Faith Plevin
Alumni & Development Office
Warwick Business School
The University of Warwick
Coventry
CV4 7AL

Directions & schedule

At the heart of England, WBS is readily accessible by road, rail and air. The campus is situated in a greenfield site, three miles from Coventry city centre and around 80 miles north-west of London.

This WBS invitation lecture is being held in the WBS Scarman Road building, CV4 7AL. You can find more information on our web site at www.wbs.ac.uk/about/find

By road

Travel towards Coventry (S and W):

⠿ M6 J2, then A46 south
⠿ M40 J15, then A46 north
⠿ M1 J17 northbound via M45, then A45 west

The University of Warwick is signposted from the A45 and A46.

By rail

Coventry station, on the London Euston – Birmingham line, is around 10 minutes from WBS by taxi. The journey time to London is 1 hour 10 minutes.

By air

The nearest major airport is Birmingham International Airport (BHX), which is around 20 minutes to WBS by taxi. Alternatively, take the train one stop from Birmingham International to Coventry station for a shorter taxi ride.

A number of European destinations are served by Coventry Airport (CVT), which is also within 20 minutes taxi ride of WBS.

Allow 2 hours 30 minutes for travel from London Heathrow (LHR), and 3 hours 30 minutes from London Gatwick (LGW) or London Stansted (STN).

Schedule

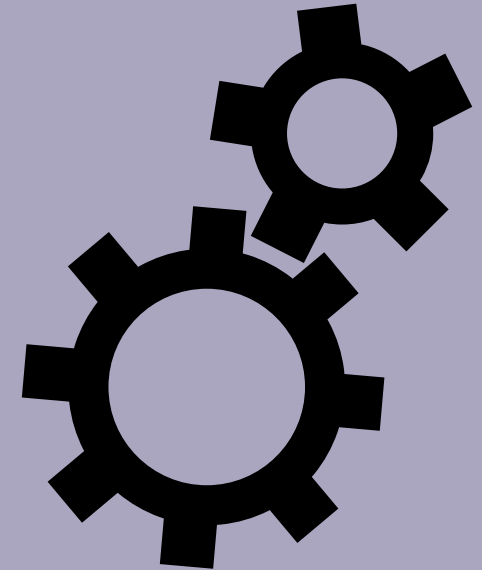|	
6 pm	Welcome reception
6.45 pm	Presentation by Dr Wladawsky-Berger
7.45 pm	Q & A

THE UNIVERSITY OF
WARWICK

WARWICK
BUSINESS SCHOOL

WBS invitation lecture

Here comes the Revolution

Dr Irving Wladawsky-Berger
Vice president,
Technical Strategy & Innovation,
IBM

Thursday 23 March 2006
6 pm for a 6.45 pm presentation

Warwick Business School, Scarman Road
The University of Warwick CV4 7AL

IBM ®

Here comes the Revolution

Following his previous successes in delivering global, business changing initiatives Dr Irving Wladawsky-Berger discusses the future of business processes and how we are on the verge of the next business revolution.

A digital revolution, led by continuing advances in IT, and an Internet revolution, born of open standards, are begetting a business process revolution. It, in turn, is creating conditions for a 'perfect storm' of collaborative innovation with the potential to restructure individual enterprises and entire industries, perhaps even entire economies.

But for such a revolution to take hold, we need major advances in the design, construction, deployment and support of business processes and the underlying IT infrastructure. In particular, we need to evolve from today's labour-intensive, one-of-a-kind approaches to the use of sophisticated tools, engineering-like disciplines and methodologies, and standard business components. This will require significant innovation in the worlds of IT and of business. Just as it enabled us to produce the man made marvels of the physical world, the engineering model is the most promising way to deliver the sophisticated solutions that promise to revolutionize business processes and business itself.

Would a successful business process revolution reshape the world's economy? Might we see the emergence of collaborative industry ecosystems? Would it produce new levels of productivity? What would it mean for education, healthcare and standards of living? We cannot know definitively at this point: But it seems quite possible that some future historian will have to devise a term to distinguish this emerging era from the Industrial Revolution.

DR IRVING WLADAWSKY-BERGER
Vice president,
Technical Strategy & Innovation, IBM

Dr Wladawsky-Berger's role in IBM's response to emerging technologies began in December 1995 when he was charged with formulating IBM's strategy in the then emerging Internet opportunity, and developing and bringing to market leading-edge Internet technologies that could be integrated into IBM's mainstream business. He has led a number of IBM's company-wide initiatives including Linux, IBM's Next Generation Internet efforts and its work on Grid computing. Most recently, he led IBM's on demand business initiative.

He joined IBM in 1970 at the Thomas J Watson Research Center where he started technology transfer programmes to move the innovations of computer science from IBM's research labs into its product divisions. After joining IBM's product development organisation in 1985, he continued his efforts to bring advanced technologies to the marketplace, leading IBM's initiatives in supercomputing and parallel computing including the transformation of IBM's large commercial systems to parallel architectures. He has managed a number of IBM's businesses, including the large systems software and the UNIX systems divisions.

Dr Wladawsky-Berger is a member of the University of Chicago Board of Governors for Argonne National Laboratories and of the Technology Advisory Council for BP International. He was co-chair of the President's Information Technology Advisory Committee, as well as a founding member of the Computer Sciences and Telecommunications Board of the National Research Council. He is a Fellow of the American Academy of Arts and Sciences. A native of Cuba, he was named the 2001 Hispanic Engineer of the Year.

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Please clearly print your name(s)

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I **will** attend the WBS invitation lecture ☐

I **will not** be able to attend ☐

Please send me details of future events ☐

Special dietary or access requirements

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Email address for confirmation details

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Daytime telephone number

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Please tear off and return this reply card.

Thank you

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