



pdma · new york · new jersey

*A Community of Product Development
and Marketing Professionals*



IBM's Integrated Product Development (IPD) Process

IBM's IPD management system is all about people and process working together to deliver successful solutions. Designed to optimize the development and delivery of successful products and offerings, the intent of this systematic process is threefold: to determine which products and services have the greatest marketplace potential, which investment opportunities hold the most business promise, and then to manage the delivery of the product/solutions.

Jon Prial, Vice President, Content Management and Discovery Software, will describe the principles, processes, tools, and enablers of this structured development process. The presentation will detail the phases the process is broken into as well as decision checkpoints that are used to allocate resources to projects.

Event Logistics

Time: 6:30 - 9:30PM Date: Thursday, January 11, 2007
Location: Fordham University, Marymount Campus
Tarrytown, NY
Cost: Until January 4: \$25 - PDMA, \$35 - Non-Member, \$10 – Student
After January 4 : \$ 30 - PDMA, \$ 40 - Non-Member, \$15 – Student
Format: Networking & Deli Buffet / Presentation / Networking
PDH: 2 PDH To Register: <http://www.pdma.org/nynj>

*****PDMA Members: If you bring someone, who is not a yet a PDMA member, who registers at the above listed price, your attendance fee will be waived!*****

Jon Prial, Vice President, IBM

Jon Prial is Vice President of Content Management & Discovery for IBM's Information Management division having led the recent IBM acquisition of FileNet Corporation. Prior to his current position, Mr. Prial led the worldwide marketing and business strategy for IBM's Information Management division, where he drove the strategy for delivering information on demand through the integration of structured and unstructured information.

Mr. Prial joined IBM in 1978 as a programmer, developing communications software products. In 1981, he entered the sales organization and held various technical marketing, regional support and managerial positions. He also served as director of both NT and Linux marketing for IBM's Software Solutions division, and led the marketing strategy for IBM's launch into Linux in 1999.

Mr. Prial holds a bachelor's degree in Mathematics and master's degree in Computer Science from Rensselaer Polytechnic Institute.

Please forward this flier to any interested party



Future Events

Here's a preview of just some of our upcoming meetings and topics!

Date	Location	Topic
January 11, 2007	Westchester, NY	IBM's Integrated Product Development (IPD) Process
January 24, 2007	New York City, NY	Hard Services, Soft Products – Today's Product Development Reality
February 21, 2007	Hoboken, NJ	What We Need from Product Managers: A Panel Discussion on successful and unsuccessful interactions with Product Managers and other Business Functions
March 21, 2007	Somerset, NJ	Momentum Motivating Team Members

New Service for NY Metro PDMA Members: Our very own LinkedIn Group

The chapter board is very excited to be able to offer a new service to you: The New York Metro PDMA Group on LinkedIn.

LinkedIn is an online referral solution enabling you to leverage the contacts you establish at our local meetings to reach potential clients, job candidates, employers, etc.



Like Yahoo, where our members-only files reside, LinkedIn is considered best-in class in protecting your privacy and providing you control over access to your information.

If you are a member of the NY Metro PDMA chapter, you are already pre-approved using your PDMA e-mail alias (<...>@pdma.org).

Please forward this flier to any interested party