



Turns out Mom was right. Play well with others isn't only savvy grade-school advice, it's the blueprint of the new IT economy. Just three years ago, different company divisions made different-and sometimes contrary- technology decisions. But that was then. Now, collaboration is the driving force, with 87% of 2002's IT-purchasing decisions* being made through a team effort. *Source: IBM Corporation

COMDEX Fall 2003 will be structured around seven core themes answering your customer's call for clearly defined tracks. This enables you to align yourself within these tracks to receive maximum exposure-and maximum return on investment.

1. On-Demand Computing

For hard-core technologists, this track explores the diverse technologies that form the "power plant" of enterprise computing: servers, storage and network switches, databases and information management tools, plus the growing role of virtualization and automation.

2. Digital Enterprise

A revolution is underway in business communications, with maturing technologies giving organizations new ability to share information. This track investigates where streaming media, instant messaging, video conferencing, IP telephony, digital photography, and digital asset management are taking today's information-reliant organization.

3. Windows/.NET

Providing a realistic, unbiased examination of Microsoft operating systems and applications, this track provides insight on the company's evolving .NET strategy.

4. Open Source

The Open Source movement has proved it will play an enduring role in enterprise computing. This track examines the business sense behind Open Source, including where and how to integrate it in your company.

5. Security

User mobility, increasingly collaborative Web Services, and a changing regulatory environment make secure networked computing more difficult—at a time when its role is invaluable. This track examines emerging security strategies and technologies, and presents the current "best practices" to improve security.

6. Web Services

A hard-nosed look at how Web services can add to an organization's bottom line, with a cost-benefit examination of implementing such underlying technologies as ebXML, .NET, J2EE, UDDI, and WSDL.

7. Wireless

From wireless LANs to mobile applications and devices, personal area networks to development tools—all of the technologies, applications, and issues important to wireless networking will be covered in this track.

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