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## Transaction 2.0 Conference



Transaction 2.0 is a one-day conference for businesses seeking a competitive advantage from their online platform. The conference explores the best in Web 2.0 services and brings together the world's brightest minds in technology. A second stream follows the money trail for start-ups in Australia, identifying how to take an idea to a fully commercialised online offering. Whether you are a business entity wishing to utilise advanced business technology tools, or an International / Australian entrepreneur, Transaction 2.0 has you covered!

The way we do business is changing at a rapid pace, with applications that we subscribe to in our private lives - such as social networking - being introduced into the workforce as information and communication exchange tools. Businesses are facing a new challenge of how to leverage new technology to gain a competitive advantage.

Collaboration is proving a powerful incentive for these applications to develop even further, and as they do they keep attracting new audiences and new uses, such as Enterprise and Government. brilliant applications bring excellent workflow and efficiency that could never be dreamt of only a few years ago.

Transaction 2.0 showcases and profiles the very latest online technology designed to streamline business processes and communications. In addition, the conference will run a dedicated track for [startup companies](#).

Harness the power of the web for your business at Transaction 2.0!

- Discover the benefits of **Software as a Service (SaaS)**, otherwise known as "on-demand"
- Explore the value of **interactive communication channels**
- Discuss **Enterprise 2.0 best practices** with world leading experts.

Visit the [conference page](#) for more information.



Transaction 2.0 is part of the CeBIT Australia 2008 Conference Program. Other event you may wish to attend include:

### Monday 19th May

- [Welcome Reception for International Visitors, hosted by New South Wales, Department of State and Regional Development \(by invite only\)](#)

### Tuesday 20th May

- CeBIT Opening Ceremony
- [Open CeBIT \(Linux & Open Source\) Conference](#)
- [AusInnovate](#)
- [Research & Development Cocktail Party \(by invite only\)](#)

### Wednesday 21st May

- [e-Marketing and SEO Conference](#)
- [e-Government Forum](#)
- [ICT Celebration Dinner](#)

### Thursday 22nd May

- [VoIP & IP Comms Conference](#)

CeBIT Australia 2008 is the largest and most important business-to-business technology event in the region.

Join **35,000** business professionals at CeBIT Australia this year to understand, analyse, sample and select the right technology solutions for your business's future success.

Finding the right solutions has never been easier, CeBIT Australia is organised into 30 show floor categories – ranging from CRM, VoIP, e-Marketing & Search Engine Optimisation, Web Applications to Open Source – making it the number one stop for business professionals seeking the competitive advantage.

- 150 FREE show-floor Seminars
- International Keynote Speakers
- Business Networking
- Interactive Panel Sessions
- 6 High-Level Conferences
- 750+ Solution Providers
- 5000+ Technology Experts
- 30 Show Floor Categories

Visiting CeBIT Australia 2008 will teach you how to make your ICT investment work **for you**

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