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May 25 - 27, 2004
Javits Center
New York City

CeBIT
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Keynote Speakers: See Page 4



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Chief Executive Officer



 **Sprint**

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Executive Vice President
Network Services

CeBIT America is your opportunity to:

- ✓ **EXPAND** YOUR DECISION MAKING KNOWLEDGE
- ✓ **TEST DRIVE** THE NEWEST SOLUTIONS AND INNOVATIONS
- ✓ **GAIN** INSIGHT FROM INDUSTRY LEADERS AND VISIONARIES
- ✓ **NETWORK** WITH PEERS AND SHARE BEST PRACTICES
- ✓ **SHARPEN** YOUR COMPETITIVE EDGE IN THE MARKETPLACE



What is CeBIT America?

CeBIT America is the leading Information & Communications Technology (ICT) event for the Enterprise Business Marketplace – combining a broad-based mix of products and services to provide insight, information and answers to all of your enterprise technology needs. This world-class event brings together buyers and sellers of Information & Communications Technologies to share industry perspectives, network and conduct business.

CeBIT America's exhibition floor and conference programs are designed to provide a fresh look at ICT technology and to assist you in making informed decisions with the latest strategic direction on industry trends and best practices in integrated business solutions. Here's a sampling of what it has to offer:

- Interaction with over 350 ICT Companies with the latest products and solutions
- Thought-provoking keynote addresses from industry giants and trend-setters
- Content-rich sessions and tutorials created and delivered by industry experts and thought-leaders
- Unprecedented networking and relationship building with industry visionaries, influencers and peers
- Involvement in special programs by "Best of Breed Partners" including: DCI's CRM Conference, BusinessWeek, NetworkWorld, The Business Council for the United Nations, Wall Street Technology Association (WSTA) and Women in Technology International (WITI)
- Unique show features such as: Best of CeBIT America Award Program, ICON Awards from Ad Week, White Paper Awards from Bitpipe, Inc., future parc and International Pavilions



Who Should Attend?

CeBIT America is the premier gathering for the world's top enterprise level Information & Communications Technology (ICT) buyers, influencers and decision-makers across multiple industry sectors.

If you fit any of these business descriptions, you can't afford to miss CeBIT America.

- **Executive/Corporate Management:** CEO, CIO, CMO, CFO, CTO, COO, Partner, Principal, President, Vice President, Director
- **Functional Management:** Business Development, Product Manager, Finance, Operations, Manufacturing, Logistics, R&D, Marketing, Sales, Customer Service and Customer Relationship Management
- **IT Management:** IT/IS Director, IT/IS Manager, Database Manager, E-Commerce Manager, Web Manager, IT Architect, IT Security Professional
- **Line Of Business Management:** Marketing, Sales and Customer Service
- **Technical Professionals:** System Integrator, Distributor, Software Developer, Programmer, Specialist/Analyst, IT Trainer, Networking Professional, Web/Internet/Extranet Developer, Database Professional, Systems Manager, Telecommunications Professional and Support Professional
- **Consultants/Business Owners/Systems Integrators/Outsourcers/VARS Dealers and Distributors**



Join Your Peers

CeBIT America is the event for enterprise technology buyers. Unlike small technology conferences or specific market events, CeBIT America brings the best of both formats together in one place, at one time.

Meet your counterparts — through networking opportunities in dozens of conference sessions, receptions and user group meetings, and our BizMatcher Online Business Matchmaking Service.

Learn from experts — specialists from several major industries including financial services, healthcare, pharmaceuticals, government, education, and retail (to name just a few) are speaking at our conferences.

Find the answers — the exhibition floor is segmented by your technology buying needs: applications, networking and communications systems. Products that meet your business needs are easy to locate with answers directly from the vendors.

Quality counts — attendees apply to attend, just like the subscription base of a vertical market publication. This ensures attendees that only business professionals are taking part, and helps you with your networking and reaching out to others at the show.

Pharmaceuticals • Government • Healthcare • Banking and Financial Services • Education • Automotive/Transportation • Education • Retail • Media and Advertising • Information and Communications Technology

To search for peers and potential business contacts coming to the event visit: www.cebit-america.com/bizmatcher

CeBIT America 2004 Javits Center Site Plan

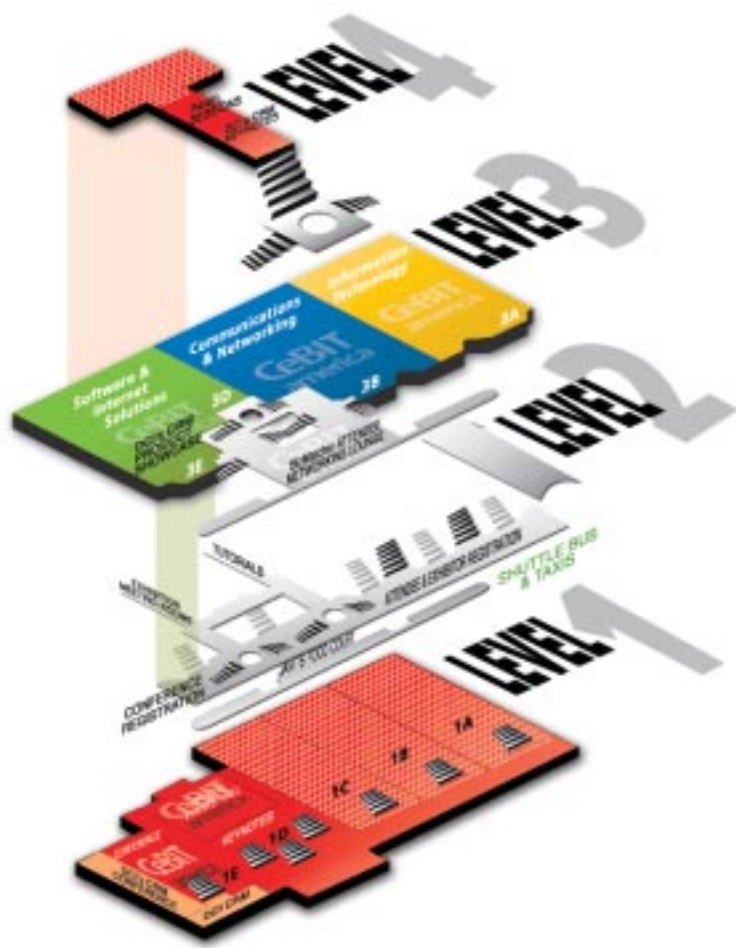


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Show Hours

MONDAY, MAY 24TH

Registration: 8:00 a.m. – 3:00 p.m.
Tutorials: 9:00 a.m. – 3:45 p.m.

TUESDAY, MAY 25TH

Registration: 8:00 a.m. – 5:00 p.m.
Tutorials: 9:00 a.m. – 3:45 p.m.
Conference: 9:00 a.m. – 5:15 p.m.
Exhibits: 10:00 a.m. – 5:00 p.m.
Keynote: 11:30 a.m. – 12:30 p.m.
Keynote: 3:00 p.m. – 4:00 p.m.

WEDNESDAY, MAY 26TH

Registration: 8:00 a.m. – 5:00 p.m.
Tutorials: 9:00 a.m. – 3:45 p.m.
Conference: 9:00 a.m. – 5:15 p.m.
Exhibits: 10:00 a.m. – 5:00 p.m.
Keynote: 11:30 a.m. – 12:30 p.m.
Exhibitor Reception: 7:00 p.m.*

THURSDAY, MAY 27TH

Registration: 8:30 a.m. – 3:00 p.m.
Tutorials: 9:00 a.m. – 3:45 p.m.
Conference: 9:00 a.m. – 3:45 p.m.
Exhibits: 10:00 a.m. – 3:00 p.m.

* By Invitation Only

Thomas M. Siebel

CHAIRMAN AND CHIEF EXECUTIVE OFFICER • SIEBEL SYSTEMS

Tuesday, May 25th — 11:30 a.m. - 12:30 p.m.



Thomas M. Siebel founded Siebel Systems in 1993 and today serves as Chairman and Chief Executive Officer. Siebel Systems is the world's leading provider of customer relationship management (CRM) solutions and a leading provider of applications for business intelligence and standards-based integration. Previously Mr. Siebel was CEO of Gain Technology, a multimedia software company, and held a number of senior management positions at Oracle Corporation. A frequent industry spokesman, he received the David Packard Award from the Business Executives for National Security in 2002 and was named CEO of the Year by Industry Week magazine. In 2000 and 2001, he was recognized by Business Week as one of the top 25 managers in the world. He is the author of three books: Virtual Selling, Cyber Rules, and Taking Care of eBusiness. Mr. Siebel serves on the board of advisors for the University of Illinois College of Engineering, the Stanford University Graduate School of Business, and the Stanford University Law School. Mr. Siebel is a graduate of the University of Illinois at Urbana-Champaign, where he received a BA in history, an MBA, and an MS in computer science.



Michael D. Capellas

CHAIRMAN, PRESIDENT & CHIEF EXECUTIVE OFFICER • MCI™

Tuesday, May 25th — 3:00 p.m. - 4:00 p.m.



Michael D. Capellas, a 27-year veteran of the information technology business, is Chairman, President & CEO of MCI. Prior to joining MCI in December 2002, Mr. Capellas, 49, was President of Hewlett-Packard Company. Previously, he was the Chairman and CEO of Compaq, having joined the company in 1998 as Chief Information Officer and also serving as Chief Operating Officer before being named CEO in July 1999. During his career, Mr. Capellas has gained a solid reputation among colleagues, analysts and customers alike as an executive with a rare balance of strategic insight, operational expertise, technology and financial skills, and sales and marketing savvy.



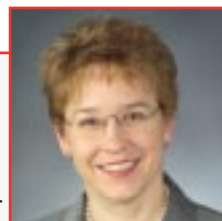
Kathryn A. Walker

EXECUTIVE VICE PRESIDENT-NETWORK SERVICES • SPRINT CORPORATION

Wednesday, May 26th — 11:30 a.m. - 12:30 p.m.



Kathy Walker is executive vice president-Network Services, a position she was appointed to in October 2003. Prior to her current position, Walker was senior vice president-Network Services since January 2003. Walker previously served as assistant vice president-Human Resources for Sprint Technology Services in October 1995, as vice president-product management for Sprint Business in April 1997, as vice president-business support services for Sprint Business in 2000 and in March 2002, as senior vice president-Network Services for the Global Markets Group. Her industry experience includes leadership roles in product planning and management, fiber cable engineering, network inventory, design and construction of network buildings and the development of network standards and drawings.



Check out the latest in Keynote line-ups: www.cebit-america.com/keynotes

PowerSessions

As entertaining as they are informative, these PowerSessions feature favorite industry experts discussing and debating some of the most compelling topics in IT.

THE CUTTING EDGE IN MOBILE AND WIRELESS TECHNOLOGY

Tuesday, May 25th
4:00 p.m. – 5:15 p.m.

Today's spectrum of mobile and wireless devices means IT managers have more choices than ever before. But choosing the right devices to use for mission-critical mobile solutions can be challenging. Avoid costly mistakes by getting up to speed on the newest mobile and wireless products, and discover the hottest trends.

Session Chair:

Tim Bajarin, President, Creative Strategies, Inc.

NETWORKWORLD'S WIRELESS LAN SHOWDOWN

Wednesday, May 26th
2:30 p.m. – 3:45 p.m.

The leading providers of wireless LANs come together to defend their products and strategies in this presidential-style debate. Find out which of the established players and hot startups have the right tools and ideas for your wireless network in this no-holds-barred session that cuts through the marketing hype.

Session Chair:

John Gallant, President, NetworkWorld

THE GREAT DEBATE: WINDOWS VS. LINUX

Thursday, May 27th
11:30 a.m. – 12:30 p.m.

Is Linux about to displace Windows on the server and even the desktop? Has Microsoft become too expensive for its own good? Watch our debaters square off on both sides of an issue that has electrified the high-tech industry and that will provide plenty more heat in the year to come.

Session Chair:

Paul Gillin, Editor-in-Chief, TechTarget

For more information visit: www.cebit-america.com/powersessions

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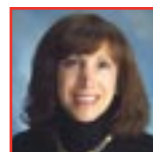
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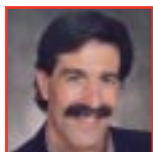
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THINKstrategies

BELOW IS A SAMPLING OF THE ICT INDUSTRY THOUGHT LEADERS WHO WILL BE SPEAKING AT CEBIT AMERICA'S CONFERENCE. FOR AN UPDATED LIST VISIT: WWW.CEBIT-AMERICA.COM/CONFERENCE

Christa Anderson – Author/Columnist/Terminal Server Goddess
Tim Bajarin – President, Creative Strategies
Ray Barnard – Vice President & CIO, Fluor Corporation
Brian Behlendorf – President, Apache Software Foundation
Dan Bent – CIO, Benefit Systems
Bob Brewin – Reporter, Computerworld
Joseph Carbonetto – Director, Qunara
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Peter Coffee – Technology Editor, eWEEK
Craig Cowden – Director, Managed Network Services, Sprint
Thomas D'Auria – Chairman & CEO, Information Methods Inc.
David Dale – Industry Evangelist, Network Appliance
Thomas Davies, Ph.D. – Senior Vice President, Current Analysis
Peter Firstbrook – Senior Research Analyst, META Group
Marc Fleury, Ph.D. – CEO, JbossGroup
Paul Gillin – Editor-in-Chief, TechTarget
Eric Goodness – Principal Analyst, Network & Internet Services, Gartner Research
Judith Hurwitz – President, Hurwitz & Associates
Joshua Konkle – Business Technology Evangelist, KVS
Todd Lammler – CEO, GlobalNet Training Solutions
Mark Lowenstein – Managing Director, Mobile Ecosystem
Howard Lubert, Ph.D. – Senior Analyst, SafeHatch

Eric Lundquist – Editor-in-Chief, eWEEK
Howard Marks – Chief Scientist, Networks Are Our Lives
Mark Melenovsky – Research Director, Global Enterprise Server Solutions, International Data Corporation
Jim Metzler – Principal, Ashton Metzler
Ken Miller – CTO, nFrame
Mark Minasi – Technology Author / Commentator / AlphaGeek
Paul Perrone – President and CTO, Assured Technologies
Lisa Phifer – Vice President, Core Competence
Stacey Quandt – Principal Analyst, Open Source Development Labs
Fran Rabuck – President, Rabuck Associates
Michael Raschid, Esq. – Partner, Wilson Sonsini Goodrich & Rosati
Keith Shaw – Senior Reviews Editor, Enterprise Networks, Network World
Larry Shoup – Chief Executive Officer, iCAN SP
Douglas Toombs – Owner, NetArchitect Consulting
Lance Travis – Vice President, Outsourcing, AMR Research
James Turner – Senior Editor, LinuxWorld
Mary Johnson Turner – Vice President, Summit Strategies
Charles Weaver – President, MSPAlliance
Daniel Webster – Security Mentor, Active Defense
Alan Williamson – Editor-in-Chief, Java Developer's Journal
Jeff Wilson – Analyst, VPNs and Security, Infonetics Research, Inc.



NetworkWorld
SHOWDOWN

NetworkWorld's Wireless LAN Showdown

Wednesday, May 26th • 2:30 p.m. – 3:45 p.m.

Wireless is busting out all over in the enterprise and you're responsible for making sure you integrate wireless LANs seamlessly into your network infrastructure. But which vendor will you bank on for the future of your wireless LANs: Your existing LAN provider, one of the upstart wireless switch makers or another player? Who offers the best RF planning tools, as well as security, tracking and management capabilities? Which vendors make things easier and which will complicate your life? Using NetworkWorld's highly acclaimed Showdown debate format, NetworkWorld Editorial Director John Gallant will convene top technical executives from leading WLAN providers to argue the pros and cons of their strategies and products. You'll be the winner because you'll come away with cold, hard facts untainted by marketing rhetoric. Join us for this presidential-style debate on wireless in your enterprise!

Check for the latest information: www.cebitt-america.com/showdown

POWERSESSION

The CeBIT America Conference: ICT Matters – In today's "do more with less" world, how organizations use technology is just as important as the technologies they use. The CeBIT America Conference focuses on the effective use of technology in today's enterprise. From the opportunities technology provides, to the risks it can reduce, the conference delivers the strategic plans, the best practices, the roadmaps and the resources you need to put technology into motion in your organization.

If you're looking for solutions to the most pressing challenges in enterprise technology today – security, IT services, data management, mobility, evolving platforms, and compliance – look no further than the information-packed tracks and tutorials within CeBIT America 2004. The overview on these two pages provides you with a quick digest of the entire conference. Full session descriptions begin on page 8.*

Track A: SECURING THE ENTERPRISE

This track shows what's meant by "Security Management" and provides perspective and solutions on today's biggest challenges in enterprise security.

Attend this track and you will...

- Explore factors that have unleashed a flood of security data and see what the future holds
- Look at new options for managing security data and integrating it with other management information
- Discover which tools you need to have in your security toolbox to strengthen your security strategy
- Tackle the daunting challenges of HIPAA, Sarbanes-Oxley, Gramm-Leach Bliley and other proposed standards
- Learn the nine key steps to creating an effective disaster plan
- Walk away with best practices to help you defend your enterprise borders against attacks

Track B: THE MOBILE ENTERPRISE

Wireless can improve customer service and responsiveness, increase productivity, and provide competitive advantage. Gain the knowledge to avoid common wireless pitfalls and maximize ROI.

Attend this track and you will...

- Explore wireless LAN technologies, applications, and their evolution
- Review critical security and management challenges
- Discover the opportunities – and challenges – with wireless hot spots
- Get an update on wireless access to the Internet and Web services
- See the latest in mobile technologies and hear from key wireless experts and analysts
- See the future of wireless, and put these amazing advances to work

Track C: ENTERPRISE INFORMATION MANAGEMENT

New storage and audit mandates spawned by recent legislation mean organizations must to re-think data storage. This track addresses today's key enterprise storage challenges.

Attend this track and you will...

- Get a grip on Sarbanes-Oxley Act, Patriot Act, and other recent legislation and their impact on storage

- Take an in-depth look at the availability considerations for disk vs. tape
- Get up to speed on the organizational policy for OSS IP
- Compare and contrast the enterprise view of OSS licensing alternatives
- Understand how iSCSI changes SAN infrastructure
- Learn about the strengths and weaknesses of modern SAN Design
- Find out how service bureaus can bridge the gaps between customers/clients and enterprise IT infrastructure

Track D: NEW COMPUTING ARCHITECTURES

Explore new architectures from grid and on-demand computing, to advances in server platforms and storage networking, to the future of open source software and more.

Attend this track and you will...

- Cut through the hype surrounding major developments in grid, on-demand and utility computing
- Map out plans for deploying these technologies and understand where to go next
- Find out how "enterprise-ready" open source software is in key markets
- Understand deployment and software compatibility issues for 64-bit servers
- Learn the pluses and minuses of deploying blade servers
- Sort through existing and emerging options for Web infrastructure
- Look into the future of networked storage & start a road map to make sure you get there

Track E: REAL-TIME ENTERPRISE APPLICATIONS

This track addresses RTE applications, IT business considerations, availability impact, and provides examples of RTE at work. Designed with a CxO in mind, sessions are issue-, not product-, oriented.

Attend this track and you will...

- Get tips on setting and monitoring performance expectations through the supply chain
- Take a guided tour of the RTE Nervous System
- Discover the various architectural models for the RTE
- Compare and contrast RAD vs. traditional developer RTE models
- Learn how to adapt current apps to RTE/Web services

- Get up to speed on the latest tools and techniques for RTE Web development
- Examine the pros and cons of traditional data mining vs. automated business intelligence

Track F: LEVERAGING THE SERVICES ECONOMY

This track examines IT services and outsourcing approaches so you can learn which alternatives are gaining the greatest market acceptance and generating high customer satisfaction.

Attend this track and you will...

- Leverage a rapidly expanding array of technology services, rather than acquiring technology products
- Evaluate leading IT vendors and service providers who jockey to compete for new customers
- Get a roadmap to help you select the right technology service and service providers
- Learn how to contract for today's technology services and ensure your service provider meets its service level commitments
- Walk away with a blueprint for reshaping your internal IT organization to operate more like a service provider
- Discover best practices for avoiding the pitfalls of outsourcing, application services and other technology service solutions

Track G: WINDOWS 2003 AND BEYOND

This is a technical track for IT technical professionals who can't live without the bits – steeped in hard, "buck stops here" reality. You'll come away with more in-depth knowledge than a dozen books can give you.

Attend this track and you will...

- Learn how Windows 2K/XP/2K3 Servers really work – and how to make them work better
- Get the ins and outs and the pros and cons of the next generation of Windows, code-named "Longhorn"
- Discover the future of Windows Wireless mobility and how to best support your Windows wireless applications.
- Find out the strategies and tools you need to make Windows less "GUI"

* Conference Subject to Change

TUESDAY, MAY 25TH








	Room 1	Room 2	Room 3	Room 4
10:00 - 11:15	101-A1 The Foundation of IT Security: Corporate Governance	102-B1 Wireless LANs: Evolution – and Revolution	103-C1 Open Source Licensing and Legal Ramifications	104-G1 Windows 2004: A Software Odyssey
1:00 - 2:15	105-A2 Security Toolbox	106-B2 Wireless LANs: Security and Management	107-C2 Mushrooming Storage from SarbOx and Patriot	108-G2 Windows Wireless Mobility of the Future is Here Now!
2:30 - 3:45	109-A3 In Compliance: New Laws Drive IT Security	110-B3 Putting Hot Spots to Work	111-D1 New Visions of Computing	112-F1 Application Hosting and Management Services
4:00 - 5:15	113-G3 Understanding Windows Server 2003 – In Depth!	114-E1 Demand Computing: Flexibility or Expensive Redundancy?	115-D2 The Future of Open Source	116-F2 Telco/Network Outsourcing Trends

WEDNESDAY, MAY 26TH

	Room 1	Room 2	Room 3	Room 4
10:00 - 11:15	217-A4 Disaster Recovery Cookbook for Small to Medium Environments	218-B4 The Enterprise Meets the Wireless Web	219-C3 The Death of Tape As We Know It	220-G4 Keeping Up with Bill Gates
1:00 - 2:15	221-A5 Security Management Best Practices	222-E2 Availability Infrastructure for the Real-Time Enterprise	223-C4 iSCSI: Disruptive SAN Technology	224-G5 The Long and Short of Longhorn
2:30 - 3:45	225-A6 Barbarians at the Gate: Hardening Windows Systems	226-E3 Choosing Web Services Direction in the RTE	227-D3 Servers in Tomorrowland	228-F3 How Government Is Driving IT Outsourcing
4:00 - 5:15	229-E4 SLA Systems Hardware Expectations for the RTE	230-B5 What's Working in Wireless (And What's Not): Analyst/ Editor Roundtable	231-D4 Web Architecture Update	232-F4 Coming to a Government Near You: Enterprise-Wide Managed Services for the Public Sector

THURSDAY, MAY 27TH

	Room 1	Room 2	Room 3	Room 4
10:00 - 11:15	333-F5 CIO Scorecard on Utility Computing	334-E5 Extracting Business Intelligence from RTE Apps	335-C5 Stopping the InSANity: A HardLook at SANs	336-D5 Network/ Systems Management Update
1:00 - 2:15	337-F6 Service Management Strategies to Slash Costs and Bolster Business	338-B6 Picking the Right Mobile Communicator	339-C6 Data Rights Management for Storage	340-G6 Making Windows Less GUI (Part 1)
2:30 - 3:45	341-E6 Graduating to RTE: All the Steps in 75 Minutes	342-B7 On the Horizon: Advanced Wireless Technologies	343-D6 Storage Networking Update	344-G7 Making Windows Less GUI (Part 2)

 Track A	SECURING THE ENTERPRISE	 Track D	NEW COMPUTING ARCHITECTURES	 Track F	LEVERAGING THE SERVICES ECONOMY
 Track B	THE MOBILE ENTERPRISE	 Track E	REAL-TIME ENTERPRISE APPLICATIONS	 Track G	WINDOWS 2003 AND BEYOND
 Track C	ENTERPRISE INFORMATION MANAGEMENT				

SECURING THE ENTERPRISE

While some businesses argue that accounting and reporting have become the hot seat, others will tell you that their largest threat to assets comes from security holes. Threats to enterprise security are both novel and constantly changing, and CIOs seek both the vision and corporate culture that allow the most effective expenditures. While "security by default" is a long way off, a recent study shows that one in three businesses would lose operational capacity should a breach or disaster strike because they lack basic contingency/continuity planning. This track will provide perspective and deliver solutions on today's biggest challenges in enterprise security.

Session 101–A1:

THE FOUNDATION OF IT SECURITY: CORPORATE GOVERNANCE

Corporate governance is about the business framework. Policy-driven security can reward organizations by providing strength to security and systems availability. This session explores three drivers to corporate compliance policy: statutes, regulations, case law. Discover how to navigate the shark-infested waters of regulation, and how legal, compliance and internal audit groups go about affecting the business framework of best practices. Learn how IT choices should provide flexibility in line with the statute/ regulatory/ case-law challenges.

Solo Presenter:

Joshua Konkle, Business Technology Evangelist, KVS, Inc.

Session 105–A2:

SECURITY TOOLBOX

Are expensive and elaborate tools really necessary to secure your enterprise? Do you know which tools most effectively secure your networks? There are many facets to consider: authentication, availability, confidentiality, reliability, cryptography, disaster recovery, hostile code, intrusion detection, logging, policy enforcement, policy management, and system security management utilities. Discover which tools are right for your business, and which tools provide the ROI and allow you to strengthen your current or pending security strategy.

Solo Presenter:

Daniel Webster, CTT, MCT, MCSE: Security + Internet (NT 4.0 & W2K), MCSA (W2003), Tripwire Instructor, Active Defense Instructor, Security +; and Security Mentor, Delta Force Security, Inc.

Session 109–A3:

IN COMPLIANCE:

NEW LAWS DRIVE IT SECURITY

IT security used to mean a few propeller-heads deciding which ports to block or open on the corporate firewall. Today, corporate liability has changed and so has the business' dependence on a stable and secure IT environment. This session tackles enterprise security best practices at the management level. We'll explore the daunting challenges of HIPAA, Sarbanes-Oxley, Gramm-Leach-Bliley, California's privacy law, worldwide standards, and new proposed standards for corporate security and accountability. The emphasis is on policy management and enforcement, benchmarking against standards, incident response, forensics, and monitoring for insider threats.

Solo Presenter:

Joshua Konkle, Business Technology Evangelist, KVS, Inc.

Session 217–A4:

DISASTER RECOVERY COOKBOOK FOR SMALL TO MEDIUM ENVIRONMENTS

If you're like most network administrators you know you need a disaster recovery plan but you don't know how to create and test one. The big boys on Wall Street can afford duplicate data centers, storage area networks and dark fiber connections, and mom-and-pop shops know if the shop burns down they're out of business anyway. This session addresses the vast multitude in between. Learn the nine key steps to a disaster plan, how to restore and protect your data, choose sites and providers and much more.

Solo Presenter:

Howard Marks, Founder and Chief Scientist, Networks Are Our Lives, Inc.

Session 221–A5:

SECURITY MANAGEMENT BEST PRACTICES

Security is a top concern for IT professionals and it isn't only the threat of hackers and worms that's causing headaches. IT shops have deployed security solutions at the host, in computing and network infrastructure, and via specialized devices. We've got intrusion detection and prevention, firewalling, heuristics, and more – and all of this has resulted in a flood of security alerts and alarms. We're awash in security data, but we can't get a handle on it all. This session will focus on new security management solutions and best practices to help you sort through all the data and identify the real threats.

Session Chair:

Jeff Wilson, Principal Analyst, Infonetics Research, Inc.

Session 225–A6:

BARBARIANS AT THE GATE: HARDENING WINDOWS SYSTEMS

In today's e-business marketplace, the task of securing systems can take a back seat to meeting project deadlines or daily support issues. With new hotfixes released by Microsoft every 3-5 days, if your systems aren't properly configured your risk of being successfully hacked increases daily. We'll cover the foundations of properly securing a Windows server from the ground up, including patch management and live demos of popular hacking tools and the vulnerabilities they hunt for. Learn the principles to help you defend your borders against attacks.

Solo Presenter:

Doug Toombs, Owner, NetArchitect Consulting

Session 102-B1:

WIRELESS LANs:

EVOLUTION – AND REVOLUTION

The rapid evolution of WLANs has been stunning – from bulky fixed systems to highly mobile and integrated products, and from simple data-collection apps to mission-critical general use. But along with the power and utility of WLANs has come confusion – from the alphabet soup of 802.11 to new centralized ("switched") architectures. We'll explore the state of the WLAN market, and provide vital information to make the most of WLANs in your enterprise – now and in the future.

Session Chair:

Fran Rabuck, President, Rabuck Associates

Session 106-B2:

WIRELESS LANs:

SECURITY AND MANAGEMENT

A big issue in wireless LANs is integrating them with the rest of the network – from securing the airwaves to managing wireless networks to mobility, user support, and planning for growth even as the underlying technology changes. We'll provide practical guidance on planning, operating, securing, and growing your wireless network throughout its life cycle. Explore the rise of multi-site management systems, the how-to's of end-to-end security, and the vast array of tools, techniques, and options available.

Session Chair:

Lisa Phifer, Vice President, Core Competence

Session 110-B3:

PUTTING HOT SPOTS TO WORK

Public-access wireless LANs, or "hot spots," are great for casual Internet access. But what about enterprise mission-critical applications? Are hot spots secure, reliable, available and cost-effective enough? How will the hot-spot industry evolve and what can we expect in the future? Will hot-spot access be as common as cellular? Or will new technology make them almost ubiquitous? Discover the answers – and what they mean to your business.

Session Chair:

Keith Shaw, Senior Reviews Editor, Enterprise Networks, Network World

Session 342-B4:

THE ENTERPRISE MEETS

THE WIRELESS WEB

So far, the "wireless Web" has been a disappointment. Constrained by slow throughput, compromised mobile devices, and poor user interfaces, mobile Web access has been little more than a masochist's dream. But dramatic changes are on the horizon, with higher performance, appropriate mobile communicators, and microbrowsers with desktop-like features. Learn how to put the mobile Web – a REAL mobile Web – to work, and examine the future of mobile wireless data access.

Solo Presenter:

Mark Lowenstein, Managing Director, Mobile Ecosystem

Session 230-B5:

WHAT'S WORKING IN WIRELESS (AND WHAT'S NOT)

This session is your opportunity to hear from – and even grill – the key analysts and journalists in wireless today. These individuals spend much of their time looking at the industry from every angle, comparing the products, services, technologies, and strategies that will make difference in your business – and your life. Join us as we ask these key influencers what they think, and ask them to predict the future of the wireless space.

Session Chair:

Bob Brewin, Reporter, Computerworld

Session 338-B6:

PICKING THE RIGHT MOBILE COMMUNICATOR

Choosing a wireless device is an exercise in compromise. If a communicator is optimized for voice, data functionality is often poor. Not to mention issues with size, weight, ruggedness, screen size, data input, and (maybe the biggest problem) battery life. But the range of possibilities in mobile devices is expanding. This session will showcase the innovations inherent in the latest designs and products, and provide the information you need to make the smart purchasing and operational decisions.

Session Chair:

Fran Rabuck, President, Rabuck Associates

Session 342-B7:

ON THE HORIZON:

ADVANCED WIRELESS TECHNOLOGIES

The pace of wireless innovation and technology/product development has never been greater. With today's amazing range of wireless products and services, the possibilities are mind-boggling. We'll discuss emerging wireless technologies and what they'll mean to your business, including advanced mobile broadband services (or "4G"), next-generation wireless LANs, and advanced antenna systems. If you need to know what's next, we'll have the details and forecasts you need.

Solo Presenter:

Craig Mathias, Principal, Farpoint Group

THE MOBILE ENTERPRISE

The transition from wireless as complex technology to business tool took most of the 1990s, but wireless has become a critical enterprise capability. Whether motivated by installation flexibility, improving the bottom line, or anytime/anywhere mobile access to information, wireless can improve customer service and responsiveness, maximize productivity, and provide competitive advantage. The key to success is in knowing when to use it (and when not to), and applying the best wireless tool for the job. Gain the knowledge to avoid common wireless pitfalls and maximize ROI. We'll explore wireless LANs, wide-area applications, mobile communicators, and more, and do it all via the expertise of the most knowledgeable speakers in the business.



ENTERPRISE INFORMATION MANAGEMENT

Data is bulging at the seams. Whether it's mushrooming mail stores or databases that are out of control, data storage and flow now commands leading concern with IT organizations. New storage and audit mandates spawned by Sarbanes-Oxley, Patriot, and other legislation have caused organizations to re-think storage policy, data life cycles, the impact of data warehousing/mining, data security, accessibility, and storage networking architectures. This track addresses enterprise storage networking, data life-cycling, document rights/management, and dataflow issues.

Session 103–C1:

OPEN SOURCE LICENSING AND LEGAL RAMIFICATIONS

Is Open Source Software (OSS) care-free? Are OSS platforms able to be modified and used without risk? Contentious licensing can have enormous business liability potential. We'll examine licensing, development, and life cycle issues that affect applications, platforms, and custom code built under OSS licenses. Also discussed are the implications of various OSS licensing schemes.

Session Chair:

Paul Perrone, President and CTO, Assured Technologies, Inc.

Session 107–C2:

MUSHROOMING STORAGE FROM SARBOX AND PATRIOT

The Sarbanes-Oxley Act mandates changes from top to bottom for many organizations — with one of the greatest impacts becoming storage re-design for accessibility and accountability. This session answers several questions: how are organizations coming to grips with the changes needed for compliance? What kind of migratory steps are vendors pitching — and which are worth the effort and expense? What's the lifecycle of stored assets?

Session Chair:

Howard Lubert, Ph.D., Managing Partner and Senior Analyst, SafeHatch

Session 219–C3:

THE DEATH OF TAPE AS WE KNOW IT

Various data life cycle models have used tape and tape subsystems since the beginning of modern computing. But SAN, NAS, and disk storage costs have dropped dramatically to challenge the cost effectiveness of tape as an archiving method. Can tape drives and their associated foibles finally be tossed away, or are there good reasons to continue to use tape subsystems? We'll examine cost effectiveness, tradeoffs, legal requirements, conversion costs, and overall storage lifecycle management.

Session Chair:

Dan Bent, Chief Information Officer, Benefit Systems, Inc.

Session 223–C4:

iSCSI: DISRUPTIVE SAN TECHNOLOGY

How will traditional fibre channel (FC) vendors compete with iSCSI in the small to medium (and branch) marketplace? Storage Area Network growth has hinged on the leap into FC technology. Soon, however, FC transportation systems will be able to connect easily and flexibly over Internet Protocol (IP) networks via iSCSI and other connection methods. Explore the "threat" that iSCSI and other IP transports may pose to traditional construction on FC highways. Will IP transports allow SAN penetration into branch offices and smaller sites?

Session Chair:

Ken Miller, Chief Technology Officer, nFrame

Session 335–C5:

STOPPING THE INSANITY: A HARD LOOK AT SANS

Storage needs are growing almost logarithmically, and accommodating expansive storage needs requires mammoth media. But interoperability, security, vendor platform support, weak application accessibility, and reduced performance expectations have caused some organizations to re-consider how they'll deploy storage in the mid-2000s. This session examines issues of vendor choices, platform differences, performance expectations, interop concerns, and the large investments that storage platforms can mean for enterprise IT architects.

Session Chair:

Tom Henderson, Managing Director, ExtremeLabs, Inc.

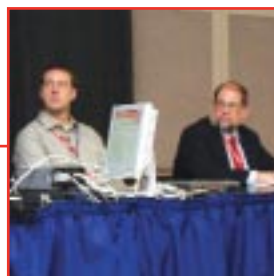
Session 339–C6:

DATA RIGHTS MANAGEMENT FOR STORAGE

How can you protect corporate assets when they can be cut-and-pasted from app to app? How can your organization keep secrets in email from becoming public policy? How can you prevent users from leaving employment with a PDA stashed full of client lists and other information? Can P2P and IM contribute to leaks in data? We'll examine the difficulties in DRM for organizations, including policies, tools, techniques, methodologies, and apps that can help organizations protect from theft one of their greatest assets: data.

Session Chair:

Tom Henderson, Managing Director, ExtremeLabs, Inc.



Session 111-D1:**NEW VISIONS OF COMPUTING**

With all the talk about grid, utility, auto-
nomic, and on-demand computing, it's
tough to figure out what the future of infor-
mation processing will look like. We'll pare
away the hype to help IT professionals
understand the realities and limitations of
these new computing models, and look at
the political and technical agendas of
major vendors – including IBM, HP, Dell,
Sun and others – that are pushing them.
Where do they overlap and which make
sense for you?

Session Chair:

*Jim Metzler, Ph.D., Principal, Ashton Metzler
Associates*

Session 115-D2:**THE FUTURE OF
OPEN SOURCE**

Open source software has dramatically
changed the landscape in IT, particularly in
the operating system and Web server realms.
Explore the future of open source software
and learn how to capitalize on the open
source opportunity. Experts will examine the
evolution of Linux versus Windows and
Unix, and how open source will change
other key software markets. Gain an
understanding of how open source will
change the future of the data center and
how you can leverage it to the max.

Session Chair:

*Stacey Quandt, Principal Analyst, Open Source
Development Labs*

Session 227-D3:**SERVERS IN TOMORROWLAND**

No, this isn't a Disney-sponsored session –
it's an in-depth look at the evolution of
servers. There are a number of dynamics
to choosing your next platforms; the need
for top-notch support of Web-enabled
applications, the desire to consolidate
servers and better managing those
computing resources. What's the future for
Intel and non-Intel systems? Where should
you deploy blade servers? How will grid and
autonomic computing initiatives change
your server selection criteria? See today
what tomorrow's servers will look like.

Session Chair:

*Mark Melenovsky, Research Director, Global
Enterprise Server Solutions, International
Data Corporation*

Session 231-D4:**WEB ARCHITECTURE UPDATE**

Does it seem like your company is building
two network infrastructures – one to support
traditional LAN functions and one to support
Web applications? Many products can ease
pain points brought on by Web computing,
everything from SSL acceleration, load bal-
ancing, caching, VPN and more. But market
dynamics are clouding the purchase process.
Suppliers are bundling more functions into a
single box, while traditional LAN vendors are
also adding these features. How will you inte-
grate your LAN and Web infrastructures and
who will become your primary supplier?

Session Chair:

*Peter Firstbrook, Senior Research Analyst,
The META Group*

Session 336-D5:**NETWORK/SYSTEMS
MANAGEMENT UPDATE**

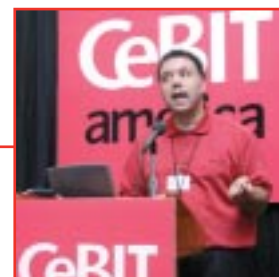
The focus in network and systems manage-
ment is shifting away from device manage-
ment to ensuring top-notch performance for
applications. But, wait, haven't we heard
about applications and service-level man-
agement for years? Why haven't we been
able to get a better handle on apps or ser-
vice-level management? When will we? This
session will feature management insiders
who'll outline how key products and ven-
dors are evolving to support application and
service level management, as well as self-
healing – or autonomic – computing.

Session 343-D6:**STORAGE NETWORKING UPDATE**

Storage demands are exploding because of
the rapid growth in new applications and
new regulatory/legal requirements for infor-
mation maintenance. Storage-area network-
ing (SAN) and network-attached storage
(NAS) are not new, but many companies are
now immersed in the tricky task of actually
implementing these storage networking
schemes. Our experts will offer best prac-
tices for making the move to networked stor-
age, outline efforts to virtualize storage, and
discuss new storage management advances.

**NEW COMPUTING
ARCHITECTURES**

The old glass house is shattering.
With the imperative to deploy
new distributed, Web-enabled
applications for the extended
enterprise, IT executives face
rapidly evolving security and
management challenges. They
are rebuilding their networked
computing infrastructures and
are, in essence, building the next-
generation data center. This track
will put the pieces of this trans-
formation into perspective – from
new concepts like grid and on-
demand computing, to advances
in server platforms and storage
networking, to the future of open
source software and more.



REAL-TIME ENTERPRISE APPLICATIONS

The Real-Time Enterprise is designed to be agile, flexible, accessible, and sustainable – and applications and infrastructure are supposed to reflect this – with a payoff of profitability. The RTE culture also supposes that applications are Web-based, secure, and rich in terms of their ability to constantly mine data assets, business knowledge, and react positively to customer and business partner expectations. This track surrounds the latest issues in RTE apps, IT business considerations, availability impact, and examples of RTE at work. Designed with a CxO in mind, sessions in this Track are issue- rather than product-specific.

Session 114–E1:

DEMAND COMPUTING: FLEXIBILITY OR EXPENSIVE REDUNDANCY?

The on-demand computing model as espoused by HP, IBM, and others suggests that external vendors can back up and ally organizations through everything from peak-period computing needs to hot-site replication capabilities. Some applications seem well fit for peak-load matching, while others simply aren't built that way. Do on-demand computing resources offer insurance, or are they simply highly expensive, seldom-used asset redundancies possibly chained to security problems? We'll delve into cost benefits, trade-offs, and architectural considerations in on-demand scenarios.

Session Chair:

Eric Lundquist, Editor-in-Chief, eWEEK

Session 222–E2:

AVAILABILITY INFRASTRUCTURE FOR THE REAL-TIME ENTERPRISE

Availability costs within the Real-Time Enterprise can drain budgets dramatically. For some organizations, being offline is not an option, yet the cost of infrastructure to ensure availability can vary widely for large organizations. This session explores various techniques used today (and several available soon) that have a high return on investment towards four 9's/five 9's systems and applications availability.

Session Chair:

Thomas D'Auria, Chairman and CEO, Information Methods, Inc.

Session 226–E3:

CHOOSING WEB SERVICES DIRECTION IN THE RTE

Part of the success of the Real-Time Enterprise model hinges on Web services models and applications. As organizations sew together disparate legacy applications, models, and platforms, direction is needed to settle platform issues, vendor liaison, and other issues. This session examines the issues and alternatives involved in the selection of Web services, modeling tools, applications and platforms. Also covered are the impact of database infrastructure choices, vendor liaison issues, and application lifecycle choices.

Session Chair:

James Turner, Senior Editor, LinuxWorld Magazine

Session 229–E4:

SLA SYSTEMS HARDWARE EXPECTATIONS FOR THE RTE

Application latency is a killer. No matter the operating systems platform — hardware, network, and systems infrastructure play a huge role in delivering customer and client results. This session reviews and contrasts major hardware platform vendor approaches to delivering systems performance. Reviewed are platform optimizations, systems resiliency, the role of demand computing performance, and life cycle costs for several top hardware and network vendors.

Session Chair:

Thomas D'Auria, Chairman and CEO, Information Methods, Inc.

Session 334–E5:

EXTRACTING BUSINESS INTELLIGENCE FROM RTE APPLICATIONS

One component in the success of the Real-Time Enterprise is the ability to move quickly, based upon Business Intelligence. The ability to spot trends, adjust supply-chain requirements, and adapt quickly to changing business conditions and climates benefits profitability and flexibility. This session addresses tools and techniques used in extracting BI from RTE applications, as well as the fundamentals of analyzing, utilizing, and communicating data throughout the application supply chain.

Session Chair:

Peter Coffee, Technology Editor, eWEEK

Session 341–E6:

GRADUATING TO RTE: ALL THE STEPS IN 75 MINUTES

Becoming a Real-Time Enterprise requires much more than simply calling yourself one. This session examines the steps necessary to understand RTE fundamentals, applications, resources, and organizational culture. Questions answered include: what are the payoffs of RTEs? What are the conversion steps necessary? How long before there's an ROI? How are applications converted to RTE? How will we know it when we see it? What are the standards associated with RTE?

Session Chair:

Ken Miller, Chief Technology Officer, nFrame

Session 112–F1:

REDUCING RISK AND INCREASING SAVINGS: APPLICATION HOSTING AND MANAGEMENT SERVICES

One-third of companies outsourcing IT support acquire application hosting and management services from a wide range of on-shore and offshore service providers. Although a small number of companies following outsourcing best practices are reducing their application management costs, the majority are dissatisfied with the cost savings realized through application management outsourcing. This session examines ways to reduce application management risks and increase cost savings and satisfaction levels when outsourcing and examines alternatives to applications management such as on- and offshore BPO.

Session Chair:

Lance Travis, Vice President, Outsourcing, AMR Research

Session 116–F2:

TELCO/NETWORK OUTSOURCING TRENDS

The convergence of telecommunications and IT services into a "network outsourcing" model is creating new opportunities for enterprises and service providers alike. This panel explores the marketplace including:

- How IT service vendors and carriers will compete and cooperate over the next few years
- Examples of enterprises using network outsourcing
- The pitfalls that IT services vendors and carriers need to avoid when developing an alliance strategy to jointly deliver "services."

Session Chair:

Eric Goodness, Principal Analyst, Network & Internet Services, Gartner Research.

Session 228–F3:

MANAGED SERVICES AND THE LAW: HOW GOVERNMENT IS DRIVING IT OUTSOURCING

Various regulations from local, state, and federal levels are increasingly dealing with Information Technology, either directly or indirectly. As the complexities of these laws force businesses at all levels to comply, more companies are turning to managed service providers for answers. Find out from our panel of industry experts when you should and when you should not outsource your company's IT assets.

Session Chair:

Charles Weaver, Founder & President, MSPAlliance

Session 232–F4:

COMING TO A GOVERNMENT NEAR YOU: MANAGED SERVICES FOR THE PUBLIC SECTOR

Capitalizing on increasing interest in managed services at all levels of government, industry leaders – such as HP, IBM and Unisys – are rolling out solutions targeted specifically for government. Initial reception by government has been positive with some contract awards exceeding \$1B. Where is the government-managed services market headed? Industry executives responsible for bringing managed services solutions to government will reveal the future and their government counterparts will discuss how managed services fit into their enterprise blueprints.

Session Chair:

Thomas Davies, Ph.D., Senior Vice President, Current Analysis

Session 333–F5:

CIO SCORECARD ON UTILITY COMPUTING

This session will provide real-world perspective and practical advice from IT executives who are pioneering the development of on-demand, utility computing in their enterprises. Learn how they set parameters to these projects to ensure success, how they selected their solution providers, and how they structured their agreements. Discussions will also focus on the technologies they're implementing, the technical deployment challenges they face, and how IT operations are being affected.

Session Chair:

Jeffrey Kaplan, Managing Director, THINKstrategies

Session 337–F6:

SERVICE MANAGEMENT STRATEGIES TO SLASH COSTS AND BOLSTER BUSINESS

Service management is helping cutting-edge IT organizations automate, correlate, and transform the way they link IT resources with business needs. By the underlying complexity of multi-tier systems and managing IT in terms of business process needs and end-to-end application performance, service management technologies and services make IT a better, more capable business partner and internal service provider. Attend this interactive session to learn which tools are helping major enterprises reduce operations costs and improve business agility.

Session Chair:

Mary Johnson Turner, Vice President & Practice Director, Summit Strategies

LEVERAGING THE SERVICES ECONOMY

As enterprises struggle to manage their operating costs while realizing greater benefits from their IT investments, many are choosing to leverage a rapidly-expanding assortment of IT services and outsourcing alternatives. These sessions examine IT services and outsourcing approaches from application hosting and managed services to network management and business process outsourcing. Learn which alternatives are gaining the greatest market acceptance and generating high customer satisfaction, and walk away with practical advice for avoiding the common pitfalls of contracting for IT services and outsourcing.

WINDOWS 2003 AND BEYOND

Windows 3.x, 9.x, NT, 2K, XP on the desktop and now we've got Windows 2003 on the server side – and a 64-bit implementation.

What's next? Hear the top Windows experts explain the good, the bad, and the ugly parts of Windows 2003/XP/.NET/ Longhorn/ Blackcomb. You'll get unbiased viewpoints from the people who truly know the ins and outs. This is a technical track for IT technical professionals who can't live without the bits – steeped in hard, "buck stops here" reality. You'll come away with more definitive in-depth knowledge than a dozen books can give you.

Session 104–G1:**WINDOWS 2004:****A SOFTWARE ODYSSEY**

What's new in the world of Microsoft operating systems? What works, what doesn't, and what does it mean? Microsoft's next-generation server OS, Windows Server 2003, has survived a slow economy and a high-tech slowdown. Pent-up demand is driving brisk sales and rapid implementations of W2K3 Server. Windows NT, W2K3 Server purports to be an enterprise-ready network operating system. But its foundation OS, Windows 2000, seems to be following the more traditional NT road. This overview paints the Windows NT/2000/XP/.NET/W2K3 phenomenon in broad strokes.

Solo Chair:

George Spalding, MCSE/MCT/MCEST, CNE/CNI, CCNP/CCDA, CISSP, CISA, ITIL Manager's Certificate, CTT+, A+, Net+, i-Net+, and Server+

Session 108–G2:**WINDOWS WIRELESS MOBILITY OF THE FUTURE IS HERE NOW!**

There's more to wireless networking than IEEE 802.11. We mean worldwide connectivity – reliable, anywhere, anytime connectivity. Learn about the future of Windows wireless mobility and be fully prepared for that future – now! What do you need to stay connected to the Internet wherever you are? What technologies are available now and how can you support them – with security? Whether you work in a large or small – even a mobile – office, attend this session if you want to support your Windows wireless applications with both corporate policies and security.

Solo Presenter:

Todd Lammler, Chief Executive Officer, GlobalNet Training Solutions, Inc.

Session 113–G3:**UNDERSTANDING WINDOWS SERVER 2003 – IN DEPTH!**

After a three-year wait, NT Server 5.2 – known to most of us as Windows Server 2003 – is finally here. It is a significant upgrade from Windows 2000 Server and, of course, worlds different from NT 4.0 Server. Need the independent view on the goods and bads of .NET Server? This session explains everything that Server 2003 offers you, in just over an hour.

Solo Presenter:

Mark Minasi, Technology Author / Commentator / Alpha Geek

Session 220–G4:**KEEPING UP WITH BILL GATES**

It's been a tough few years. Windows 2000 defects begat a multitude of hotfixes, which begat Hotfix Checker, which begat Security Rollups, which begat 4 W2K Service Packs, and URLScan, and the IIS Lockdown Tool, and the Strategic Technology Protection Program,

and the "Trustworthy Computing Initiative," and the "code scrub," and Windows Update, and now a "Corporate" Windows Update, etc. And what of Longhorn, Blackcomb, Palladium, Tungsten, Indigo, Yukon, Orcas, Whitehorse, Sparkle, Acadia, or Kodiak? Having trouble keeping up? Learn what Bill G. has in store for you.

Solo Presenter:

George Spalding, MCSE/MCT/MCEST, CNE/CNI, CCNP/CCDA, CISSP, CISA, ITIL Manager's Certificate, CTT+, A+, Net+, i-Net+, and Server+

Session 224–G5:**THE LONG AND SHORT OF LONGHORN**

Come 2005 or so, Microsoft will release another version of Windows, offering replacements for both Windows Server 2003 and Windows XP. Code-named "Longhorn" (after a bar by that name, believe it or not!), this new Windows will include: a new file system to let you keep track of what's on your hard disk more easily than you do now; an all-new GUI that'll let you do your work differently; support for the Palladium security initiative (Intel); and tons more. But will the new Windows offer sufficient benefits to lure you into upgrading?

Solo Presenter:

Mark Minasi, Technology Author / Commentator / Alpha Geek

Session 340–G6:**MAKING WINDOWS LESS GUI (PART 1)**

Wizards are useful when you're performing a task for the first time. Once you know what you're doing, though, why go through six steps to reset a password? Windows 2000 was bad but Windows XP's and Windows 2003's new GUI is worse. Thankfully, there's an alternative to wizards: scripting. Get the basics of the Windows Scripting Host (WSH) and VBScript, learn how to tell a statement from a function from a procedure, and find out how to use WMI and ADSI to simplify machine, network, and user management.

Solo Presenter:

Christa Anderson, Author / Columnist

Session 344–G7:**MAKING WINDOWS LESS GUI (PART 2)**

Windows 2003 and Windows XP are even more script-capable than Windows 2000 because more objects are exposed through Windows Management Instrumentation (WMI). Exploiting these capabilities requires knowing what you can do and the tools you need. After a brief discussion of WMI and ADSI, we'll use these interfaces and your knowledge of basic scripting concepts to build scripts to accomplish common management tasks like checking service status, changing group memberships, and changing user passwords without showing the Windows Security dialog box.

Solo Presenter:

Christa Anderson, Author / Columnist

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Javits Center
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Monday, 9:00 a.m. to 3:45 p.m.	___ T11	___ T12	___ T13	___ T14	___ T15	\$ ___
Tuesday, 9:00 a.m. to 3:45 p.m.	___ T21	___ T22	___ T23	___ T24	___ T25	\$ ___
Wednesday, 9:00 a.m. to 3:45 p.m.	___ T32	___ T33	___ T34	___ T35	___ T36	\$ ___
Thursday, 9:00 a.m. to 3:45 p.m.	___ T41	___ T42	___ T43	___ T44		\$ ___

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PLUS Program(s) of your choice:

- ___ DCI's CRM Conference (Tues. – Thurs.) \$995 \$ _____
- ___ Business Council for the United Nations Conference (Tues. – Thurs.) \$695 \$ _____
- ___ Women in Technology Conference at CeBIT America – includes two panel presentations, lunch, evening on-floor reception. (Tues.)
- ___ WITI Member \$295 \$ _____
- ___ Non-member (includes one year membership) \$395 \$ _____

E. EXHIBIT HALL ADMISSION **Complimentary \$50 \$ 0**

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DEMOGRAPHIC INFORMATION

- Nature of Business (Please check the one box that best represents your type of organization)**
 - Corporate Buyer, Government Agency or Educational Institution (End Users of IT & Telecommunications Equip. & Svcs.)
 - Trade Reseller (Channel)/Systems Integrator/Developer/VAR/VAD/ASP/ISP/OEM
 - Financial Analyst/IT Market Analyst
- What best describes your organization's primary business market?(Check one only)**

<input type="checkbox"/> Manufacturing	<input type="checkbox"/> Non-manufacturing	<input type="checkbox"/> Trade Reseller
<input type="checkbox"/> Aerospace	<input type="checkbox"/> Advertising/Marketing/Public Relations	<input type="checkbox"/> Systems Integrator
<input type="checkbox"/> Automotive	<input type="checkbox"/> Education/Training	<input type="checkbox"/> Web Integrator/Developer/ISP
<input type="checkbox"/> Chemical and Petrochemical	<input type="checkbox"/> Entertainment (Film/Music/Games/Arts)	<input type="checkbox"/> ASP (Application Service Provider)
<input type="checkbox"/> Computer Hardware/Software	<input type="checkbox"/> Financial Services (Banking, Investment, Insurance, Venture Capital)	<input type="checkbox"/> Comm Integrator/Telecom VAR/Carrier/Svc Provider
<input type="checkbox"/> Medical Equipment & Supplies	<input type="checkbox"/> Government (Federal/State/Local/Military)	<input type="checkbox"/> Interconnect-Tel Reseller
<input type="checkbox"/> Pharmaceuticals	<input type="checkbox"/> Medical/Healthcare Services	<input type="checkbox"/> Online/dotcom company
<input type="checkbox"/> Printing and Publishing	<input type="checkbox"/> Professional Services (Accounting, Consulting, Legal, Real Estate, Recruiting, etc.)	<input type="checkbox"/> E-Business/IT Consultant
<input type="checkbox"/> Telecommunications Equipment	<input type="checkbox"/> Research & Development/Engineering	<input type="checkbox"/> Software Developer/ISV
<input type="checkbox"/> Other Manufacturing (please specify _____)	<input type="checkbox"/> Retail/Wholesale Trade	<input type="checkbox"/> Corporate Integrator/Reseller
	<input type="checkbox"/> Telecom/Datacom Carrier/Service Provider	<input type="checkbox"/> VAR (Value Added Reseller)
	<input type="checkbox"/> Transportation/Logistics/Warehousing	<input type="checkbox"/> OEM
	<input type="checkbox"/> Travel/Hospitality/Food Services	<input type="checkbox"/> Dealer/Distributor/Agent
	<input type="checkbox"/> Utilities	<input type="checkbox"/> Other (please specify _____)
- What is the size of your entire organization worldwide? (Check one only)**
 - 10,000 or more employees
 - 5,000 - 9,999 employees
 - 1,000 - 4,999 employees
 - 100 - 999 employees
 - 50 - 99 employees
 - 10 - 49 employees
 - 1 - 9 employees
- What is your primary role in purchases of products and services? (Check one only)**
 - Decision maker
 - Recommend
 - Influence/Specify
 - No role

IMPORTANT INFORMATION! PRIORITY CODE

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- Check or Money Order Enclosed (Payable in U.S. Funds to CeBIT America)
- MASTERCARD
- VISA
- AMEX

Please include credit card number, expiration date, card holder name and signature with charge orders.

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- Online:** www.cebit-america.com
 - Mail completed registration form(s) with payment to:**
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 New York, NY 10119
 - Fax this form to: 212-279-6878**
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- For more information or assistance, please call us at 212-465-0531 between the hours of 9:00 a.m. - 5:00 p.m. EST.**

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 If you must cancel for any reason, we must receive written notice of cancellation by May 4, 2004. Conference cancellations received prior to May 4, 2004 are subject to a \$100 administration charge. Cancellations received after May 4, 2004 and no-shows are subject to full registration fee and are non-refundable. All refunds will be issued after the event. You may transfer your conference registration to another person at any time prior to May 18, 2004 by providing written notice. All cancellations and transfers are required to return show credentials prior to May 18, 2004.
 Send cancellation or substitution requests to:
 CeBIT America – Registration Department
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Exhibition Floor

THE ULTIMATE ICT EXPERIENCE

CeBIT America brings together in one place and time the world's top suppliers of systems, applications and communications & networking technology. Spanning three key technology sectors (Information Technology, Communications & Networking and Software & Internet Solutions), the exhibition floor expedites interaction with solution providers, increases peer-to-peer knowledge exchange and provides an easily accessed forum for special events and programs. CeBIT America exhibitors' products and services cross over all industries and vertical markets, making this the premier place to gain insight into today's enterprise technology and to find the critical answers to your business challenges.

Partial List of 2003 Exhibitors:

3Com Corporation	Eizo Nanao Technologies	Memory Experts International	Shecom Computers
4W Consulting Software GmbH	EmergeCore Networks	MemorySolution GmbH	Shortcut Software Development
A Source Technologies	Epson America	Merant	Siemens
Accu-Time Systems	E-Style Software Corp	Micro Research II	SingTel USA
Accu-Time Systems	Exact Software	Microsoft Corporation	Software AG
ACM Tech	Expert Information Services	Microwave Data Systems	Sony Electronics
Adaptec - Serial Attached SCSI	Expertcity	Mindjet	Spectracom Corporation
Adesso Systems	Expressive Networks	Minolta Corporation USA	SpikeNet Technology
ADIC	FalconStor Software	Mitsubishi Digital Electronics	Spotwave Wireless
AG Neovo Technology Corp	Financial Times	Motorola	Sprint
Ahead Software	Finisar Corp	MultiLing Corporation	StarNet Communications
ALAC GmbH	Fluke Networks, Inc.	Multiscan Corp.	StarTech.com
All Solutions Business	Flytech Technology USA	NEC Solutions America	Sun Microsystems
APC	Fujitsu PC	NetScreen Technologies	Sun Portal Group
Aptinet	Future Dial, Incorporated	Network Engines	SuSe
Aradiom	G2 Computer Intelligence	Network Services Group	Symmetricom
ASP Technologies	Global Hauri	Network World Pavilion	Synchrologic
Aspelle	Global IT Training	Novell	Sys-Con Media
Aspire Digital	Google	NSSI (NetSupport Solutions)	Systems & Technology Corp
AT&T Wireless	Gyrations	NTT DoCoMo	Thermaltake
Attachmate Corporation	Handspring,	NY State Center of Excellence	T-Mobile USA
Avocent	Hitachi Global Storage	NYC Department of Education	Toshiba America
BakBone Software	Technologies	Okidata Americas	Information Systems
Biscom	HP - Hewlett-Packard Company	Openstream	TransWorld SAT
Bluetake Technology	IBM Software Group	Optical Cable Corporation	Trust Digital
BorderWare Technologies	IEEE Spectrum	Oracle Corporation	U.S. Department of Commerce
BPO Solutions Ltd.	Ily Enterprise	Orient Instrument Computer	UBI France
Brigadoon Software	inCode Telecom Group	ORTEC	UK/US Tech Partners Pavilion
Brookstone Technologies	Infotonics Technology Center	Pacific Supply	ULTRA-X
Bytecc	Intel Corporation	PalmSource	UNIMAX
Casio	Intellect	Panduit	United States Postal Service
CEBUS-Software AG	International Online Computer	PC Magazine	Universal Laser Systems
CEDARTECH	Iomega Corporation	Perseus Development Corp.	UtiliTech
Check Point Software	Ixia	Pocket Solutions	Vernier Networks
Technologies	Jedai Broadband Networks	Powercom USA	Vetro
CIO Magazine	Jet Information Systems	Princeton Technology	VIA Technologies
Cisco Systems Networking	Keytec	ProcureStaff	Vicom Systems Inc
Citrix Systems	Knowledge Concepts BV	PSI/Platinum System	Wall Street Journal, The
CMC Magnetics Corporation	Lexmark International	Pyramid Computer Systeme	WebLink Wireless
CommVault Systems	LightPointe Communications	Raritan Computer	Widmer Time Recorder Co.
Computer Labs International	Logicube	Rhombus Technologies	WizSoft
Cooler Master USA	Lozoic	Rittal Corporation	Wright Line
CrossTec - NetOp	MA Labs	Roaring Penguin Software	Xerox Corporation
CSS Laboratories	MacKAY Management	Rose Electronics	Xincon Software Development
Cyclades	Materna	SAFLINK	Young Startup Ventures
Data Cal Enterprises	Maxell Corporation	SandCherry	Zippy Technology
DataHive Networking	MCI	Scape Velocity	
DICE Wireless	Medialab Solutions BV	Seagate - Serial Attached SCSI	
Divergenet	Melissa Data	Server Technology	

Leading companies join the CeBIT America 2004 Exhibition Floor each day.
Log on to www.cebit-america.com for updated details.

For more information about how your company can benefit from exhibiting please contact:

Mark Dineen, Managing Director
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CeBIT America's Exhibit Floor: Key Technology Areas

SOFTWARE & INTERNET SOLUTIONS

Gain a better understanding of the gamut of software and Internet solutions available and determine what can help your company maintain a competitive edge.

COMMUNICATIONS & NETWORKING

Solutions from companies throughout the world and the experts that can offer recommendations for your unique business needs.

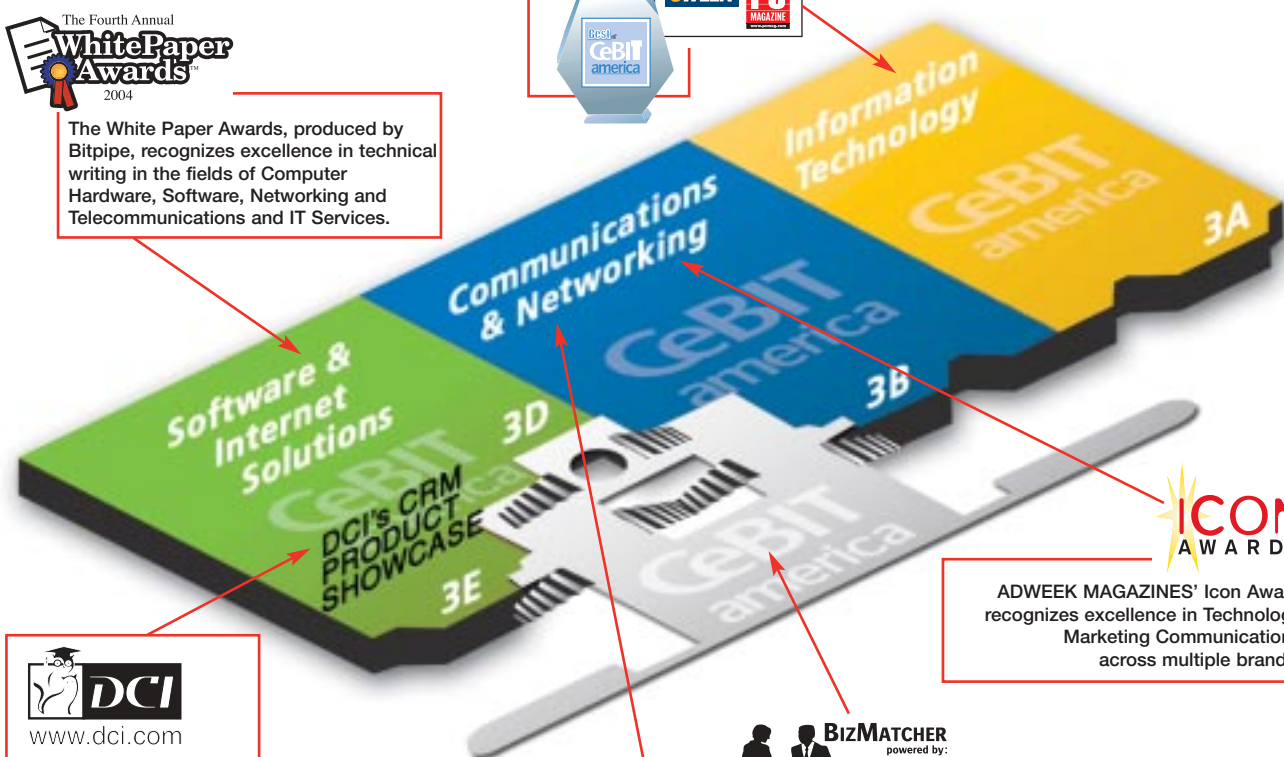
INFORMATION TECHNOLOGY

Key product leaders and visionaries display the latest hardware and software pivotal to this industry. These exhibitors offer you a complete display of today's technology to evaluate, compare and make the right choice for your company.

"Best of CeBIT America" is a prestigious and coveted title awarded to the hottest and greatest product introductions brought to the market.



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ADWEEK MAGAZINES' Icon Award recognizes excellence in Technology Marketing Communications across multiple brands.



Monday, May 24th • 9:00 a.m. – 3:45 p.m.

T-11

VOICE, FAX, AND VIDEO OVER IP: ARCHITECTURES, PROTOCOLS, AND STANDARDS FOR THE CONVERGED NETWORK

Mark A. Miller, P.E.,
President, DigiNet Corporation

Implementing a converged voice/data network requires many elements, including voice and video codecs that perform the analog to digital signal conversion, gatekeepers that perform address translation, plus gateways to other networks. These must interoperate, requiring adherence to signaling standards, such as ITU-T's H.323 family of multimedia conferencing recommendations, or IETF's Session Initiation Protocol (SIP), for successful implementation. This tutorial examines: multimedia apps requiring integrated voice/data/video/fax transmission, network architectures necessary to support those apps, and standards developed to ease the interoperability concerns.

T-12

A GUIDE TO WINDOWS 2003 SERVER SECURITY

George Spalding,
MCSE/MCT/MCEST, CNE/CNI,
CCNP/CCDA, CISSP, CISA,
ITIL Manager's Certificate,
CTT+, A+, Net+, i-NET+, and
Server+

Windows 2003 Server editions change many of the settings, features, and security weaknesses of prior editions – starting at installation, continuing through apps – including Internet Information Server 6.0. This tutorial contrasts the difference in security models and application security between prior Windows server editions and Windows 2003, with a step-by-step installation-time review of security settings and their implications. Also covered: new administrative options for encryption and authentication strategies and support; Microsoft's directory service authentication models; remote access options; 10 easiest Windows 2003 cracks.

T-13

DESIGN AND IMPLEMENTATION OF WINDOWS 2000/2003 NETWORKS

Eric Stral, Partner,
E K & C Partners

Windows 2003 is a complicated product because of all the features it provides. As with any other operating system, the success or failure of a Windows 2003 implementation will be determined by the planning performed before the first workstation or server is installed. This tutorial will explore the issues that a successful implementation plan should address, as well as the tools and techniques that you'll need to use. Leave prepared to implement Microsoft's newest operating system and understand its features and administrative tools. For more discussion of Active Directory Services, attend T-23 and T-33.

T-14

INTRODUCTION TO WIRELESS COMMUNICATIONS AND MOBILE NETWORKING

Craig Mathias,
Principal, Farpoint Group

With existing wireless technologies now available in an ever-broadening array of products and services that are more reliable and cost-effective than ever, and new technologies that improve performance and broaden application possibilities appearing at an ever-increasing rate, it's often quite difficult to stay up-to-date in the exciting but challenging world of wireless. But that's our goal with this tutorial – to provide you with a concise yet complete look at all the important topics in wireless, and how to apply them in your enterprise and business. Our primary topic is wireless data and related networking opportunities.

T-15

APPLYING CORPORATE GOVERNANCE TO IT SECURITY: A PRACTICAL GUIDE

Joshua L. Konkle, CISSP,
CTT, MCSE; Director of
Business Technology, KVS,

This tutorial will provide a practical guide to corporate governance. We'll examine the three key drivers to compliance policy: statutes, regulations, and case law, and learn how to navigate the shark-infested waters of regulation. Find out how legal, compliance, and internal audit groups affect the business framework of best practices. We'll also explore the issues of user performance, disclosure vs. discovery, compliance vs. discovery, and cross-discipline teams. Finally, learn why information being retained for compliance and corporate governance can also be used to improve the leadership posture of your enterprise.

Tuesday, May 25th • 9:00 a.m. – 3:45 p.m.

T-21

IMPLEMENTING IPV6: MIGRATING TO THE NEXT GENERATION INTERNET PROTOCOL

Mark A. Miller, P.E., President,
DigiNet Corporation

The overwhelming success of the Internet has produced new technical requirements that go beyond the capabilities of the current Internet Protocol, or IP, published in 1981. More importantly, since IP is the foundation of the TCP/IP protocol suite, when IP is revised, other protocols must be changed as well. This tutorial will provide in-depth details on the Internet Protocol – next generation (IPng), or IPv6 as it is formally called, that are required to develop a migration plan from IPv4 to IPv6. Also included are case studies that demonstrate the functions of IPv6, and illustrate these capabilities using a protocol analyzer.

T-22

NETWORKING ESSENTIALS, PART 1: DATA COMMUNICATIONS AND CONVENTIONAL WANS & LANS

Ray Horak, President, The
CONTEXT Corporation

Attend one or two days of this tutorial. It begins with a discussion of data communications concepts and definitions. Protocol basics are explored in the context of the OSI Reference Model. Coverage of conventional WAN technologies includes X.25, DDS, T/E-carrier and ISDN. The discussion of LAN technologies and protocols includes Ethernet and all its variations, such as 100BaseT, GbE, 10GbE. Wireless LAN discussion focuses on 802.11, and addresses its many variations. Interactive case studies are interwoven throughout the tutorial to reinforce understanding and to prepare you for the second day, which addresses the broadband network world.

T-23

DESIGN, IMPLEMENTATION, AND MIGRATION TO ACTIVE DIRECTORY SERVICES USING WINDOWS 2000/2003 SERVER

Eric Stral, Partner,
E K & C Partners

Microsoft's Active Directory Services for Windows 2000/2003 is the key element that allows for true enterprise management of a Windows 2000/2003 Server network. With all this functionality comes great complexity. This tutorial will cover the basic elements of Active Directory Services, the preplanning necessary for a successful implementation, and the new technologies that can make your life easier. It will help you understand Microsoft's newest enterprise directory system. You'll also understand the deep planning issues relating to the implementation of an active directory. For more education on Windows 2000/2003, see T-13 and T-33.

T-24

AN IT MANAGER'S FIELD GUIDE TO OPEN SOURCE

James Turner, Director of
Software Development; and
Dan Bent, Chief Information
Officer, Benefit Systems, Inc.

IT Managers need to be aware of Open Source software for two reasons. First, because it's being used more and more by users to meet critical enterprise goals. Secondly, because there are a number of Open Source tools that can help IT Managers deal with their day-to-day IT needs. This tutorial will introduce you to the most commonly used and requested Open Source technologies, discuss how to transition from proprietary solutions to Open Source alternatives, help you identify good pilot projects inside your organization on which to try out Open Source, and give you some pointers on where to look for help when things go wrong, including problem-solving opportunities within the Open Source community.

T-25

VPN DEPLOYMENT AND MANAGEMENT STRATEGIES: FROM IPSEC TO SSL

Stan Fromhold, Senior
Consultant, MIS Training Institute

This tutorial will review the various VPN applications and the methods available for implementing them within a TCP/IP network. Included will be a review of the different network perimeter topologies available for implementing the different VPNs. Since the use of VPNs is closely tied to authentication methods for remote users, the tutorial will introduce the attendee to enterprise authentication methods. We'll conclude with a review of methods for managing VPNs ranging from the importance of Remote Access Policy to the implementation of compliance controls for VPNs.

Wednesday, May 26th • 9:00 a.m. – 3:45 p.m.

T-32

NETWORKING ESSENTIALS, PART 2: BROADBAND AND EMERGING TECHNOLOGIES

Ray Horak, President, The CONTEXT Corporation

This tutorial covers the full range of advanced broadband and emerging technologies .. and their practical applications. XDSL and cable modem access are explored in depth, with FSO and PON completing the discussion of access technologies. SONET/SDH, DWDM, CWDM, and Metro Ethernet are all covered as backbone technologies. Frame Relay, ATM, and the TCP/IP protocol suite are covered in detail. The treatment of packet networking includes Voice over Frame Relay (VoFR), Voice over IP (VoIP), and Voice over ATM (VoATM). The discussion of wireless data networking focuses on emerging 3G technologies. Attend one or both days of this 2-part tutorial.

T-33

DEPLOYING WINDOWS 2003, WINDOWS 2000, AND WINDOWS XP IN THE ENTERPRISE

Eric Stral, Partner, E K & C Partners

One of the greatest challenges facing system administrators is the effective management of desktop and server machines in the enterprise. The Total Cost of Ownership may be three to four times the initial hardware purchase. Microsoft has responded with Windows XP/2000/2003 and its new technologies, consisting of new features designed to minimize the time and cost of desktop maintenance and increase control of the desktop. For more information, T-13 presents an introduction to Windows design and implementation concepts and T-23 provides more detail on the Active Directory, its design, and migration concepts.

T-34

STAYING AHEAD OF THE HACKERS: UNCOVERING YOUR ENTERPRISE VULNERABILITIES

Daniel Webster, Security Mentor/Trainer, Delta Force Security, Inc.

Security is an ongoing business process that involves staying ahead of the hackers. This means planning for the unknown as well as the known. In the world of security, Mark Twain was wrong; it is what you don't know that hurts you...as well as what you know that isn't so. The difficulty in investigating the unknown is in knowing when you've found it. If we don't have processes designed to uncover our vulnerabilities and quickly fix them, a bad guy will uncover them for us. Learn the steps to developing a process that will meet the goal of security: keeping your business in business.

T-35

LIQUID GOLD: HOW TO WIN THE IT ROI GAME

Ken Barnhart, President & Principal EPM Consultant, The Occam Group, Ltd.

Return On Investment: every project promises it, but all too often the pot of gold at rainbow's end proves non-existent. Senior management wants to understand their risk to reward, IT management wants to show how the IT function contributes to the business, and vendors want to prove the business value of their solutions. Why is this so hard? Come to this tutorial to get some real-world answers and powerful tools that can help you win the ROI game. You'll learn how to pick the right tool for the job, how to evaluate the "best project" in financial terms, and how to better present the choice at hand.

T-36

RAMPING UP FOR WINDOWS WIRELESS MOBILITY

Todd Lammler, Wireless expert; President, GlobalNet Training, Inc.; CEO, RouterSim, LLC.

There's a lot more to wireless networking than IEEE 802.11. We're talking world-wide connectivity — anywhere, all the time, reliable connectivity, and 802.11 is just a part of that picture! In the very near future, you'll be connected to the Internet as well as your home office at all times. This tutorial will prepare you NOW for the future of mobility. You'll learn about Mobile IP and how you can use this routing protocol to move networks well, staying connected at all times. Learn what technologies are available now and how to configure, troubleshoot, and secure them in your current intra-network.

Thursday, May 26th • 9:00 a.m. – 3:45 p.m.

T-41

WHO'S WATCHING YOUR NETWORK? INTRUSION DETECTION AND PREVENTION

Daniel Webster, Security Mentor/Trainer, Delta Force Security, Inc.

Defining the "fluid" perimeter of our network has become an almost impossible task. Despite all our perimeter defenses, attackers do occasionally get into our networks and into our hosts. At what point does an activity become an intrusion? When do we consider our own people to be intruders? How do we detect the intrusion soon enough to prevent damage? How do we react? How do we determine the damage done, if any? How do we adjust our defenses to prevent reoccurrences? This tutorial discusses processes and tools to help provide you some peace of mind.

T-42

WINDOWS SERVER 2003 BOOT CAMP

Howard Marks, Founder and Chief Scientist, Networks Are Our Lives, Inc.

It's time to implement Active Directory, folks. Your Windows NT servers are four years old, Microsoft is ending NT support, and you are getting a few projects approved this year, right? Windows Server 2003 is well past the toddler stage, adding important new management, reliability, and security features. The best and biggest changes are in the new version of Active Directory that allow you to fix many previous installation mistakes. Learn how to streamline the Active Directory design and migration processes -- and how to take advantage of Windows Server 2003's management features to make managing your Windows servers easier.

T-43

IT PROJECT MANAGEMENT SURVIVAL GUIDE

Ken Barnhart, President & Principal EPM Consultant, The Occam Group, Ltd.

It's a jungle out there! In tight economic times senior management often looks to Project Management to do more with less. However, the simple fact of the matter is that 85% of IT Projects fail to meet their requirements on-time and on-budget. In this fast-paced, high-energy survival guide to IT Project Management you'll get the tools, techniques, and how-to's you need to help your organization improve its chances of succeeding. Discussion topics include: why IT projects fail; how to avoid irrelevant projects, never-ending projects, mission-impossible projects, the "idea of the month," and more.

T-44

IMPROVING IT SERVICE MANAGEMENT THROUGH ITIL BEST PRACTICES

George Spalding, MCSE/MCT/MCSE, CNE/CNI, CCNP/CCDA, CISSP, CISA, ITIL Manager's Certificate, CTT+, A+, Net+, i-NET+, and Server+

For over a decade, the IT Infrastructure Library (ITIL), a public domain framework, has improved efficiency and communication in IT services in major organizations. Recently, it has been rewritten and updated and is now the de facto standard for IT operations worldwide. This tutorial provides an overview of the new ITIL framework. Learn the purpose and benefits of ITIL and its application at strategic, tactical, and operational levels. We'll take a holistic approach to IT service management through the use of processes and their respective relationships. You'll understand how the ITIL processes can dramatically improve your IT operations.

SEE OUR WEBSITE FOR FULL DESCRIPTION, SYLLABUS, AND INSTRUCTOR BIO FOR EACH TUTORIAL: www.cebitt-america.com/tutorials

BusinessWeek Strategies for the Tech Revival

Thursday, May 27th • 9:00 a.m. – 12:30 p.m.

After three dismal years for the technology industry, signs of growth in the sector are undeniable. The proliferation of real e-business, a Wi-Fi explosion, and, if the hype bears true, the dawn of "utility computing" attest to the sector's vitality and innovation.

But make no mistake—this is not the 1990s. Corporate IT strategies shifted drastically after the bust and companies are spending less. The industry is in the middle of an applications consolidation, and VCs are still timid about funding new ideas.

So what do senior executives need to know to navigate the tech revival?

BusinessWeek editors, information and communications technology thought leaders, and industry CEOs will tell you in an exclusive program for senior-executive attendees at CeBIT. In a morning-long program **BusinessWeek Chief Economist Michael Mandel**, **BusinessWeek "Technology and You" Columnist Steve Wildstrom**, and **Co-author of *It's Alive: The Coming Convergence of Information, Biology, and Business*, Stan Davis**, will brief you on the role of technology in the corporation, the transformation of the technology industry, and the sector's changing impact on the overall economy. Their critique of the "big ideas" developing in information and communications technology will serve as a strategic counterpoint to the industry-generated buzz on the tradeshow floor.

WHO SHOULD ATTEND

- CEOs, CIOs, CTOs, business unit heads, strategic planners
- Vice Presidents and heads of business units responsible for formulating technology strategies and for integrating technology trends and business practices
- Vice Presidents and above of the vendor firms that build their technologies

BENEFITS OF ATTENDING

- Explore content specifically designed for senior executives who are aligning innovative technology with business strategy
- Network with an intimate group of your peers
- Learn about economic and technology-trends forecasts from BusinessWeek editors
- Gain insight into ways emerging technologies will impact overall business strategy
- Hear from and meet senior executives of leading technology vendors and service providers



TECH CORPS Technology in Education Program



TECH CORPS® is a national nonprofit that brings technology volunteers and resources to K-12 schools in support of their technology efforts. At CeBIT America, TECH CORPS, together with the New York City Department of Education, will host an ongoing exhibition where student teams from the Robotics Program will demonstrate the results of their robotics efforts and hold a mock competition. In addition, several schools which have smaller robotics programs will provide demonstrations of the software interface with their robots in an interactive display for guests.

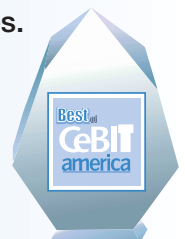
The NYC Department of Education web design curriculum, a component of the Cisco Networking Academy Program, will also be showcased as selected students demonstrate the results of their Web design efforts including how the academic curriculum is being integrated into the Websites. Show participants will have an opportunity to meet with TECH CORPS and NYC Department of Education staff, and interact with the students and their instructors. Gain an appreciation of the ways in which education technology is a component of today's classroom and how students are being prepared with 21st century skills, and see tomorrow's enterprise work force in action today!



Best of CeBIT America

Many products and services are brought to market each year, but which ones really qualify as "Best of Breed"? Join the editors of leading Ziff Davis Media publications eWEEK and PC Magazine for a review of the hottest and greatest product introductions this May and be there when the envelope is opened on a dozen product categories. One of these will then be named "Best of CeBIT America," a prestigious and coveted title.

Check out the special coverage online at: www.cebit-america.com/awards





Wall Street Technology Association (WSTA)

THE HIDDEN SEISMIC SHIFT: NEXT-GENERATION DATA CENTER ARCHITECTURES

Wednesday, May 26th

This program addresses the critical cutting-edge technologies and best-practice processes deployed by large enterprises as they design next-generation data centers.

Presenter: *Andreas M. Antonopoulos, Principal Analyst, Nemertes Research*

Presentation includes an overview of business goals and drivers, the operational and architectural changes they precipitate and the technology developments that enable them. In order to take advantage of the potential return-on-investment delivered by next-generation data centers, one must create a 3-5 year transition plan that incorporates all of the following topics:

- Network, storage, and resource virtualization
- Clustering, grid computing, and next-generation computing architectures
- Application and data quality management
- Disaster recovery and business continuity planning
- Identity management and application security

As the economy improves, the three drivers – cheaper, faster, better – will shift in priority with a greater emphasis on efficiency and best practices instead of cost cutting.

Effectively leveraging current and emerging technologies takes insight, planning, and a phased deployment approach. This program will examine the challenges and best approach to help you succeed.

WHO SHOULD ATTEND

- CxOs, IT Managers or VPs, Senior Business Managers, Data Center Managers

For more information on this program visit: www.cebit-america.com/WSTA



CeBIT America Television

Watch live television interviews with industry leaders and other programming on a special closed circuit television channel. CeBIT America TV programs will be simulcast to official hotels and most will be available on special Webcasts during and after the event. CeBIT America TV is developed and produced by WMS Productions, Las Vegas, NV.



CeBIT America Broadcast Center

A state-of-the-art international broadcast center will be live on the exhibit floor. Managed by High Impact Television of Los Angeles, CA, the center includes uplink and satellite broadcast facilities and a stage for broadcast journalist reporting. Additional High Impact Television services will include video news feeds and video news release development for industry companies.



DMD NEW YORK CONFERENCE & EXPO

ATTENTION CEBIT AMERICA VISITORS

Please let your colleagues in Marketing know that...

NY's Premier Event For Marketers – DMD NEW YORK CONFERENCE & EXPO is also running May 25-27th at the Javits Center...The same time and place as CeBIT America. Ask them to visit www.dmdays.com for more information and to register. Input Code: CEBIT and SAVE \$50 on registration!

The Cutting Edge in Mobile and Wireless Technology



Tuesday May 25th • 4:00 p.m. – 5:15 p.m.

Mobile and wireless products have now become critical technologies for just about any business professional. Thanks to expanded Wireless WANs and WIFI and new laptops, PDAs and even cell phones that can send and receive data at all times, mobile and wireless technologies have become central tools in all types of business applications. This session will showcase the hottest products in the area of mobile and wireless, and discuss how mobile and wireless technologies are becoming mission critical tools within the enterprise.

TIM BAJARIN
President
Creative Strategies, Inc.

- **Wireless roadmap**
- **Devices of the future**
- **What makes sense for your company**

POWERSESSION



Business Council for the United Nations:

Separate Fee May Apply

THE NET WORLD ORDER 2004: DEVELOPING WORLD OPPORTUNITIES

Tuesday, May 25th – Thursday, May 27th

Tuesday, May 25th

KEYNOTE ADDRESS

1:45 p.m. – 2:30 p.m.

U.S. STRATEGIC INTEREST IN PROVIDING INTERNATIONAL ACCESS TO ICT & TELECOMMUNICATIONS TECHNOLOGIES

Enabling people around the world to share the benefits of high-quality, unlimited access to Information and Communications Technologies (ICTs) is a primary goal of U.S. foreign policy. As State Department and USAID officials have long maintained, greater levels of education, economic activity and living standards can result from the incorporation of ICTs into developing world economies. The U.S. sees many obstacles to the implementation of ICTs. A fundamental lack of infrastructure in regions such as Africa, Latin America and parts of Asia, as well as government policies that foster anti-competitive business practices, inhibits the growth and expansion of these technologies. The U.S. has made it a priority to communicate to other countries the steps needed to foster digital development.

Senior Representative, TBA, US Government

PANEL DISCUSSIONS

2:30 p.m. – 3:30 p.m.

REBUILDING IRAQ AND AFGHANISTAN: INFORMATION TECHNOLOGY, SECURITY & DEVELOPMENT

Bridging the global digital divide is important not only because it is vital to the development of poor nations, but also because increased technological capacity enhances our ability to fight terrorism. The development of IT infrastructure will create an environment conducive to economic growth while also maintaining commercial and civil security. With the wars in Iraq and Afghanistan over, how will technology be brought to bear to rebuild the country, promote democracy and continue the fight against international terrorism and weapons of mass destruction? What are the IT contracting and sub-contracting procedures and what Iraqi groups offer the best in-country support? What are the best ways to manage the legal, political and terrorism risks involved with any investments?

H.E. Mr. Mohammad Masoom Stanakzai,
Minister of Communications, Afghanistan

Ms. Caroline Price, Senior Managing Partner, BearingPoint

Commander Steven Flynn, Senior Fellow, National Security Studies,
Council on Foreign Relations

Mr. George Sigalos, Director, Government Relations, Halliburton KBR

Mr. Jeff Miller, Senior Vice President & Head of Export Finance Group

Mr. Michael T. Lempres, Vice President, Insurance,
Overseas Private Investment Corporation

3:30 p.m. - 4:30 p.m.

HEALTHCARE AND ICTS: SATELLITE PDA PROJECT

Uganda has one of the highest levels of disease in the world, stifling many of its development efforts completely. SATELLIFE is a non-profit organization that has developed a creative business plan, in conjunction with the Uganda Ministry of Health and Palm to provide health workers basic handheld devices to provide critical medical reference material. It will also provide regular news, articles and treatment updates. This pilot project was formally launched in October 2003 and has already deployed 200 Palm m130s. By 2005 there should be a network of 214 health subdistricts, 56 districts and the regional and national referral hospitals to the national level institutions. This is a prime example of a public-private partnership that will significantly assist in the fight against debilitating disease.

Hon. Brigadier Jim Muhwezi Katugugu, MP, Minister of Health, Uganda

Holly Ladd, J.D., Executive Director, SATELLIFE

Senior Representative, TBA, palmOne, Inc.

WELCOME AND OPENING REMARKS

1:30 p.m. – 1:45 p.m.

Ambassador William Luers

President, United Nations Association of the USA/Business Council for the U.N.

4:30 p.m. – 5:30 p.m.

TECHNOLOGY SHOWCASE

Technology solutions and new markets for technology are increasingly uncovered by those who know the needs of the developing world. Imagine if the 3 billion people who live on less than \$2 a day could join the international marketplace, not just as consumers but as producers, as well. Imagine how large that market could be. Most Western corporations view poor countries as far too risky to invest in until their governments deal with a wide range of internal and institutional shortcomings. But this perception fails to recognize the myriad opportunities that exist in this large, diverse and untapped market. This technology showcase will offer demonstrations of products and services that have not only met the needs of the developing world but have also turned a profit for the investors.

Professor Swami Manohar, Acting CEO, PicoPeta, Simputer Trust

Ms. Kristine Pearson, Executive Director, Freeplay Foundation

7:00 p.m. – 9:00 p.m.

DINNER AT CHINA MISSION – CHINESE IT MINISTER

While unique in terms of its market size, China's leverage of all available resources – instituting policy reform, garnering assistance from the World Bank and other multilateral sources, and most importantly partnering with the private sector to build capacity and transfer technology – provides a telling case study for businesses and developing countries alike.

American, European and Japanese technology companies have all benefited from China's economic liberalization. However, many in the IT sector are concerned by recent measures to create Chinese software standards for wireless computers, restricted technology formats, future generations of cell phones and DVD players, and tax policies that favor domestically produced computer chips.

As China moves forward in developing its IT strategy, many are watching to see how it will engage with other governments and US companies in setting its national standards and trade policies.

Introduction: Mr. Craig Mundie, Senior Vice-President, Microsoft Corporation

Mr. Wang Xu-dong, Minister, Ministry for Information Industry, China

Wednesday, May 26th

KEYNOTE ADDRESS

1:30 p.m. – 2:15 p.m.

EMERGING GLOBAL TECHNOLOGY TRENDS

George F. Colony will survey the technology landscape over the past two decades, highlighting what he calls technology thunderstorms. If the advent of the Internet brought about the latest tectonic shift in technology, what's next? Forrester Research sees three major changes: what it calls X Internet or the executable and extended Internet; Organic IT, architecture for the next generation enterprise that will double the utilization and efficiency of IT infrastructure; and Web Services, or Internet middleware links to customers, partners and operating groups. In addition to specific technology changes, other critical emerging factors in a post-recession world range from organizational imperatives to offshore outsourcing in India, China, and Russia. How do these factors affect global corporations and what can be done to ensure they maximize their technology investments to achieve business goals? Mr. Colony will discuss these broad-ranging factors and their application in the near and far term.

Mr. George F. Colony, Chairman of the Board & CEO, Forrester Research

PANEL DISCUSSIONS

2:15 p.m. – 3:15 p.m.

THE FUTURE OF GLOBAL OUTSOURCING

As the outsourcing market continues to evolve, it is driven by changes in technology, the political and regulatory environment of emerging market countries and buyers' business requirements for external services. What countries and vendors have been most successful in capturing the outsourcing markets? What are the most successful global sourcing strategies? How do companies mitigate their risks when establishing outsourcing contracts? How does outsourcing benefit developing countries? What outsourcing trends can we expect over the next 5-10 years?

Mr. Steven Morrison, Global Sourcing Manager, GE

Mr. William McNamara, Director of Strategic Outsourcing, Siemens Business Services

Mr. Michael Treacy, renowned author, Consultant, Strategist, former MIT Professor of Business

Moderator: *Mr. Paul Sitar, VP, Gartner*

3:15 p.m. – 4:15 p.m.

WIRELESS TECHNOLOGY IN THE DEVELOPING WORLD: ALIGNING SHAREHOLDER RETURN WITH COMMUNITY NEEDS

As you sit in a local Starbucks surfing the Internet you probably don't realize that you are using a technology that is revolutionizing the way citizens in developing countries access the Internet. The wireless-based technology, called Wireless Fidelity (Wi-Fi), operates on an unregulated band of radio spectrum. This band was previously only used for devices such as cordless home phones and radar guns. A WiFi network only requires an Access Point, which doesn't require expensive connections for each user – eliminating the expensive "last mile" costs of connections.

Our highly esteemed panel will discuss the current expansion of Wi-Fi, and how your company can navigate in this rapidly expanding market.

Mr. Iqbal Qadir, Lecturer, Public Policy, Kennedy School of Government, Harvard University, Founder Grameen Phone

Senior Representative, TBA, Intel Corporation

Mr. Mohsen A. Khalil, Director, Global Information and Communication Technologies Division, World Bank

4:15 p.m. – 5:15 p.m.

GOVERNMENT CONTRACTS

This section of the program will go over specific technology contracts in Asia, the Middle East and Latin America that are currently requesting proposals.

DINNER AT TURKEY MISSION TO THE U.N.

Thursday, May 27th

1:30 p.m. – 2:15 p.m.

UNDP - MICROSOFT TECHNOLOGY PARTNERSHIP TO COMBAT POVERTY IN DEVELOPING NATIONS

Microsoft and UNDP used the platform of the World Economic Forum in Davos, Switzerland, to announce their intentions to provide technology-enabled training for youth and adults in community education centers throughout the developing world. Microsoft's Unlimited Potential program, the company's global initiative to deliver computer literacy and job skills training to underserved communities, will provide resources moving forward.

In addition, Microsoft and UNDP have agreed to work together in support of UNDP's Southern Africa Capacity Initiative (SACI). Together they will explore innovative opportunities to use technology to build capacity, facilitate e-government initiatives, and improve the delivery of basic services in countries most adversely affected by the HIV and AIDS pandemic.

Mr. Mark Malloch Brown, Administrator, UN Development Programme Senior Representative, TBA, Microsoft

2:15 p.m. – 3:15 p.m.

DIGITAL ENTREPRENEURSHIP: MATCHING MONEY AND TECHNOLOGY WITH HUMAN NEED

HP, MIT Media Labs and the World Bank have demonstrated distinct leadership in developing business models and leadership within the IT community. The key to deploying new technologies in the developing world is really adapting the technologies and creating sufficient training mechanisms to foster local entrepreneurs so that the local populations can quickly adopt the new technology.

Mr. Walter Bender, Executive Director, MIT Media Labs

Mr. Mostafa Terrab, Manager, Information for Development Program, World Bank

Ms. Debra Dunn, Senior Vice President of Corporate Affairs and Global Citizenship

Moderator: *Mr. David Kirkpatrick, Senior Editor, Fortune Magazine*

KEYNOTE

3:15 p.m. – 4:00 p.m.

OPEN SOURCE: TAKING DOWN THE BARRIERS TO ENTRY

Many developing countries are struggling to find the cheapest and most efficient technologies that will allow them to take the giant leaps necessary to get an equal footing with the rest of the world. Many are putting their infrastructure on Linux, which offers a lower cost and open operating system. It is said that Linux will soon be the No.1 market share operating system in China and India. Other technology solutions and new markets for technology are increasingly uncovered by those who know the needs of the developing world. Mr. Hall will offer his unique vantage point on how Linux could revolutionize the global IT marketplace.

Mr. Jon 'maddog' Hall, President and Executive Director, Linux International

PANEL DISCUSSION

4:00 p.m. - 5:30 p.m.

LINUX: MOVING MAINSTREAM & HELPING THE WORLD'S NEEDIEST

These esteemed panelists will discuss how Linux's popularity is increasing in both the industrialized and developing world. Linux is increasingly being used on more desktop computers and is proving itself to be an affordable alternative in many emerging markets. Specific projects to be discussed include: The Simputer - a low cost portable alternative to PCs providing access for the illiterate - and the VolksComputer Project supported by the Brazilian Government for use at home, schools and community centers.

Mr. Sam Docknevich, Linux & Grid Services Executive, Americas IBM Corporation

Professor Sergio Campos, Universidade Federal de Minas Gerais, Brazil, VolksComputer Project

Mr. Vinay Deshpande, CEO, Encore Software Ltd, Head Trustee, Simputer Trust

Moderator: *Mr. Jon 'Maddog' Hall, President and Executive Director, Linux International*

CLOSING KEYNOTE

4:30 p.m. - 6:15 p.m.

BRAZIL: LEADING THE PACK IN LATIN AMERICA IT

The attractiveness of the Latin American market is undeniable. Latin America's Internet users jumped from 10.7 million in 2000 to 25.33 million in 2001. However, Internet development is not evenly distributed across the region. Brazil, Mexico, and Argentina account for approximately 80 percent of all Internet users in Latin America. And beyond simple usage totals, Brazil claims 60 percent of the total e-commerce revenue for the region.

President da Silva has been one of the most vocal and most persistent advocates of the benefits of the IT revolution to society. He has spent a great amount of his political capital attempting to find ways to ensure the IT revolution.

Introduction: *Mr. William H. Janeway, Vice Chairman, Warburg Pincus*

Keynote: *President Luiz Inácio Lula da Silva, Federative, Republic of Brazil*

7:00 p.m. – 9:00 p.m.

DINNER AT U.N. MISSION - TBD



DCI's

Customer Relationship Management *Conference*

Longest running, most influential CRM event in the industry!

DCI's CRM Conference Overview • May 25 – 27

Separate Fee May Apply

DEFINING CRM

CRM is a business strategy that integrates people, process and technology to enhance relationships with customers, partners, distributors, suppliers and employees to maximize revenue growth and marketshare. CRM is a comprehensive initiative that provides seamless coordination among sales, marketing, service, field support and all other customer-facing functions.

ABOUT THIS CONFERENCE

In order to succeed in today's competitive environment, you need to understand the business and technology challenges that support customer acquisition, retention and loyalty. With a focus on CRM, you will be able to leverage every resource within your company to satisfy your customers and develop lasting and rewarding customer relationships.

For over ten years, DCI and our cadre of experts have gained a great deal of experience with the critical factors that are the difference between successful and failed CRM initiatives. This expertise is used to deliver the expert insights and hands-on experience needed to guarantee success in today's customer-driven marketplace. Our conference also provides the perspective an organization needs to see the inevitable obstacles to success and develop a plan to overcome them. Because we focused on these factors while developing our comprehensive conference for business and IT professionals, we are confident that your participation at the event will be enriching.

PROGRAM HIGHLIGHTS

With the strong guidance of some of the industry's leading personalities, we have developed themed tracks that provide content appropriate for both business and technology focused professionals, and those evaluating new implementations, or expanding their existing approaches.

CRM Masterplan: Learn how to build a strategic plan that takes your organization from the stage of evaluating the technology through designing an implementation plan.

Enterprise Analytics, Business Intelligence and Data Warehousing: Acquire an understanding of how enterprise analytics, business intelligence and data warehousing technologies are used to measure and monitor the business activities of an organization.

Hosted CRM: Understand the range of options available to customers who prefer a hosted model to the licensed CRM paradigm. This track will discuss the features, customization and support issues inherent in hosted CRM.

Next Generation CRM: Elevate your CRM efforts to new levels of functionality by keeping abreast of the latest trends and issues in sales, marketing, and service.

New CRM Technologies: See the latest CRM technical solutions in action. Understand the impact these new technologies will have on your business and that of your competitors.

To Register or Request More Information

- **DCI Conference Hotline:** (978) 470-3880
- **Online:** www.CRMevent.com
- **For information on sponsorships and exhibiting, call Mark Wallace, Vice President of Sales** (978) 470-3870 or e-mail: mwallace@dcicom

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DCI's CRM Conference Agenda

MONDAY, MAY 24TH	9:00 a.m. – 12:00 p.m.	Pre-Conference Seminar: Making Business Process Improvement Easy: A Practical How-To for CRM						
	9:00 a.m. – 5:00 p.m.	Pre-Conference Seminar: Creating High ROI and Loyalty Through Customer Data Analytics						
	9:00 a.m. – 5:00 p.m.	Pre-Conference Seminar: Building the CRM Business Case						
	9:00 a.m. – 5:00 p.m.	Pre-Conference Seminar: Program Management: Integrating Projects, Products and Processes to Implement CRM						
	1:00 p.m. – 5:00 p.m.	Pre-Conference Seminar: CRM Bootcamp						
	1:00 p.m. – 5:00 p.m.	Pre-Conference Seminar: CDI: Driving the Next Generation of CRM						
TUESDAY, MAY 25TH		CRM Masterplan	EA, BI and DW Business	EA, BI and DW Technical	Hosted CRM	Next Generation CRM	New CRM Technologies	
	8:30 a.m. – 9:45 a.m.	Welcome and Chairmen's Address: The State of the Industry: Proven Impact, Great New Options						
	10:00 a.m. – 11:15 a.m.	Track Chair Address: People, Process and Technology	Track Chair Address: Planning and Launching Your EA, BI and DW Initiative	Track Chair Address: Hosted CRM's Rapid Evolution Continues	Track Chair Address: After the Apocalypse	Track Chair Address: New Technologies Impacting CRM		
	11:30 a.m. – 12:30 p.m.	Keynote Address: CRM for Everyone, Thomas Siebel, Siebel Systems						
	12:30 p.m. – 2:30 p.m.	Visit the Exposition/Lunch						
	2:30 p.m. – 3:45 p.m.	Keynote Address: Achieving Customer Success, Microsoft Business Solutions						
	4:00 p.m. – 5:15 p.m.	Change Management: The Cornerstone for Effective CRM Deployment	Collecting Business Requirements	Hosting at a Crossroad	A Peek into CRM's Future: The Real-Time Enterprise	POWER SESSION: The Cutting Edge in Mobile and Wireless Technology		
	WEDNESDAY, MAY 26TH	8:30 a.m. – 9:45 a.m.	CRM Technology: How to Select the Best from the Rest	Conducting an Information Assessment	Defining Technical Architectures	Hosted CRM's Payback	Revitalizing a Stalled CRM Project Implementation	Beyond the Hype: CRM and Web Services
		10:00 a.m. – 11:15 a.m.	Balancing CRM Processes	PANEL DISCUSSION: Technology Showcase		End User Panel: Been There, Done That	CRM in Action: Next Generation Sales	The Impact of Longhorn on the CRM Desktop
		11:30 a.m. – 12:30 p.m.	Keynote: Special DCI CeBIT America Presenter					
12:30 p.m. – 2:30 p.m.		Visit the Exposition/Lunch						
2:30 p.m. – 3:45 p.m.		Keynote: A Study in Balancing Customer Need, Value and Opportunity, sponsored by Peoplesoft						
4:00 p.m. – 5:15 p.m.		Case Study: Mitigating CRM Risk	Defining and Developing Key Performance Indicators	Designing Dimensional Models	Evaluating Hosted CRM Options and Trade-Offs	The Best Service is No Service	RTE: Taking CRM to New Technology Heights	
THURSDAY, MAY 27TH		8:45 a.m. – 9:45 a.m.	Birds of a Feather Discussions					
		10:00 a.m. – 11:15 a.m.	How to Make It All Work Together: Ten Steps to Success	Implementing Business Performance Management	Data Staging and ETL	Integrating CRM Software within Your Business Environment	Developing an Enterprise Mobile Strategy	The State of the Art in Field Force Technology
		11:15 a.m. – 1:00 p.m.	Visit the Exposition/Lunch					
		1:00 p.m. – 2:15 p.m.	Successful Implementation: The Eight Key Issues	Analytical Applications: Build vs. Buy	Maintaining and Sustaining the Solution	Hosted CRM Applications	Do-Not-Contact Legislation	Justifying New Technologies Impacting CRM
	2:30 p.m. – 3:45 p.m.	Creating Value from an EA, BI and DW Solution		Hosted CRM: Not for Everyone	Risk Mitigation for Outsourced CRM	Integrating Security into Enterprise CRM		

Event Chairs



BARTON GOLDENBERG
President
ISM, Inc.



CHRIS SELLAND
President
Reservoir Partners



TIM BAJARIN
President
Creative Strategies, Inc.



Russian Science & Technology Opportunities for U.S. Business

Wednesday, May 26th & Thursday, May 27th

The Mid-Atlantic-Russia Business Council and the U.S. Department of State are hosting the culmination of their 2004 seminar series – Russian Science & Technology Opportunities for U.S. Business – at CeBIT America.

Seminars will be held on-site at the Russian Technology Pavilion and led by representatives from the State Department's Partners Program, which offers U.S. businesses a protective infrastructure for funding basic and applied research projects, technology development, and technology demonstration research in the former Soviet Union through Science Centers in Moscow and Kiev. Included in these sessions will be presentations by U.S. corporations with significant transfer technology collaboration experience in Russia.

Presenters will include representatives from the businesses community, research universities, and technology associations as well as foundations such as U.S. Industry Coalition (USIC) and U.S. Civilian Research and Development Foundation (CRDF).

A delegation from the Russian Federation representing ICT companies will be present for a full day of panel discussions and to exhibit the latest advancements in Russian technology. The delegation's visit is organized by the Mid-Atlantic-Russia Business Council in association with The Russian Ministry of Economic Development and Trade, The Russian Ministry of Industry, Science and Technology, The Chamber of Commerce and Industry of the Russian Federation, The Moscow Entrepreneurs Association, with promotional support from Integral, SiliconTaiga, Algorithm Group and Groteck.

Speakers Include: *Val Kogan, President, Mid-Atlantic – Russia Business Council, The Deputy Trade Representative of the Russian Federation in the USA*
Andrew Hood, Director, International Science and Technology Center Programs, U.S. Department of State.
John Gallagher, Chairman, United States Industry Coalition
Trevor Gunn, Director, BISNIS, International Trade Administration, U.S. Department of Commerce
Paul R. Smith, Deputy Chief of Mission, U.S. Embassy in Moscow (Retired)

For current seminar and panel information, visit www.cebit-america.com/marbc



ICON The Tenth Annual ICON Awards

A W A R D S FOR EXCELLENCE IN TECHNOLOGY MARKETING COMMUNICATIONS

As the leading source on marketing of innovation, ADWEEK MAGAZINE'S TECHNOLOGY MARKETING appreciates the talent and work that makes great communications for technology brands - from telecom titans to Internet services firms. Not only do they annually recognize the best technology marketing, they reward it. Gold, Silver and Bronze awards are given in categories including: Print-Magazine, Print-Newspaper, Broadcast, Public Relations, Marketing Services and Interactive.

For more information visit: www.cebit-america.com/awards



The White Paper Awards

The White Paper Awards, produced by Bitpipe, Inc. recognizes excellence in technical writing in the fields of Computer Hardware, Software, Networking and Telecommunications and IT Services. White papers will be judged on the following criteria:

EDITORIAL QUALITY – The level of writing, structure of the writing, flow of the overall narrative and use of clear language to explain the topic or product.

FORMAT/PRESENTATION – The actual quality of layout of the paper including incorporation of any charts, diagrams or graphics.

END USER UTILITY – The balance between clearly setting out the benefits of the product or explaining the issue, while not deafening the reader with overt marketing and sales speak. IT professionals consistently value those papers that clearly explain and state a case in a balanced fashion.

For more information visit: www.cebit-america.com/awards



GERMAN AMERICAN CHAMBER OF COMMERCE, INC.
NEW YORK

Developing Business Partnerships Through the GACC New York

Tuesday, May 25th – Thursday, May 27th

The German American Chamber of Commerce, Inc. (GACC) focuses on bilateral economic relations by establishing close partnerships between thriving German companies and their American counterparts. GACC's service spectrum ranges from the development of tailor-made market entry strategies for German companies to facilitating negotiations and presentations.

Based on the many successful German and American business partnerships facilitated at CeBIT America 2003, the GACC is proud to offer a special service package for this year's show.

In close cooperation with leading industry associations, a business-partnering event will be organized during CeBIT America 2004. Through individualized research, meetings will be scheduled with pre-selected and qualified companies, enhancing the chances of finding the right business partner for the US market.

To schedule your meeting or for further information, contact the German American Chamber of Commerce, Inc. at (212) 974-1884 or email marketingservices@gaccny.com.

User Groups

CeBIT America is about networking and meeting with your peers and industry leaders. Joining us this year will be several user groups and associations, some for short gatherings and others for several days of meetings behind closed doors. **The benefits are clear** – a chance to meet with peers, take in conference sessions and keynotes, and visit the exhibit floor to scout new products and meet with vendors and suppliers.

Among the groups which have already announced programs and meeting dates/times:

NOREX NOREX

NOREX is a unique consortium of IT professionals from corporations and other organizations whose members place value on shared experiences and seek ways to avoid reinventing the wheel. NOREX members capitalize on practical solutions that have been tried and tested by peers, ensuring that costly mistakes are not repeated.

www.norexonline.com



WITI- WOMEN IN TECHNOLOGY INTERNATIONAL

WITI is the premiere global organization empowering women in business and technology to achieve unimagined possibilities and transformation through technology, leadership and economic prosperity. WITI has powerful programs and partnerships that provide connections, resources, and opportunities. With a market reach exceeding 2 million, WITI has delivered value since 1989 to individuals, small businesses, corporations, government and academia.

Separate Fee May Apply

For more information visit www.cebit-america.com/witi



SIIA

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 600 leading software and information companies.

www.sii.net

CORPORATE ICT PLANNING MEETING

In addition to user groups and association meetings, several technology-buying companies like Pfizer will be holding planning meetings during the event. Most of these meetings take place behind closed doors.

For the most complete listing of events and meetings, please visit www.cebit-america.com.

To arrange a user group or association meeting during CeBIT America, please email: bsell@cebit-america.com or call CeBIT America at (508) 877-8844.



Forum and Networking Reception: Germany – Your European ICT Partner Sponsored by: Invest in Germany LLC

Tuesday, May 25 • 4:00 p.m. – River Pavilion, Level 4, Javits Center

All enterprise professionals with an interest in European business opportunities are invited to an informative presentation and networking reception conducted by prominent corporate leaders and government officials from the Federal Republic of Germany. This event offers ICT executives an up-close and inside look at conditions in the European Union and emerging eastern markets. If you are concerned with business in Germany or have plans, issues, or questions about this market, this is your chance to obtain up-to-date information directly from German corporate and government leaders.

To confirm your attendance or for more information e-mail: germanyforum@aol.com

Pre-registration is mandatory.

International Pavilions

The International Pavilions program offers a central location to connect with exhibitors and technology solution providers from around the world. With over 16 International Pavilions to visit, each one offers a unique way to expand your technology solution mix, develop global partnerships and access a vast array of universal products and services.

Countries hosting International Pavilions include:

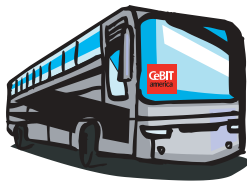
- Australia
- Czech Republic
- Hong Kong
- Mexico
- Singapore
- Taiwan
- Austria
- France
- India
- The Netherlands
- Spain
- United Kingdom
- Canada
- Germany
- Korea
- Russia
- Switzerland

CeBIT America's future parc

Where Innovation, Research and Business Connect: CeBIT America's **future parc** is a premier platform for national and international institutions, universities and innovative start-up companies to exchange ideas on cutting edge research and showcase innovations that will define the Information and Communications Technology (ICT) of tomorrow.

The **future parc** offers an invaluable environment for researchers, future-oriented industrial managers and investors to meet and discuss opportunities for technological advancement and funding. Having made its U.S. debut at CeBIT America 2003 as a joint initiative between The German Federal Ministry of Education and Research and Deutsche Messe AG, this year's gathering will include participation from renowned institutions and nonprofit organizations from around the world.

future parc will also be featured at CeBIT events in Australia, Germany, China and Turkey in the continued spirit of promoting interaction between nonprofit organizations and leading corporations in the ICT community.



Free Shuttle Service for ALL ATTENDEES – Getting to New York's Javits Center is now easier than ever!

PICK THE **free CeBIT AMERICA BUS ROUTE CLOSEST TO YOUR LOCATION FOR FAST, ROUND TRIP SERVICE.**

To make your trip to CeBIT America 2004 easier we have arranged for complimentary shuttle transportation from key locations in New York City. Whether you will be leaving for CeBIT America from your office, hotel or any other access point into New York City, we encourage you to locate the stop closest to you and take advantage of this service.

CONTINUOUS SERVICE IS OFFERED AS NOTED:

Monday, May 24th, 8:00 a.m. – 10:00 a.m.

3:30 p.m. – 5:30 p.m.

Tuesday, May 25th, 7:30 a.m.- 6:00 p.m.

Wednesday, May 26th, 7:30 a.m.- 6:00 p.m.

Thursday, May 27th, 7:30 a.m. – 4:00 p.m.

Shuttles will be marked with a CeBIT America logo in the bottom right hand corner of the front window. All attendees of CeBIT America 2004 are entitled to complimentary shuttle service to and from any noted stop on the routes below.

Shuttle Routes

ROUTE 1 STOPS

1) Sheraton NY & Park Central

On 7th Ave. between 52nd & 53rd Streets. (Across from Hotel)

2) Crowne Plaza

On Broadway between 48th St. and 49th St.

3) Marriott Marquis & Westin Times Square

On 45th St. off Broadway.

4) Javits Center

Shuttle Bus Drop Off

ROUTE 2 STOPS

5) Grand Central Station & Roosevelt Hotel

On 42nd St. off Lexington Ave. (In front of the Grand Hyatt Hotel)

6) Port Authority Bus Terminal

On 42nd St. @ 8th Ave. (NW Corner) Evening drop-offs will be made at the SW corner. Continue on 42nd St.

7) Javits Center

Shuttle Bus Drop Off

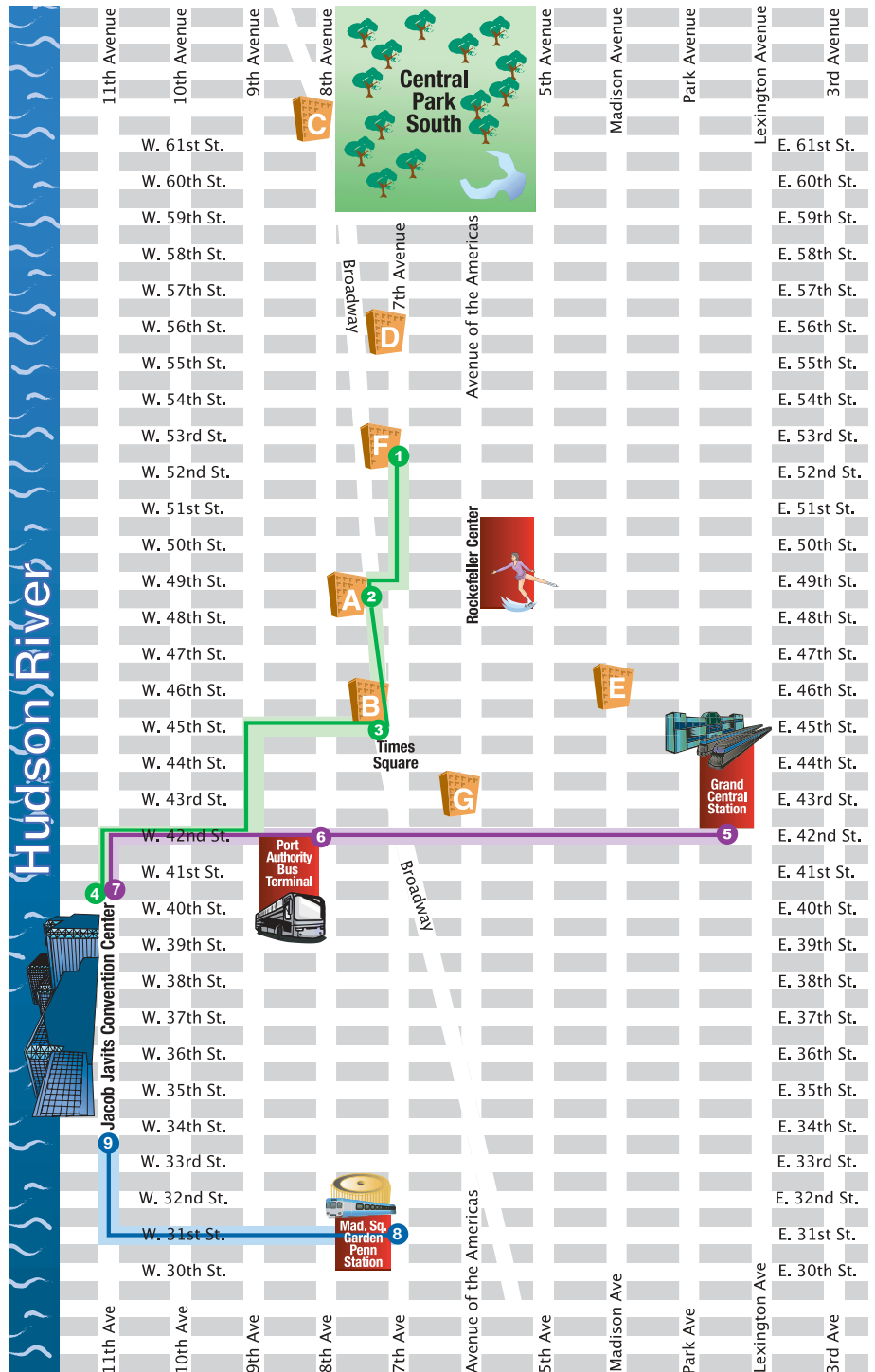
ROUTE 3 STOPS

8) Penn Station

On 7th Ave. between 30th and 31st Streets.

9) Javits Center

Shuttle Bus Drop Off



Hotel Information

CeBIT AMERICA 2004 PREFERRED HOTEL ACCOMMODATIONS

**Preferred accommodations are available on a first come basis.
Confirm your reservation today!**

Preferred arrangements and rates have been negotiated with many of New York's finest hotels for CeBIT America attendees. To take advantage of these special offerings or to make further inquiries please contact Expo Travel, Inc (the official travel agency for CeBIT America 2004).



Expo Travel Reservation Contact Information
1-800-829-2281 (Monday – Friday: 9 a.m./est – 5 p.m./est)
www.expotravel.com

Credit card information is required to confirm all reservations. Preferred rates are exclusive through Expo Travel Reservation Service only and will not be extended by the hotels directly. Rates are in effect until April 30, 2004. Early booking is suggested to ensure your first choice hotel.

OFFICIAL HOTELS	DISTANCE FROM JAVITS CENTER	SPECIAL RATES*	
		Single	Double
A Crowne Plaza 1605 Broadway (Between 48th & 49th St.)	13 Blocks ROUTE 1 STOP	\$189	\$189
B Marriott Marquis 1535 Broadway (Between 45th & 46th St.)	11 Blocks ROUTE 1 STOP	\$229 4 Night stay \$209 5 Night stay \$199	\$229 \$209 \$199
C Mayflower Hotel 15 Central Park West (Between 61st & 62nd St.)	27 Blocks SHUTTLE SERVICE PROVIDED BY HOTEL	\$139	\$139
D Park Central Hotel 870 7th Avenue at 56th St.	26 Blocks SERVICED BY ROUTE 1	\$149	\$149
E Roosevelt Hotel Madison Ave at 45th Street	15 Blocks SERVICED BY ROUTE 2	\$169	\$169
F Sheraton New York 811 7th Avenue (between 52nd & 53rd St.)	20 Blocks ROUTE 1 STOP	\$189	\$189
G Westin Times Square 270 West 43rd St & 8th Avenue	11 Blocks SERVICED BY ROUTE 1	\$205	\$205

* Hotel rates are per room, per night and do not reflect all applicable taxes



Public Transportation

THE JAVITS CENTER IS EASILY ACCESSIBLE BY THE FOLLOWING:

Please keep in mind that the public transportation fare is \$2.00. The subways accept MetroCards and buses accept MetroCards and exact change fares. With MetroCards you can transfer from subway to bus and bus to subway for one fare. MetroCards are available at the Javits Center as well as local stores and subway stations.

Train:



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718-330-1234
www.mta.nyc.ny.us



Metro-North Railroad

Metro North Railroad
800-METRO-INFO
www.mnr.org



New Jersey Transit
973-762-5100
www.njtransit.com



Amtrak
800-USA-RAIL
www.amtrak.com

The following trains stop at **Penn Station/34th St.:**

- Long Island Railroad
- Amtrak including the Acela Express
- New Jersey Transit
- PATH

The following trains stop at **Grand Central/42nd St.:**

- Metro North Railroad
- Amtrak

Subway: The following subway lines stop at 34th Street:

A, C, E (8th Avenue) - 1, 2, 3, 9 (7th Avenue), B, D, F, N, Q, R, W (6th/7th Avenue) - 4, 5, 6 (Lexington Avenue)

Buses: M34 runs east/west on 34th St., stopping on 11th Ave. outside the Javits Center and at Penn Station.

M42 runs east/west on 42nd St., stopping directly outside the Javits Center and at Grand Central Station.

Ferry: The NY Waterway has ferry service from New Jersey to NYC, stopping at West 38th street, just one block from the Javits Center entrance. For detailed ferry info visit www.nywaterway.com

Driving Directions: The Javits Center is located along 11th Avenue between 34th and 39th street with convenient access from the Lincoln Tunnel and West Side Highway. For detailed directions visit www.cebit-america.com/directions



New York City: The Destination

THE WORLD'S MOST EXCITING CITY IS HOME TO CEBIT AMERICA 2004

No place else is quite like New York, the Capital of the World for culture, entertainment, finance, fashion and more. New York is home to an endless variety of neighborhoods and hundreds of world-famous attractions, including Times Square, Wall Street, Fifth Avenue, the Empire State Building, the Statue of Liberty, SoHo, Harlem, the Bronx Zoo, Coney Island, and MoMA QNS to name just a few. NYC offers 150 world-class museums to enjoy, 18,000 restaurants to try, scores of Broadway shows to see, and unbelievable shopping.

World's Best Restaurants

New York City is home to many of the world's best and most diverse restaurants. Downtown is becoming an important culinary destination with standouts that include the classic Montrachet, the hopping Tribeca Grill, the New York themed City Hall Restaurant, Danny Meyer's Eleven Madison Park, the always lively Blue Water Grill and the historic and beautiful One if By Land, Two if By Sea.

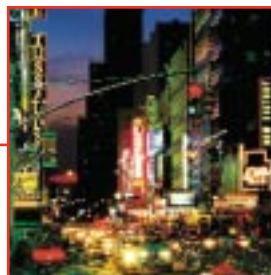
It's Showtime!

The lights of Broadway continue to shine brightly with this year's biggest hits including Wicked, Avenue Q and The Boy From Oz joining favorites such as 42nd Street, Chicago and The Lion King. No matter who you are or what you are looking for, New York theater will inspire, entertain and exhilarate.

The Greatest Stores on Earth

New York City is home to some of the best shopping anywhere. Stroll from store to store and the names speak for themselves: Tiffany's, Nicole Miller, Fortunoff, Burberry, – and thousands more. From the enticing boutiques and shops lining Madison Avenue to the pilgrimage sites of Bloomingdale's, Macy's, Saks Fifth Avenue and Lord & Taylor, if you can't find it in New York, it probably doesn't exist. And with fantastic prices at the likes of J&R Music and Computer World, Century 21 and Aaron's, New York is also home to some of the world's best deals.

For additional information regarding your visit to New York, please contact NYC & Company, the city's official tourism marketing organization, at www.nycvisit.com



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