



USU World: May 19-20, 2010

At a glance:

A two-day international professional conference focusing on topics concerning “knowledge-based Business Service Management”

Both a broad view and narrower, practical examination of strategies, processes, technologies and experiences

Top-notch, renowned keynote speakers and subject-area specialists

Learn from others: Project reports, discussion panels, demonstration points, workshops and seminars, and much more

Please register to attend USU World 2010 no later than April 30, 2010 at: www.usuworld-2010.com

Dates and locations: May 19-20, 2010 in Ludwigsburg and Moeglingen, Germany

Attendance fee covering all meeting documentation, meals and beverages as well as an evening event: 199 euros (early-bird price for those registering by March 31, 2010: only 149 euros)

These days, IT is measured in terms of its concrete contributions to business success. This places great demands on smooth, glitch-free interaction among technology, processes and business management. It also requires constant availability of information relevant to and needed by specific individuals.

Knowledge-based Business Service Management – at the USU World conference, specialists and managers from over 100 companies will discuss this multifaceted, up-to-the-minute topic. Together and from different perspectives – but always rooted in real-world practice – we will investigate how transparent information for knowledge-intensive service processes can be the driver for greater productivity. You’ll get the full picture in presentations, moderated discussions, workshops and demonstrations as well as in one-on-one conversations.

This international conference is intended to give the participants exceptional opportunities for intensive exchange of professional experiences and expertise, thus helping them to develop new approaches for devising concrete and creative solutions to the personal challenges faced in their daily work and beyond. USU user meetings have become an institution in the IT field. In fact, in 2010 we’ll now be holding this event for the

20th time. So, you can be sure that right now we’re working extra hard to make sure that this anniversary event, now called USU World for the first time, will truly be something very special.

In addition to being held in a unique atmosphere, our top-notch international program, offered in both English and German, will ensure that USU World 2010 will, above all, be an interactive professional forum offering participants many practical benefits and insights.

USU World 2010 participants will learn valuable information about key topics such as the following:

- How to standardize and industrialize your service portfolio
- How to make your services systematic through transparent provision of information and keep them focused on the needs of your customers and their business models
- How to ensure efficiency and continuous improvement in the quality of your service processes
- How to minimize your costs and risks through transparent Software Asset Management
- How to incorporate key, mission-critical knowledge in your processes and make it available for your services.



Ludwigsburg Palace, the historic location for USU World 2010