

# Training Request for Business Technology Summit 2010

Conferences, Workshops & Expo on Shaping Your Enterprise for New Business Realities – Cloud Computing, SOA & Web Services

To: Write Manager Name  
 From: Write Your Name

Date: Day, Date

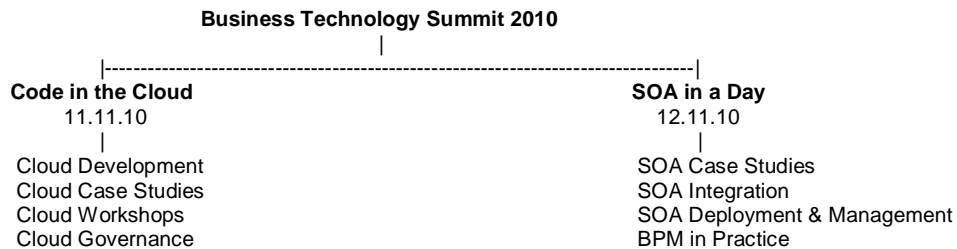
**Subject: Approval Request for Business Technology Summit 2010, 11-12, Bangalore**

I am writing to request approval to attend Business Technology Summit 2010, taking place November 11-12, 2010 in Bangalore at the NIMHANS Convention Centre.

In order to make an informed decision on software development and IT implementation in our company's projects, we need to understand how varying products and software can help our organization in terms of time to market and improved quality. The availability of a guided demonstration with knowledgeable experts would be highly beneficial to my work in write organization name. And finally the opportunity to discuss experiences with other users would add tremendous value in determining the best course of action to propel write organization name to be the most efficient and streamlined organization.

The easiest and fastest way for us to access this information is by making a modest investment and enabling me to attend **Business Technology Summit (BTS) 2010**. The summit's program offers all that I need to maximize my productivity, add value and shape our customer's business in a post crisis world.

Today, enterprises present us with even more challenges and requirements to become agile, service-oriented, customer-oriented, cloud enabled business intelligent and socially connected. Centered on the theme **Shaping Your Enterprise for New Business Realities**, the third edition of India's annual summit for business technologies features some of the most important and relevant tracks that will empower me with all the necessary know-how required for our applications and our company to prosper in this climate, now and into the future:



I believe that attending this summit is vital for ensuring we maximize our Rol in the projects we work on. With **eight tracks, 40 plus sessions, workshops and panel discussions** and an **exposition** of leading companies in the business technology ecosystem, Business Technology Summit is a bargain. Details of the topics covered are as follows:

<p><b>Cloud Development</b> This track focuses on development patterns and best practices, looking at what's different about clouds and what computing paradigms work best. You will not only learn key lessons from seasoned cloud computing developers, but also hear from leading cloud platform vendors.</p>	<p><b>SOA Case Studies</b> You will learn from the wisdom, experience and passion of expert SOA practitioners who have been there and done it all too well. If you believe there is no alternative for actual experience, this is the track for you.</p>
<p><b>Cloud Workshops</b> Expert speakers from the leading cloud computing platforms will hold forth on building different type of cloud applications for different clouds. Intensive, Interactive and Inspirational, these workshops are all you need to build exciting apps on the cloud.</p>	<p><b>SOA Integration</b> This track discusses how SOA and related technologies - middleware, application integration, BPM, BAM, governance technology, application platforms, application development tools, data integration, MDM, multi-enterprise B2B tools and services, Web 2.0, cloud and others - can help your organization efficiently support the challenges and leverage the opportunities ahead.</p>
<p><b>Cloud Case Studies</b> This track is flush with case studies and real world lessons from experts who have been there done it. You will find out real world reasons for why companies decided to move to the cloud or stay back with on-premise IT. You will discover what worked best, how the costs stacked up, how they secured their piece of the cloud, whether performance got better or worse, and much more.</p>	<p><b>SOA Deployment &amp; Management</b> Successful SOA Deployment Requires Effective SOA Management. In this track you will learn about balancing flexibility and control within an SOA, managing SOA application service levels, performance and availability, among others. You will also learn how combining SOA governance with time tested techniques of managing applications enables you to achieve the increased flexibility and decreased cost that you need from your SOA initiative.</p>
<p><b>Cloud Governance</b> You will learn about the risks, the regulations, the unknowns. You will also learn about compliance and mitigating Risks to hedge Against uncertainty. The tradeoffs, challenges, security issues, and all that you need to effectively govern your cloud.</p>	<p><b>BPM in Practice</b> In this track, learn how to harness BPM as an essential part of an overall strategy that touches both the IT function and the operational imperative. You will learn about Process Discovery and Modelling, Process Execution, Process Monitoring and Optimisation, among others.</p>

Following are some reasons why BTS is a good investment and a valuable tool:

- **BTS is serious about learning** — the summit's organisers are serious about providing a well-balanced learning experience that virtually guarantees I will come back to the office with a richer understanding of the changes affecting business and the strategic IT tools for confronting this reality effectively.
- **Explore and exchange knowledge on aligning our business with IT** — I will get two days of continuing education, indispensable knowledge and tactics on everything from utilising new technologies and enabling innovation and business agility while getting the most from our IT budget to improving client relations.
- **Expand our network of international experts and technology leaders** — every minute I am not in a session is an ideal opportunity to meet IT executives representing the entire value-chain and ecosystem of the business technology marketplace, not to mention meeting some of the creators, luminaries, community heroes, and best speakers and experts from around the world. I will return to the office with information on the industry's most important subjects.
- **New products and services** — I will get to see the latest, key products and services, from Indian and international vendors, that every technologist and every business person who works in a technology-intensive business should be aware of.
- **I won't disappear from the face of the earth** — the venue provides dedicated, FREE Internet connection and a setting that lets me connect back to the office in case I need to get some quick work done.
- **Meet clients / vendors in Bangalore?** — I can also call on clients or potential clients, and vendors, in the Bangalore area and present our firm's work.
- **Great bargain** — a two-day instructor-led course on business technologies can cost upwards of several tens of thousands of dollars. BTS offers great value by exposing me to new and diverse technologies and techniques that will help me in my daily work. It is content I cannot find anywhere else.

Registration for the two-day conference is very reasonable and includes all education sessions, access to expo, prize-winning activities, and lunch and refreshment breaks:

Features	Code In the Cloud Thursday, 11 Nov 2010	SOA In a Day Friday, 11 Nov 2010
General Session Keynote Presentation(s)	✓	✓
Focused Sessions	✓	✓
Full Access to Exhibition Area	✓	✓
BTS Swag Bag	✓	✓
Meals and Refreshments	✓	✓
BTS 2010 Attendee Certification	✓	✓
Prizes galore	✓	✓
Access to Complete Summit Presentation Slides	✓	✓
<b>VERY EARLY BIRD FEE</b> (Ends 18th Aug)	999	999
<b>EARLY BIRD FEE</b> (Ends 12th Sep)	1499	1499
<b>STANDARD FEE</b> (Starts 13th Sep)	2999	2999
<b>TWO-DAY PASS (Thu &amp; Fri, Nov 11 &amp; 12 2010) = 3999</b>		

An approximate breakdown of additional conference costs: Airfare: include flight expenses + Transportation: include actual + Hotel: include actual = include total

Further, there are additional discounts for registering a group of 10 or more from a company:

7% = 10-15 persons | 10% = 16-25 persons | 12% = 26-35 persons | 15% = 36-50 persons | 17.5% = 51 and above

BT Summit occurs only once a year, so this is my only opportunity to take advantage of such an information-packed even. I hope you can see how attending this summit will make a significant difference in the benefits we derive from using the relevant technologies and that you approve this small but necessary investment in our future.

I will come back from the summit inspired and smarter & make a complete report of my activities at the summit. Thank you for considering my attendance at this very important conference.

Best Regards,  
Write Your Name