Taking the Pulse of IBM Software in March 2011

Description: During the first week in March, IBM Software hosted Pulse, its annual big-tent customer event in Las Vegas. The attendance of 7,000 represented a 30% increase year-to-year, and the energy and interest levels were in keeping with the increased volumes. With new Tivoli leadership and some new messaging, Pulse nevertheless represented more of a continuation of direction in pushing IBM’s clear industry leadership in optimizing IT to support business outcomes. The show also highlighted IBM’s growing strengths in analytics - particularly in the area of IT-to-business interdependencies, a renewed commitment to portfolio integration between development and operations, and advances in areas such as EndPoint Management, Cloud, network configuration and security -- many of which capitalized on well-targeted 2010 acquisitions.


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