

Results of the China Briefing Tour

- Briefings in three cities - Beijing, Shanghai and Shenzhen
- Two "Train the Trainer" (T3) events in Beijing and Shanghai.
 - In these events we present the material to the local IBM team, the idea being that they'll take the materials and present them to their local customers.

Statistics

- 433 attendees total
- More than 100 attendees per event
 - Two events were on Saturday
 - The other event was on an extremely stormy, rainy day
- 88.7% ranked the sessions as "very good" or "good"
- No-show rate averaged less than 15%
- Roughly 1/3 wanted us to contact them about IBM's products and strategy around SCA/SDO
 - This despite the vendor-neutral nature of the presentation

Attendee comments

- Want to see customer case studies and real-world examples - Who's using this?
- Want to see industry-specific examples - Banking, insurance, healthcare, etc.
- More information on the relationship between Web services and SCA
- Want a hands-on workshop that delves into more technical details
- More information on development efficiency for SCA applications vs. Web services applications, etc.
- Would like to get the demo code.

Next Steps

- Transform into a multiple-vendor Briefing Tour:
 - Adobe Systems and Rogue Wave Software have committed co-sponsorship
- Improve and extend collateral through customer & multi-vendor feedback
- Iterate on further committed dates.

Contacts

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| • Adobe: | Charlton Barreto: | barreto@adobe.com |
| • IBM: | Doug Tidwell: | dtidwell@us.ibm.com |
| • Rogue Wave: | Trish Morgan: | trish@dhmarketinginc.com |