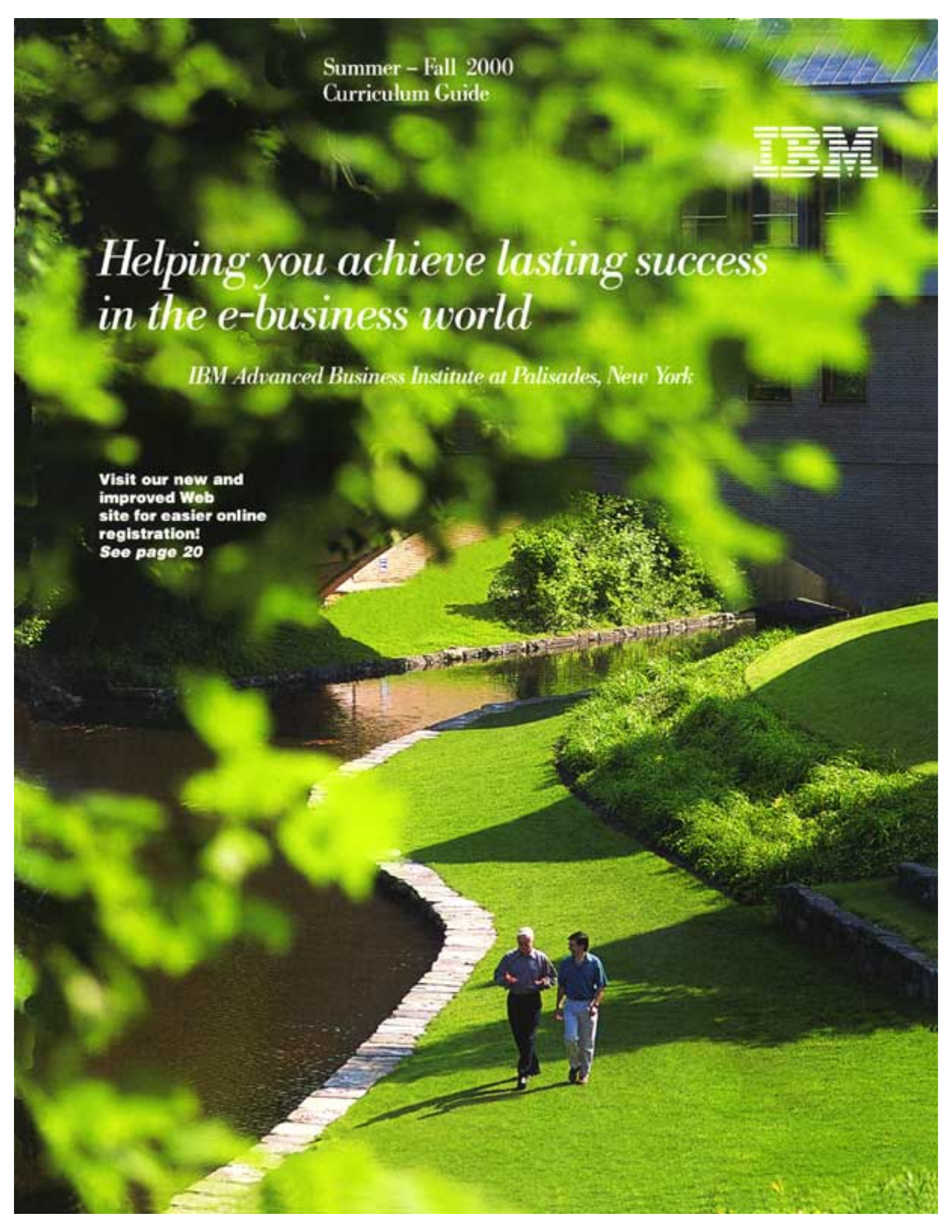Summer – Fall 2000
Curriculum Guide

IBM

Helping you achieve lasting success in the e-business world

IBM Advanced Business Institute at Palisades, New York

Visit our new and improved Web site for easier online registration!
See page 20

IBM

to the Advanced Business Institute's New Summer-Fall Curriculum

New ideas for a new age...
and the know-how
to make them a reality.

"It used to be that if you were lucky you could have one original idea in a lifetime," says David Wetherall, CEO, CMGI. "Now you can have one every day – you really can if you put your mind to it – and that's made possible by the nature of the Internet."

You probably already have a lot of ideas about the Internet... and concerns about how it affects your business. And maybe your biggest question right now is, "What's the next step?" This guide is designed to help you find the answer.

At the ABI, top experts in e-business explore cutting edge solutions, strategies, concepts, and business models – ideas you can use to boldly take your business to the next level of profitability and success in the new Internet age. We have courses covering everything from customer relationship management to success strategies for CIOs and strategic planning for the Internet age — and much, much more.

Action,
not just knowledge.

Unlike most seminars that just provide information, the ABI takes you further. We not only give you actionable ideas and profitable strategies you can put to work immediately to achieve your goals in the new e-business economy — but we also back them with the consulting and professional services, leading edge hardware, and the industry's most comprehensive line of software for implementing the ideas you get in the classroom.

The result? A start-to-finish approach that gets your e-business up and running rapidly, affordably, and profitably.

The digital revolution
isn't coming.
It's already here.

e-business has arrived for everyone. If you haven't yet taken your business to the next level of profitability and success in the new Internet age, you have a choice: You can stay as you are – or you can change with the times. Start now, by enrolling in the ABI. The digital revolution is here. And the next move is up to you.

IBM Advanced Business Institute
Summer-Fall 2000 Curriculum

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2	3
June	4	5	6	7	8	9	10
	11	12	13	14	15	16	17
				Adaptive Enterprise			
	18	19	20	*Succeeding as a CIO*			24
		Mastering the Art of Strategic Thinking					
	25	26	27	*Becoming Customer Centric*	30		1
July	2	3	4	5	6	7	8
		Executive Computer Concepts		*Executive Role in the Networked Age*			
	9	10	11	12	13	14	15
		Customer Relationship Management: Cybermarketing					
	16	17	18	19	20	21	22
		Leveraging Org. Knowledge					
	23	24	25	26	27	28	29
	30	31	1	2	3	4	5
		Web-Enabling your Business					
August	6	7	8	9	10	11	12
		Succeeding as a CIO			*Becoming Customer Centric*		
	13	14	15	16	17	18	19
		Mastering the Art of Strategic Thinking					
	20	21	22	23	24	25	26
	27	28	29	30	31	1	2
September	3	4	5	6	7	8	9
		e-business: Changing Your World					
	10	11	12	13	14	15	16
		Executive Computer Concepts		*Executive Role in the Networked Age*			
	17	18	19	20	21	22	23
		Mastering the Art of Strategic Thinking					
	24	25	26	27	28	29	30
		Leveraging Org. Knowledge		*Succeeding as a CIO*			
October	1	2	3	4	5	6	7
				Adaptive Enterprise			
	8	9	10	11	12	13	14
		Enabling Your Business for e-Commerce					
	15	16	17	18	19	20	21
		Executive Computer Concepts					
	22	23	24	25	26	27	28
	29	30	31	1	2	3	4
		Mastering the Art of Strategic Thinking			*Becoming Customer Centric*		
November	5	6	7	8	9	10	11
		Transforming Your Organization for e-business					
	12	13	14	15	16	17	18
	19	20	21	22	23	24	25
		Executive Computer Concepts		*Executive Role in the Networked Age*			
	26	27	28	29	30	1	2
		The Future: Far Out, But Not Far Off					
December	3	4	5	6	7	8	9
		Adaptive Enterprise					
	10	11	12	13	14	15	16

Want to gain an edge in the e-business revolution?
Go back to College... IBM's ABI Colleges!

Announcing the IBM Advanced Business Institute's

Expanded Colleges

Executives worldwide praise IBM's ABI Colleges for helping them increase momentum, progress, and results in their e-business initiatives. No other education programs pack more value and learning into such a compressed time frame and setting conducive to strategic thinking.

Each College covers a different but important e-business topic – from e-business strategies to how to Web-enable critical business processes – in multi-day "mini-conferences" featuring many of today's leading e-business technologists, strategists, consultants, and researchers.

Keynote and breakout sessions let you explore the topics that interest you most, at your own pace. Network events and private one-on-one conferences with instructors provide additional opportunity to get questions answered and issues resolved. (The breakout sessions for the current Colleges are listed in detail at www.ibm.com/ibm/palisades/abi).

In today's networked economy, if you're not getting ahead of the competition, you're falling behind. Go back to College with IBM and get a quick (and invaluable) education on how to beat your competitors at their own game.

Who should attend

ABI Colleges are designed for senior policy and line executives, executive management teams, and their I/T counterparts. By attending with your team, you can often resolve issues, get everyone "onto the same page," and have team agreement on strategy, direction, and next steps – giving your e-business initiatives a significant jump-start.

To enroll
visit our Web site at:
**www.ibm.com/ibm/
palisades/abi**

or call:
1-800-426-0889
Priority Code G2

Adaptive Enterprise

Transforming your company into a dynamic and adaptive "sense-and-respond" organization

Two-and-a-Half Day Course

Overview

As *Business Week* points out, "e-business isn't about e-mail or Web browsers or Web sites. It means transforming your company and throwing out the old business models. On-line businesses must be adaptive above all." In other words, the *e-business transformation is a transformation into an adaptive organization.*

Adaptive Enterprise reveals why it is imperative for large complex organizations to adapt — effectively and systematically — to the *rapid and discontinuous changes* that characterize Web-enabled businesses. It also shows how to achieve this by becoming a "sense-and-respond" organization – a business model that Wharton Professor George Day calls the "definitive" prescription for designing and guiding the successful firms of the future. This "sense-and-respond" model was developed at the Advanced Business Institute, and is the subject of *Adaptive Enterprise*, recently published by the Harvard Business School Press.

Just look at the early results users of the adaptive enterprise model have already achieved:

- A large South African insurance company created a new, customer-centric organizational design for its employee benefits division.
- A third-party logistics company is learning how to modularize its business processes to profitably produce customized supply chain solutions for their customers.
- An auto maker created a strategic framework for moving from make-and-sell towards sense-and-respond. The first visible result was the introduction of a new mobile communication service that responds to unpredicted customer requests.

This course is particularly relevant to executives who recognize that the advent of e-business represents unprecedented opportunity, not threat, and that taking advantage of this opportunity requires a genuine transformation of their businesses. You will leave this class armed with knowledge of how to accomplish this — enabling you to compete more effectively in the new digital economy.

What you will learn

- How to use technology to keep up with discontinuous change in the "networked economy."
- Leadership imperatives of adaptive organizations.
- How to design your organization as an adaptive system for responding to the unpredictable.
- What will replace "command and control" in organizations.
- How modular structures enable organizational adaptiveness.
- How to support innovation and creativity in key organizational roles.
- How to leverage organizational knowledge through collaborative decision-making.
- Coordinate and govern the relationships between empowered people in adaptive organizations.
- Why "knowing earlier" is replacing "forecasting better" as the key to competitive advantage.
- What to do when you can't plan any more.

How you will benefit

You (and your organization) will be able to:

- Achieve a strategic advantage from the turbulence of the e-business environment.
- Organize your extended network of capabilities into an adaptive, value-producing system.
- Become more responsive through use of a "customer-back" (vs. "firm-forward") approach.
- Embrace the e-business environment as an opportunity, not a threat.
- Empower your employees without sacrificing organizational coherence.

Who should attend

Teams of senior executives responsible for establishing and maintaining their organization's strategic directions.
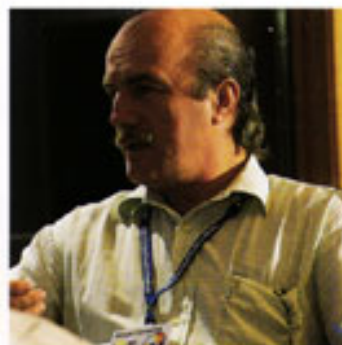
IBM Palisades Executive Conference Center

A technology-rich facility in a beautiful wooded setting

The IBM Palisades Executive Conference Center is located in a secluded 106-acre woods that's less than 12 miles from Manhattan.

It combines the most advanced meeting services and technology with all the amenities of a luxury hotel.

Our high-tech environment lets you comfortably experience the future while you learn and relax. Our classrooms are state-of-the-art, and advanced technology is used to meet your needs while you are here.

Where peace and tranquility reign supreme

The IBM Palisades Executive Conference Center borders a preserve protecting 30 miles of cliffs that rise high above the majestic Hudson River.

The setting is beautiful and secluded, providing the inspiration for you to do your best breakthrough thinking and creative problem solving.

A unique opportunity to combine business with pleasure

While you're at the Center, we help you get the most from your private time. Our Fitness Center staff is ready to instruct and motivate you – at the pace that's right for you. Participate in a swim-stroke clinic, a step aerobics class, an organized run along one of our many trails, play tennis, or concentrate on your own fitness regimen.

Stroll around our pond and woods, swim in our 75-foot indoor pool, work out at our world-class fitness center, or work peacefully in a clean, comfortable room equipped with an IBM network station.

We also encourage you to enjoy the local sights. Visit the historic U.S. Military Academy at West Point. Shop for antiques in the quaint and picturesque Hudson River villages of Nyack and Piermont. Tour the Revolutionary War's Stony Point Battlefield and George Washington's headquarters at the DeWitt House – a national historic landmark.

For cultural diversion, take in a show at the Helen Hayes Performing Arts Center or stop in at the Edward Hopper House, birthplace of the eminent realist painter. You can even take a break for a round of golf at one of several 18-hole courses located in Rockland County. Or, go into New York City for all the excitement the city has to offer.


The excitement of the Big Apple is just a short drive away

New York City is a cultural center as well as the center of so much that is new and exciting. You can enjoy it all while you're at the IBM Palisades Executive Conference Center. Take an evening to go to the theatre, shop Fifth Avenue, take in the ballet, relax at a jazz club, visit a museum, or simply hang out in the Village.

There's another world available to you while you're at the IBM Palisades Executive Conference Center.
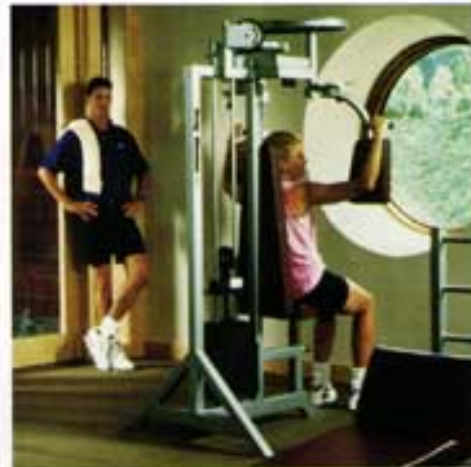
We give you the best of both worlds: a tranquil contemplative setting equipped with state-of-the-art high-tech classroom and business facilities, all just a few miles from Manhattan.
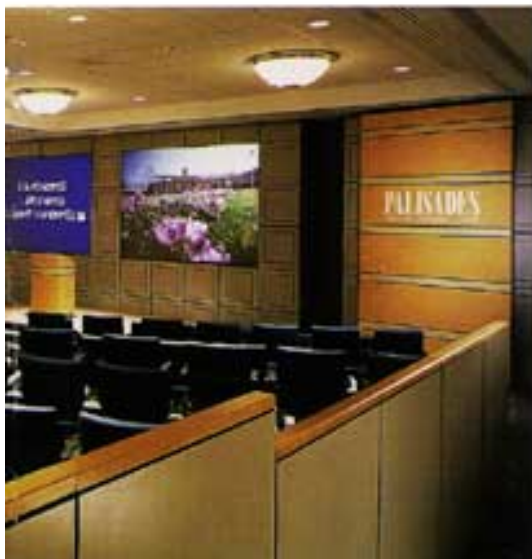
Executive Computer Concepts

Critical basics for e-business

Two Day Course

Overview

Technology decisions are transforming a company's ability to stay competitive in today's global economy. Executives need to exploit emerging technologies to deliver new business value. This course will help the senior executive make informed decisions by demystifying technology terms and concepts.

If you've ever sat in a meeting with I/T professionals and wondered, "What the heck are they talking about," this course can help you quickly grasp what they are urging you to do or buy. Designed for a non-I/T executive, *Executive Computer Concepts* explains – in plain, simple English – the most important computer terms and concepts you need to know to make technology decisions in the Internet age.

In-class demonstrations of the Web and other technologies make concepts "come alive" for attendees. Instructors simplify terminology such as TCP/IP, Java, ATM, Portal, and over a dozen other key technologies.

By the end of the second day, you will not *be* an I/T professional – but you'll be able to hold your own and ask the right questions in meetings and discussions. You'll be a better partner with I/T, which will help you to drive the e-business initiatives in your organization today.

What you will learn

- The evolving role of data networks in mission-critical business applications – LANs and WANs.
- Gaining maximum business benefits from new Internet technologies and e-business applications.
- The language of computing: Java, HTML, XML, and other key industry standards.
- Leveraging information through data warehousing and data mining.

- How middleware helps extend the reach of your current systems to customers, partners, and employees.
- Why your I/T professionals are so excited about open source and LINUX.
- How computer hardware works: microprocessors, memory, storage, clients, servers, and more.
- Maximizing the return from your application development investment.
- How collaborative technologies can help leverage organizational knowledge and create fast-moving teams.
- Fostering teamwork and shared organizational knowledge through collaborative technologies.

How you will benefit

You (and your organization) will immediately be able to:

- Eliminate frustration and understand "techie talk."
- Become more comfortable and confident with discussing e-business, the Internet, networking, and other important technologies.
- Separate fact from hype and adopt industry standards when making technology decisions.
- Converse with I/T in the same language they use — with less breakdown in communication.
- Improve relations with I/T and create a partnership.
- Make more informed I/T policy and purchase decisions.

Who should attend

Executives who make policy decisions affecting I/T, use I/T to develop systems for them, use existing I/T services, hire outside I/T vendors, or buy hardware or software.

Be sure to bookmark this site today!

Now you can get the latest course updates, detailed session descriptions, and quick online registration at the new and improved IBM ABI Web site.

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Advanced Business Institute

Dedicated to helping IBM customers explore current business issues and gain an understanding of how to leverage technology through courses, colleges, and customer events.

What's New

Knowledge Management for e-business
ABI College
May 8-11, 2000

Leadership and Strategy for e-business
ABI College
June 5-8, 2000

ABI College events

ABI Web Survey
We value your opinion

Click on "What's New" to get detailed information on our current Colleges plus a list of upcoming events.

Visit our new and improved IBM ABI Web site!
www.ibm.com/ibm/palisades/abi

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Adaptive Enterprise

Creating and Leading "sense-and-respond" organizations

Two-and-a-Half-Day Course

Overview

As *Business Week* points out, "E-business isn't about e-mail or Web browsers or Web sites. It means transforming your company and throwing out the old business models. Online businesses must be adaptive above all." In other words, the e-business transformation is a transformation into an adaptive organization.

Becoming an Adaptive Enterprise reveals why it is imperative for large complex organizations to adapt – effectively and systematically – to the rapid and discontinuous changes that characterize Web-enabled businesses. It also shows how to achieve this by becoming a "sense-and-respond" organization – a business model that Wharton Professor George Day calls the "definitive" prescription for designing and guiding the successful firms of the future. This "sense-and-respond" model was developed at the Advanced Business Institute, and is the subject of *Adaptive Enterprise*, recently published by the Harvard Business School Press.

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ABI Course
- Overview
- Who should attend
- Session descriptions
- Print course info

Faculty
- Pat Brown
- Steve Haeckel
- Bob Keiser
- David Ing
- Michael Kusnic

Select dates to enroll
- Mar 27-29, 2000
- May 3-5, 2000
- Jun 21-23, 2000
- Oct 11-13, 2000
- Dec 11-13, 2000

Click on "Print course info" to produce high quality print-outs.

Enrollment Form

Priority Code G2

IBM Advanced Business Institute

Name:

Title:

Company:

Address:

City:

State/Prov:

Zip/Postal Code:

Telephone Number: (   )

Extension:

E-mail Address (Used to provide enrollment confirmation and course materials):

☐ Yes! Please send me valuable information by e-mail about products and services that are relevant to my business needs. This data may be used to provide you with information from IBM or selected organizations world-wide about products, services or activities that may be of interest to you.

☐ Please do not use my information collected here for future marketing or promotional contacts or further communications beyond the scope of this transaction.

IBM Representative Name:

IBM Business Partner Company Name:

ID Number (if available):

Arrival Date:

Departure Date:

I want to enroll in:

ABI Colleges
- ☐ July 17-20, 2000
- ☐ September 11-14, 2000
- ☐ November 13-16, 2000
- ☐ August 7-10, 2000
- ☐ October 16-19, 2000
- ☐ December 4-7, 2000

Adaptive Enterprise
- ☐ June 21-23, 2000
- ☐ December 11-13, 2000
- ☐ October 11-13, 2000

Becoming Customer Centric
- ☐ June 28-29, 2000
- ☐ November 9-10, 2000
- ☐ August 17-18, 2000

Executive Computer Concepts
- ☐ July 10-11, 2000
- ☐ October 23-24, 2000
- ☐ September 18-19, 2000
- ☐ November 27-28, 2000

Executive Role in the Networked Age
- ☐ July 12-14, 2000
- ☐ November 29-December 1, 2000
- ☐ September 20-22, 2000

Leveraging Organizational Knowledge
- ☐ July 24-25, 2000
- ☐ October 2-3, 2000

Mastering the Art of Strategic Thinking
- ☐ June 26-28, 2000
- ☐ September 25-27, 2000
- ☐ August 21-23, 2000
- ☐ November 6-8, 2000

Succeeding as a CIO
- ☐ June 21-23, 2000
- ☐ October 4-6, 2000
- ☐ August 14-16, 2000

Accommodations

Room and meals $225 USD per day.
Commuter fee $125 USD per day.

Cancellation policy... Effective January 1, 2000 guests will be charged the equivalent of a one-night stay ($225 USD) for "no-shows" and "late cancels" for all ABI events. A late cancel is defined as a cancellation that occurs within 2 business days (Monday-Friday) of the scheduled arrival date.

The enrollment process is complete when you receive confirmation. Please do not make non-refundable airline reservations or assume enrollment until you are confirmed. Once you have been confirmed in the course, we will reserve a hotel room for you if the following information is completed:

☐ Mastercard ☐ Visa ☐ AMEX ☐ Diner's ☐ Discover

Credit Card Number:

Expiration Date:

Name on Card:

Four Easy Ways to Enroll

- *Web:* visit www.ibm.com/ibm/palisades/abi
- *Phone:* call 1-800-426-0889 and reference Priority Code G2. Outside the US and Canada please call 1-845-732-6746.
- *Fax:* complete and fax this form to: 1-800-426-1235. Outside the US and Canada please use 1-845-732-6566.
- *Mail:* complete and mail this postage paid form.

Please note, ABI courses are taught in English.

For questions and inquiries please e-mail us at abienrol@us.ibm.com or call us at 1-800-426-0889. Outside the US and Canada please call 1-845-732-6746.

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