & Chief Information Officer, INTEL Corporation
Tomorrow's Potential, Shaped by Information Technology Today

IT faces many challenges – accelerating user requirements, globalization, and growing security issues. IT needs to be agile, responsive, and ultimately create value. Diane Bryant will highlight how creating value is not a one-time effort. Value relies on continuous investment, innovation, and foresight. The pace of business demands is astonishing. Equally astonishing is the pace of technology.



KEYNOTE · 11.30 a.m.– 12.00 noon



Rob Tarkoff, Senior Vice President, Adobe Systems Incorporated
The Customer-Driven Enterprise: Changing Enterprise Software, One User at a Time

What does a Customer-Driven Enterprise mean in this dynamic business environment, where channels of communication change rapidly, where experiences span devices and platforms, and where the web of information is being replaced with the web of social interaction? Rob Tarkoff will highlight the role of software innovation in transforming customer experiences in the next generation of Enterprise software.



KEYNOTE · 12.00 noon – 12.30 p.m.



Dr. Steve Garnett, Chairman & President, Europe, salesforce.com
The Decade When Enterprise Software Died

The last decade innovators like Google re-defined the Internet. Raised on the consumer-web, employees are having new expectations about business applications and IT delivery. Software is becoming part of the problem, not part of the answer. Steve Garnett highlights how Cloud Computing is bringing the End of Software – why this is relevant (not scary) and how you can take advantage of it now.



PANEL · 12.30 p.m.– 1.30 p.m.

- **Thomas Balgheim**, Chief Executive Officer, Cirquent
- **Natalya Kaspersky**, CEO InfoWatch, Chairperson of the Board of Directors of Kaspersky Lab
- **Dr. Dietmar Straub**, Chief Executive Officer, KraussMaffei AG

Creative Technologies for Dynamic Times – How ICT Empowers Tomorrow's Business

In the face of an ever more dynamic, globalized economy, businesses need to leverage new and innovative ICT technologies to perform their processes more efficiently and cost-effectively, enhancing their market competitiveness in the process. We will be discussing topics like cloud computing, SOA, security, intelligent software, mobility and communications, concentrating on the challenges and opportunities for the future.



Thomas Balgheim



Natalya Kaspersky



Dr. Dietmar Straub



Consumer Electronics & Mobile Solutions: The Next Generation

9.00 a.m.–10.00 a.m.

Registration

MODERATION: Astrid Frohloff

KEYNOTE · 10.00 a.m.– 10.30 a.m.



B. Kevin Turner, Chief Operating Officer, Microsoft Corporation
Connecting the Digital Lifestyle & Digital Work style

Microsoft®

In today's society, consumers are looking more and more to bridge their work and home experiences across productivity and entertainment. In addition to seamless experiences with ICT, there is pressure for organizations to provide equivalent technologies that employees use in their home environment. These trends are redefining the way that society views productivity particularly in this uncertain economic environment. The next frontier for the power of software will bridge the digital lifestyle and work style through new user interface paradigms and cloud computing.

TALK · 10.30 a.m.– 11.00 a.m.



Adolfo Hernandez



Jan Geldmacher

- **Adolfo Hernandez**, President EMEA, Alcatel-Lucent
- **Jan Geldmacher**, Chief Commercial Officer Enterprise, Vodafone Germany

Alcatel·Lucent 

Changing markets – Telecommunication 2020

The availability of broadband internet will not only deliver a wide range of new applications and services to businesses and consumers, it will also deeply modify the existing business models of the telecommunications industry. What are the most important changes for the different stakeholders – the customers, the telcos and the service providers?



KEYNOTE · 11.00 a.m.– 11.30 a.m.



Dr. Robert A. Epstein, President, Creativity International
Spurring Creativity and Innovation During Tough Times – and Good Times, Too

The presenter, one of the world's leading researchers on creativity and innovation, presents 10 strategies for accelerating innovation during difficult times, and for "embedding" systems into an organization that will keep creativity and innovation flowing at a high rate year round.

KEYNOTE · 11.30 a.m.– 12.00 noon



Russ Shaw, General Manager EMEA, General Manager Mobile, Skype Technologies SA
New value-add partnerships in the ICT industry

skype®

To deliver on the expectations of the mobile consumer it is absolutely necessary that carriers, device manufacturers, app and service providers work more effectively together. This requires new business models and partnerships rather than defending the status quo. This session will focus on how the mobile industry should embrace the reality of today's market, and demonstrate how smart mobile companies are already one step ahead.

KEYNOTE · 12.00 noon – 12.30 p.m.



Dr. Zvi Schreiber, Founder & Chief Executive Officer, Ghost Inc.
Cloud computing for the end user

Ghost.cc
CLOUD COMPUTING

Cloud computing can transform not only the corporate data center but also the personal computing experience for both consumers and company employees. This talk will describe how multiple cloud technologies such as Software as a Service, cloud file storage and web desktops are all converging to allow tomorrow's user to "live" on the Web. Includes lessons learned from Ghost's 350,000 users.

KEYNOTE · 12.30 p.m.– 1.00 p.m.



Tim Hadley, Director, Corporate Communications, Omnicore
Next generation digital music; Delivering a unified music experience through connected consumer electronics

OMNIFONE®

This presentation will highlight the opportunities for consumer electronics and mobile vendors to leverage device connectivity to deliver the next generation of unified music and content services to consumers, providing a better user experience than piracy and a range of innovative business models to legitimize and monetize music consumption across devices and networks.

Connected Worlds: Surfing the Wave of Change Together

9.00 a.m.–10.00 a.m.

Registration

MODERATION: Astrid Frohloff

KEYNOTE · 10.00 a.m.– 10.30 a.m.



Stewart Butterfield, Co-Founder Flickr.com

The Biggest Thing Since the Domestication of Animals

Things have been “constantly changing” for a long time now, but in the decade since the dot.com frenzy there has been a real and profound species-level change. This change can be hard to see when we’re caught up in the day to day news. This talk will take a step back for a larger perspective on how human life is changing.

KEYNOTE · 10.30 a.m.– 11.00 a.m.



Zaryn Dentzel,

Founder & Chief Executive Officer, Tuenti



KEYNOTE · 11.00 a.m.– 11.30 a.m.



Mark Kingdon, Chief Executive Officer, Linden Lab

The Ultimate Immersive Experience – Using Virtual Worlds to Connect, Communicate and Collaborate

Learn how virtual worlds like Linden Lab’s Second Life are being used every day by individuals, companies and organizations around the world to collaborate with co-workers, create new products, hold meetings and start new businesses.



KEYNOTE · 11.30 a.m.– 12.00 noon



John Ham, Chief Executive Officer and Founder, Ustream

The Power of Live: Real-Time Community and Connections

The internet, the world’s most powerful network for connecting people, is becoming more real-time. This change is undeniable. It must be understood and we must get ahead of it. The on-demand, time-shifted consumer does things, conveniently, on his/her own time largely individually and separately. With recent innovation in the mobile and social web, live events are bringing people back together online to find rich live experiences and community. Ustream is the bridge connects people in real-time all around the world in a social and shared experience online. Millions of people are discovering and driving this change with Ustream. The Future is Live and Live will live on Ustream.

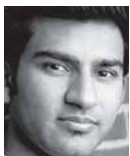


PANEL · 12.00 noon – 1.00 p.m.

- **Anand Agarawala**, Founder, bumptop.com
- **Peter Berger**, President and Chief Executive Officer, Suite101.com Media Inc.
- **Kevin Eyres**, Managing Director Europe, LinkedIn
- **Ralf Gerbershagen**, Vice President & General Manager Mobile Devices Western Europe, Motorola GmbH
- **Conrad Wolfram**, Strategic Director of Wolfram Research, Wolfram|Alpha and Cofounder of Wolfram Research Europe Ltd.

The Webciety – Connecting Work & Life

Social networks have produced a major change in the way we live, work and communicate. Today’s enterprises have discovered the potential of social networks and are using these to develop new sales channels. Intelligent search engines continue to make new inroads in the marketplace. Has Web 2.0 really changed our lives that much, and how strong is the influence of social networks really? What are the challenges and opportunities for the future?



Anand Agarawala



Peter Berger



Kevin Eyres



Ralf Gerbershagen



Conrad Wolfram



suite101.com
The genuine article. Literally.



MOTOROLA

WOLFRAMRESEARCH

MAKERS OF MATHEMATICA®

Special Event – @music: About Artists, Consumers and Pirates

Venue: Hannover Exhibition Center, Hannover, Germany, Hall 22

MODERATION: Andreas Kuhlage

TALK - 11.30 a.m. – 12.00 noon, in German



Mousse T.,
Producer & Artist, mousse-t.com

PANEL - 12.00 noon – 1.30 p.m., in German

- **Mark Chung**, Chairman of the Board VUT e.V., Ex-Bassist "Einstürzende Neubauten"
- **Ibrahim Evsan**, Founder, sevenload GmbH
- **Joachim Franz**, Head of Musicload Deutsche Telekom AG
- **Dr. Urban Pappi**, Director of Broadcasting and Online GEMA
- **Stefan Peter Roos**, Managing Director, Proudmusiclibrary.com
- **Henning Wehland**, Sänger, Söhne Mannheims

Who is still willing to pay for creativity – How can authors and creators exercise their rights?

Music piracy needs to be stopped and creative and performing artists as well as music companies need to be paid for their work. What approaches are available here and what new business models are conceivable? Where do the obstacles lie and what new opportunities are available? Finding the right answers to these questions can help ensure the preservation of a diverse and creative music community.



Mark Chung



Ibrahim Evsan



Joachim Franz



Dr. Urban Pappi



Stefan Peter Roos



Henning Wehland



Dates for @music

Target groups

Primarily consumers and internet savvy lateral thinkers, as well as representatives from the music industry (independent and major labels, operator platforms, online music distributors) and artists.

Topics

- Concerts, downloads, CDs: how will music stars of the future make a living?
- Copyright: intellectual property in the age of digital globalization
- Music pirates: mutiny among consumers
- New business models for the music industry

Venue: Hannover Exhibition Center, Hannover, Germany, Hall 22.

Attendance Fee: Attendance at the @music is included in your CeBIT ticket.

TIME SCHEDULE

Exclusive roundtable discussions with the top speakers of the CeBIT Global Conferences

Please note: The registration for the roundtable is already closed. To participate at a roundtable an online application was possible at www.global-conferences.info

Wednesday, 3 March 2010

- 11.00 a.m. – 11.30 a.m. **Jon Iwata**, Senior Vice President Marketing & Communications, IBM Corporation
11.30 a.m. – 12.00 noon **Stephen J. Felice**, President Small & Medium Business, Dell Inc.
12.00 noon – 12.30 p.m. **Diane Bryant**, Vice President & Chief Information Officer, INTEL Corporation
12.30 p.m. – 1.00 p.m. **Rob Tarkoff**, Senior Vice President, Adobe Systems Incorporated
1.00 p.m. – 1.30 p.m. **Dr. Steve Garnett**, Chairman & President, Europe, salesforce.com
2.00 p.m. – 2.30 p.m. **Dr. Dietmar Straub**, Chief Executive Officer, KraussMaffei AG
2.45 p.m. – 3.15 p.m. **Natalya Kaspersky**, CEO InfoWatch, Chairperson of the Board of Directors of Kaspersky Lab

Thursday, 4 March 2010

- 12.00 noon – 12.30 p.m. **Dr. Robert A. Epstein**, President, Creativity International
12.30 p.m. – 1.00 p.m. **Russ Shaw**, General Manager EMEA, General Manager Mobile, Skype Technologies SA
1.00 p.m. – 1.30 p.m. **Dr. Zvi Schreiber**, Founder & Chief Executive Officer, Ghost Inc.

Friday, 5 March 2010

- 11.30 a.m. – 12.00 noon **Stewart Butterfield**, Co-Founder, Flickr.com
12.00 noon – 12.30 p.m. **Mark Kingdon**, Chief Executive Officer, Linden Lab
12.30 p.m. – 1.00 p.m. **John Ham**, Chief Executive Officer and Founder, Ustream
1.30 p.m. – 2.00 p.m. **Anand Agarawala**, Founder, bumptop.com
1.30 p.m. – 2.00 p.m. **Peter Berger**, President and Chief Executive Officer, Suite101.com Media Inc.
1.30 p.m. – 2.00 p.m. **Ralf Gerbershagen**, Vice President & General Manager Mobile Devices Western Europe, Motorola GmbH
1.30 p.m. – 2.00 p.m. **Conrad Wolfram**, Strategic Director of Wolfram Research, Wolfram|Alpha and Cofounder of Wolfram Research Europe Ltd.
2.15 p.m. – 2.45 p.m. **Kevin Eyres**, Managing Director Europe, LinkedIn



Rob Tarkoff,
Senior Vice President,
Adobe Systems
Incorporated

*"The Customer-Driven
Enterprise: Changing
Enterprise Software,
One User at a Time"*



Jon Iwata,
Senior Vice President
Marketing &
Communications,
IBM Corporation

*"New Skills and
Collaboration for
a Smarter Planet"*

CeBIT GUIDED TOURS

CeBIT Guided Tours are available for attendees at CeBIT Global Conferences (CGC) as well as for selected guests of Deutsche Messe. Specially trained tour guides will take groups of up to 30 participants on six different tours of the main CeBIT innovations and highlights in selected categories. The tour guides will help “sort out” the diverse array of offerings at CeBIT, treating participants to a compact and balanced survey of their main areas of interest. CeBIT Guided Tours ensure that a carefully selected group of trade visitors can catch all the highlights of interest to them.



CeBIT – Top Ten Tour

Our comprehensive tour of the star attractions at CeBIT will reveal the innovations and solutions ICT companies have in store for 2010. We'll guide you through the Open Source Park, show you trends in Cloud Computing, discover the “Connected Worlds” and visit highlights in the field of mobile applications. Get your hands on an eBook and take a peek into the Security Plaza, the CRM arena and the Enterprise Application World. Experience innovation at CeBIT 2010 – with this succinct guided tour, you won't miss a thing!

CeBIT – Best of Enterprise Tour

The tour for company managers who want to gain a concise, focused overview of the most important new developments for the business environment – including server virtualization, trends in enterprise resource planning (ERP) and business intelligence. Find out about progress in the field of AutoID/RFID, Open Source and customer relationship management. In just under three hours, you'll discover which ICT solutions will be a driving force behind successful companies in the future (we won't forget Windows 7).

CeBIT – Security Tour

The issue of security – in data centers, for example, but also at home – is becoming more and more important for all of us. On this tour, you'll not only visit the Security Plaza with us, but you will discover the latest access control systems, cryptography systems and trends in card technology. Find out how companies today can use intelligent solutions to implement security measures and tools. What else is in store? Of course, data recovery is a major issue. Overall, the world of security is the opposite of boring.

CeBIT – “Connected Worlds” Tour

Let us take the Internet reality one step further: “Connected worlds” are much more than a buzzword. See Internet applications for your car, for your home and for the distance in between. Fill your refrigerator with your mobile phone and get a hands-on feel for large crystal-clear touch screens. Manage your home media center and make up your mind about 3D television, then share your views on social networks. Yet there are still more developments on the way. This tour focuses on living and working as part of this network.

CeBIT – Research & Technology Tour

On this tour, you'll gain insight into the latest research and development projects of major research institutions. But we will also show you around to some smaller and very inventive developers here. The Future Park is unforgettable, maybe you will learn how to direct machines with your thoughts alone. You'll also be able to take a look at new technologies for reducing energy consumption and find out how ICT can make driving a more pleasurable experience. Your personal health is also worth a discovery.

CeBIT – Mobility Tour

Enterprise and personal communication solutions are the focal point of this tour. Unified communications, 2nd generation video conferencing, LTE, WiMAX, UMTS enterprise WLAN are the words on everyone's lips when it comes to mobility in today's cutting-edge companies. We'll also sneak around some potential iPhone killers, try out brand new iPhone apps and watch what apps the Blackberry folks have created. Get your hands on an eBook and let us show you portable routers that fit in your pocket.

Enterprise Tour – “We 2.0 your Business”, powered by T-Systems Multimedia Solutions

Enterprise 2.0 is the big issue with all its numerous web innovations for digital work processes as well as smart social media solutions to enhance your businesses efficiency. Discover and develop the potentials your business holds and turn your encounter with us into a real benefit. Learn more about our smart concepts like the location based marketing solution Mobile Concierge and innovative smart metering portals along with concepts for intelligent power grids. Microsoft's Sharepoint 2010, a whole landscape of Enterprise 2.0 applications and smart mobile HR-solutions will round up the trendsetting portfolio of T-Systems Multimedia Solutions. As Germany's leading service provider for multimedia solutions, we want to invite you to an exciting tour which surely knows to inspire you with lively exhibits and innovative answers. As a partner of the independent research institute SRI, we offer top innovations on a very high level to inspire you today of tomorrow's solutions. Visit us at our Webciety booth and discover multiple different aspects and approaches of digital life and digital business processes with the help of hands-on live-demos. Find out how they can become your company's personal innovative success.

Dates for CeBIT Guided Tours

Time & Date

2–5 March 2010 each day
starting at 2.00 p.m.

Starting Point

Convention Center (CC),
Registration at
CeBIT Global Conferences
registration counter

Powered by





Deutsche Messe

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Organizer



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CeBIT

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