

# ISV/MSP Mashup

at **Enterprise2014**

**October 7**

The Venetian | Las Vegas, NV

## Gain access to the ecosystem you need to grow your business

Today's client buying behavior reveals a noted shift to Managed Services—including infrastructure, platform and software-as-a-service. Are you positioned to take advantage of this opportunity by...

- Extending your offerings?
- Reaching new customers?
- Partnering with other players in this space to grow your business?

Please join us on Tuesday, October 7th, for the ISV/MSP Mashup at Enterprise2014, where you will hear industry leaders share perspectives and tips on partnering for growth, the common traps to avoid to ensure mutual business success, and why technology infrastructure matters for MSPs and ISV offerings. Specifically you'll discover...

- How to accelerate growth through new partnerships
- Best practices from real life case studies presented by peers
- The latest technologies that deliver a differentiated offering and value proposition for your company
- Potential partners for growth at our exclusive networking reception



**See the event web site  
for additional details:**  
[ibm.com/enterprise](http://ibm.com/enterprise)



### Don't miss all the great things happening at Enterprise2014

Over the course of the event, you will hear from thought leaders across business and information technology disciplines who have successfully driven innovation and gained a competitive edge through implementation of cutting-edge cloud, analytics, mobile, social and security solutions.

#### Highlights:

- Learn about industry and technology transformations from thought leaders and experts
- Hear real-life customer case studies and best practices tailored to your issues and concerns
- Explore how architecture choices drive business value
- Meet with IBM executives and leading experts for one-on-one meetings
- Explore our Comprehensive Showcase Solution Center
- Participate in exclusive networking opportunities and enjoy top-notch entertainment

