



We're committed to your CRM success.

For Immediate Release

Media Contact:

Juli Korneychuk
julik@touchtonecorp.com
(714) 755-2810

Touchtone Corporation to host IBM B2B briefing

What is a portal and how will they affect my business?

Costa Mesa, CA – October 28, 2004 –Touchtone Corporation, a leading developer of native OS/400 software for the IBM iSeries – AS/400, is hosting a complimentary business-to-business briefing with IBM on November 11, 2004 for area companies with AS/400 – iSeries servers. The featured topic is “Portals: What is a portal and how will they affect my business?”

The briefing will be held at the IBM offices, 600 Anton Boulevard in Costa Mesa, beginning with a Continental breakfast at 8:30 a.m. and continuing over a catered lunch with roundtable discussions on the use and future of portals in small and medium businesses, specifically as applied to the companies present.

Reservations are required. Please call (714) 755-2810 or email info@touchtonecorp.com to register. Additional information is available online at: Wintouch.com/ibm-briefing.htm

The featured speaker for this event is Michael Baker, IBM’s Worldwide Portal Executive. Mr. Baker is an expert on the topic of portals and will explain portals from the ground up, including user-driven customization, collaboration, process automation, content delivery, application integration and PDA access. Mr. Baker depends on a Blackberry PDA during his worldwide travels and will explain not only its use, but will also address the critical nature of handheld devices to traveling staff and field representatives.

Topics to be covered:



We're committed to your CRM success.

1. What are portals?
2. How can my employees use portals? In what additional ways can portals improve cross-team collaboration?
3. Portals vs. intranet and extranet
4. Customizing portals: by employee, department, branch or division?
5. Basic editing and word processing, spreadsheets and presentations features included
6. New opportunities to better serve customers by using portals
7. What do portals and business integration mean for businesses in terms of ROI, using legacy software and unlocking isolated silos of data on different servers and databases
8. The importance of the iSeries and portals as building blocks of the future: What is the long-term prognosis for portals in business?
9. Portals and mobile communications: PDAs and smart phones
10. Conclusion & questions

About Touchtone Corporation

Touchtone is a privately held company located in California with over 13 years of expertise on the IBM OS/400 operating system and nine years in the CRM arena. For further information about Wintouch eCRM or Touchtone Corporation, please call (714) 755-2810.