





## CLAY RYDER Executive Vice President and COO Sageza

Clay Ryder manages Sageza's quantitative and analytic content services. He leads client-based consulting projects and supervises the creation and delivery of Sageza's research and analysis. Since he co-founded Sageza in 2001, Clay has been a key contributor in defining Sageza's business direction. His perspectives on business development, marketing, and technology issues are based on twenty years of practical experience and industry observation.

### Synopsis

Given economic and political uncertainties, and fierce competition from every direction, it is critical that enterprises fully leverage all of their business assets including stored data. By closely examining and better understanding their stored data, enterprises can best determine the most effective ways to collect, manage and maintain strategic data assets. By creating and following a framework for data management, companies can enjoy tangible benefits including reduction of maintenance and support costs, enhanced business processes, and increased data security. However, no enterprise needs only one kind of storage technology and no single storage solution fits every business need. What sorts of data storage solutions do enterprises require? In short, robust, scalable and easily manageable technologies that support a wide range of business processes.

:sageza:

Senior Vice President,  
Open Software Business Unit  
EMC Corporation

## BILL NELSON

Bill Nelson is Senior Vice President, Open Software Operations. Bill has responsibility for the Customer Operations (sales, technical support, and services) components of EMC's Open Software Business Unit. In addition to Bill's responsibilities to the Open Software business, Bill has Strategy and Business development responsibility for EMC's Telecommunications/ Media & Entertainment Business Unit.

### Synopsis

As business gets more complex and regulated, it has become increasingly expensive to manage the ever-growing amount of information by existing means and policies. And today's management solutions for that information may not be appropriate for tomorrow. Leading-edge companies are looking at ways to manage their information throughout its lifecycle - so they can get the maximum value from their information at the lowest total cost of ownership at every point in the information lifecycle. Simply said, it's about delivering the right service level, at the right time, at the right cost. EMC's goal is to help our customers get there.



**EMC**<sup>2</sup>  
where information lives

# WHERE DOES YOUR INFORMATION LIVE TODAY?

A sales order processed today  
demands the highest service level from IT -  
the business depends on it.  
Next week, however, the business value  
of that order will diminish significantly.

The dilemma?  
How do you match the right service level  
to the value of the information to the business?

The Management of EMC South Asia  
cordially invites

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to an Exclusive Executive Breakfast Briefing,  
on 1 October, 2003, Wednesday, 8am  
at The Regent Hotel, Bangkok, Regent 3 Room, Level 1

**Special Invited Guest Speaker:**  
**Clay Ryder**  
Executive Vice President and COO, Sageza

Dress Code: Formal Business Attire  
RSVP: Contact Prapassorn S. at 02-711-6891 ext. 119 or [emc-reg1@penner-madison.com](mailto:emc-reg1@penner-madison.com)

# A G E N D A

1 October 2003, Wednesday, 8am - 11am

Welcome

Sageza: The Right Data Storage for  
the Right Business Need

EMC: Information Lifecycle Management

Sageza: Take Away Points for CIOs

Closing