

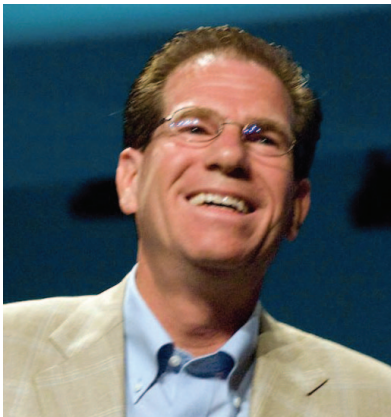
Enterprise Content Management **Forum**
@ **Information** On Demand **2011**

Turn Insight Into Action

October 23–27, 2011
Mandalay Bay | Las Vegas, Nevada

ibm.com/events/ecmforum

SAVE \$300!
Register before August 31



Doug Hunt

Dear Clients,

How do you make better decisions faster? Effective decisions are based on intelligence compiled and distilled from multiple sources across organizations. The challenge is that content has never been so widely available, so specialized and complex. Sources are infinite. Volume is extraordinary. Value may be obscured in vast collections of unstructured content. In order to turn insight into fast, decisive action, information must be accessible.

The *Enterprise Content Management Forum* will help you understand and embrace the opportunity before you—the chance to change the pace and quality of decision-making across your organization, the opportunity to put content to work for you.

The forum offers unprecedented access to expertise across every facet of Enterprise Content Management. We'll explore:

- Innovations in our Enterprise Content Management portfolio—tools, technologies and services that can help you optimize your business and use information as a meaningful differentiator that can drive new levels of productivity and growth.
- Best practices to empower business users and accelerate return on your investment in Enterprise Content Management solutions.
- Integrated approaches to manage and leverage information—while driving down infrastructure costs and complexity.
- Practical and technical advice around document imaging and capture; social content management; advanced case management; content analytics; and information lifecycle governance.
- A broad array of industry-specific solutions from both IBM and IBM Business Partners that get to the heart of the challenges your organization is facing today—and tomorrow.
- A product and services EXPO where you can interact with the latest advances in Enterprise Content Management and get answers from experts addressing your most pressing challenges.

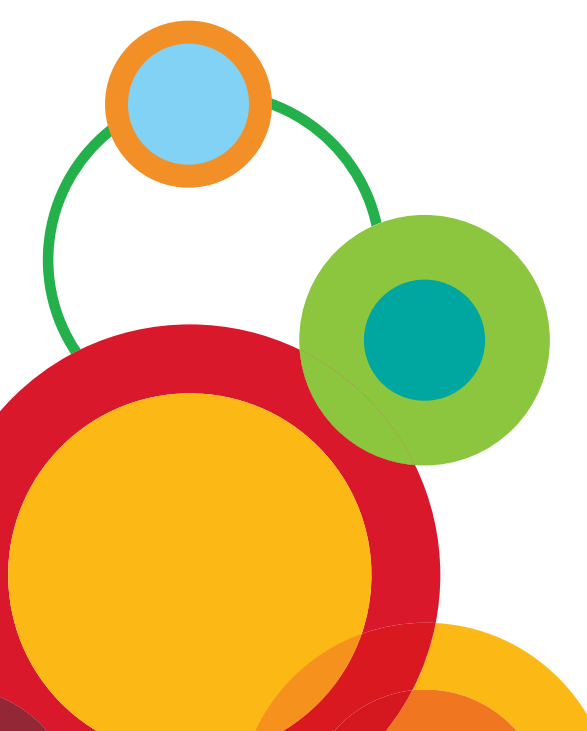
You'll have a chance to hear from IBM clients who are maximizing the value of their Enterprise Content Management investments and discover exciting new avenues they're pursuing to drive continued growth. You can meet one-on-one with thought leaders and subject matter experts who will share the benefit of their knowledge and experience with you.

This forum is designed to help you succeed. So be sure to join us in October. I look forward to seeing you in Las Vegas.

Sincerely,



Doug Hunt
Enterprise Content Management Business Leader
IBM Corporation



Improve your Skills

Get deep technical education and the best strategic insight and analysis

Learn What's New

Explore the latest advances in IBM Information Management, Business Analytics and Enterprise Content Management software and solutions—including technical sessions, usability sandboxes and hands-on labs

Get Best Practices

Hear from industry leaders who are leveraging information and applying analytics to realize and build competitive advantage in today's economic environment

Experience Unrivaled Networking

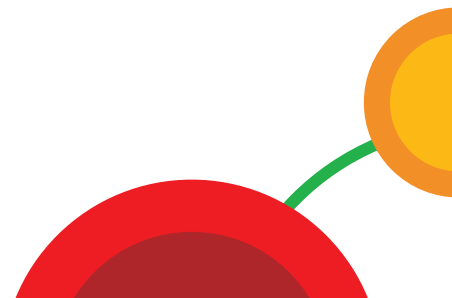
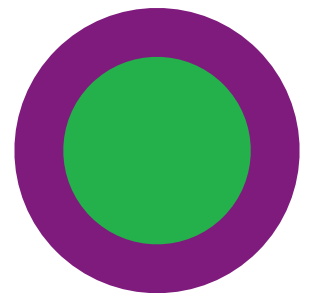
Interact with your peers, industry experts, Business Partners and IBM executives who share your interests and challenges

Take Action

Make an immediate impact on your organization with actionable next steps to improve business performance through Business Analytics and Optimization

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One Conference, So Many Opportunities

Talk about a return on your investment. The Enterprise Content Management Forum offers you unprecedented opportunities to learn, grow and connect with peers and professionals—experts who can help you use enterprise content management software, solutions and services to optimize your business.

Education

Through nearly 700 breakout sessions, you'll have easy access to insight, information and expertise. You'll learn deployment best practices, technical tips and techniques, and you'll acquire expert guidance and success strategies that can help take your business to the next level.

Networking

Share tips, tricks and insights with experts from other organizations. Learn from informal meetings with product experts. Meet leaders who can introduce you to emerging trends, technologies and strategies—all in one place.

The EXPO

Interact with solutions and meet experts in the most robust product and solutions expo hosted at an IBM conference. Check out the wealth of onsite technology focused on enterprise content management—demo stations, demo theater presentations, hands-on education labs. Get expert answers to your specific challenges. Preview our latest innovations. Provide feedback on product direction—and so much more.

Enterprise Content Management Forum Overview

The Enterprise Content Management Forum offers comprehensive insights into the latest innovations, strategies, tools and technologies. Learn what's coming and why you need to know. Identify ways to increase the return on your investment in content management. Build your technical skills. Find out about new software, hardware and services that can help you create competitive advantage. Get a behind-the-scenes look at how others are solving their toughest information challenges.

No other conference offers more robust content covering enterprise content management and none provides greater access to thought leaders and experts who can help you get more value from your investment.

You'll have access to deep technical sessions covering a wide range of topics, including:

- Advanced case management
- Content analytics
- Document imaging and capture
- Information lifecycle governance
- Social content management
- Solutions and strategy

You'll learn new technical and business skills that can be applied to your business immediately, helping you to improve efficiencies and introduce innovations that strengthen success. You'll also have access to hands-on labs and small group sessions with IBM experts who can help you extend the value of your Enterprise Content Management investment.

In addition to technical deep-dives, you'll have access to hands-on labs, small groups led by IBM usability engineers to capture feedback on proposed product features and other informative, interactive opportunities to explore all that the enterprise content management technology has to offer.

“You get a pulse on what’s happening in the industry, in IBM and in content management. You can interact with others—feel their excitement in what they’re doing, and understand how you might be able to apply it to your business.”

— Denis Smalley, Consolidated Edison,
Information On Demand 2010 attendee



Designed for the Entire Information Management Community

The Enterprise Content Management Forum has something for everyone—it's geared to the entire community of Enterprise Content Management professionals. Whether your interest is in technical insights or in leading innovations around managing information, there's something for you at this forum.

- Finance and line-of-business professionals seeking to drive operational performance and improve decision-making
- Large companies with enterprise deployments
- Small and midsize businesses across a broad range of industries
- IBM Business Partners and industry analysts
- Enterprise Content Management experts

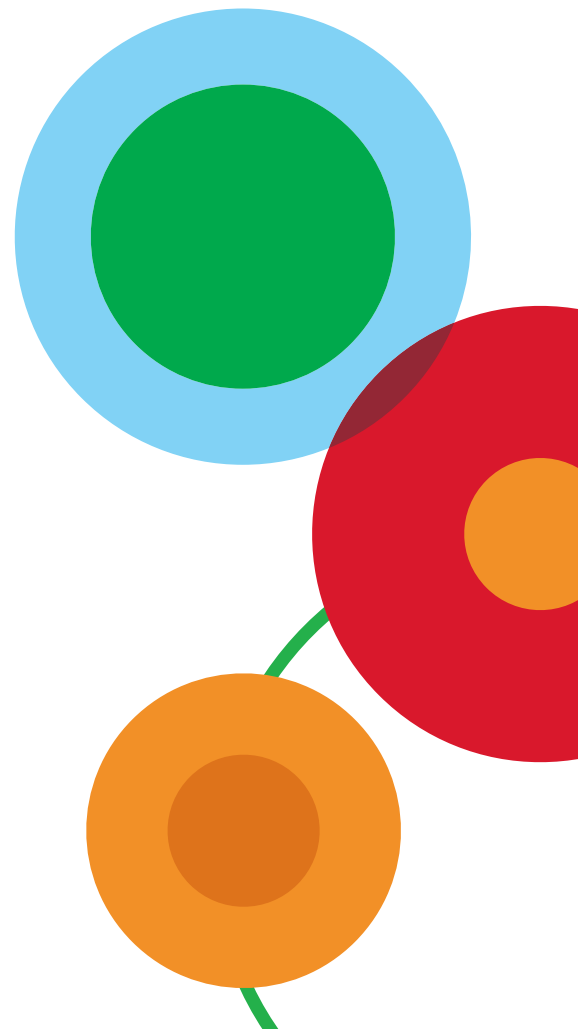
Everything you Want to Know About Enterprise Content Management

The Enterprise Content Management Forum will connect you to hot topics and experts who can help you understand what's happening today and what the future is likely to bring.

- Learn how to combine content and process management with advanced analytics, business rules, collaboration and social software to help drive more successful, optimized case outcomes
- Hear how to access, aggregate, analyze and visually explore large volumes of unstructured content to unlock new business insights
- Talk with experts about surfacing undetected problems, fixing content-centric process inefficiencies, improving customer service and corporate accountability, reducing operating costs and risks and discovering new revenue opportunities
- Identify integrated approaches to manage and leverage information—while driving down infrastructure costs and complexity. Address these issues with content assessment, collection and archiving, classification, analytics, records management and eDiscovery
- Find new ways to manage all types of content, whether it is through consumer-based social sites, through business sites, or through common desktop and email applications
- Learn about strategic and technical considerations, including the enterprise content management (ECM) strategy and road map, core infrastructure, integration and other issues

Come One, Come All—Share the Wealth

- Get everyone in your organization up to speed on how to more effectively use information management
- Drive greater adoption by helping your colleagues realize the value of your company's investment in information management
- Divide and conquer—share insights across hundreds of breakout sessions
- Maximize networking opportunities to gain insight from product experts and other users
- Experience the most robust product EXPO—hundreds of exhibits, demo theaters and hands-on labs



Week at a Glance

Saturday, October 22

8:30 a.m.–4:30 p.m. Optional preconference training*

Sunday, October 23

8:30 a.m.–4:30 p.m. Optional preconference training*

6:00 p.m.–8:00 p.m. Grand opening reception in the EXPO

8:00 p.m.–10:00 p.m. Community receptions

*Available for an additional fee.

“This conference is very powerful. We can actually spend time interacting with other customers and with IBM experts. We can ask questions and really drill down to better understand a product set. That’s very valuable and it’s not something you’d get from a webinar or presentation material.”

— Darren Silvester, 3UK, Information Management Architect

Monday, October 24

6:30 a.m.–8:00 p.m. Registration

6:45 a.m.–7:45 a.m. Breakfast

8:00 a.m.–7:00 p.m. EXPO

8:15 a.m.–9:45 a.m. General session

10:15 a.m.–12:30 p.m. Breakout sessions

11:30 a.m.–12:30 p.m. Keynote—Information Management

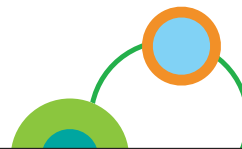
12:30 p.m.–2:00 p.m. Lunch (including birds-of-a-feather lunch)

2:15 p.m.–3:15 p.m. Keynote—Enterprise Content Management

2:15 p.m.–5:00 p.m. Breakout sessions

3:45 p.m.–5:00 p.m. Keynote—Business Analytics

5:00 p.m.–7:00 p.m. EXPO reception



EXPO Hours

Sunday: 6:00 p.m.–8:00 p.m.

Monday: 8:00 a.m.–7:00 p.m.

Tuesday: 8:00 a.m.–7:00 p.m.

Wednesday: 8:00 a.m.–3:30 p.m.

The EXPO will be fully staffed during these hours:

Sunday: 6:00 p.m.–8:00 p.m.

Monday: 12:30 p.m.–2:00 p.m. and 5:00 p.m.–7:00 p.m.

Tuesday: 12:30 p.m.–2:00 p.m. and 5:00 p.m.–7:00 p.m.

Wednesday: 12:30 p.m.–3:30 p.m.



Tuesday, October 25

6:30 a.m.–7:00 p.m.	Registration
7:00 a.m.–8:00 a.m.	Breakfast
8:00 a.m.–7:00 p.m.	EXPO
8:15 a.m.–9:30 a.m.	General session
10:00 a.m.–12:15 p.m.	Breakout sessions
11:15 a.m.–12:15 p.m.	Keynote—Business Analytics
12:30 p.m.–2:00 p.m.	Lunch (including birds-of-a-feather and industry lunches)
1:45 p.m.–2:45 p.m.	Keynote— Information Management (InfoSphere)
1:45 p.m.–5:45 p.m.	Breakout sessions
5:00 p.m.–7:00 p.m.	EXPO reception
7:00 p.m.–11:00 p.m.	Evening networking event

Wednesday, October 26

6:30 a.m.–7:00 p.m.	Registration
7:00 a.m.–8:00 a.m.	Breakfast
8:00 a.m.–3:30 p.m.	EXPO
8:15 a.m.–9:30 a.m.	General session
10:00 a.m.–12:30 p.m.	Breakout sessions
12:30 p.m.–2:00 p.m.	Lunch (including birds-of-a-feather and industry lunches)
Business Leadership Forum ends	
2:00 p.m.–5:45 p.m.	Breakout sessions

Thursday, October 27

6:30 a.m.–4:30 p.m.	Registration
7:00 a.m.–8:00 a.m.	Breakfast
8:15 a.m.–12:30 p.m.	Breakout sessions
12:30 p.m.–2:00 p.m.	Lunch (including birds-of-a-feather lunch)
2:00 p.m.–4:30 p.m.	Breakout Sessions



General Sessions

Explore a range of interesting topics and gain valuable insights from exciting guest speakers, including IBM executives, customers and industry experts. The tone for each day is set with compelling content on turning insight into action, diving into new technologies and leading change. You won't want to miss these sessions.

Turn Insight Into Action

Monday, October 24

8:15 a.m.–9:45 a.m.

Industry leaders are turning insight into action through new kinds of information and new approaches to business analytics and optimization. Find out how these leaders are outperforming their competition, tapping into insights revealed through a flexible information management foundation and business analytics. Get an early look at innovations coming from IBM to help you capture today's new opportunities and tomorrow's vast potential.

Dive Into New Technologies, New Possibilities

Tuesday, October 25

8:15 a.m.–9:30 a.m.

Explore exciting new possibilities created from new technologies. We'll examine the shift toward smarter computing and the role technology and capabilities such as big data, optimized systems, content and predictive analytics play in this transformation. Hear from IBM Research on how Watson, the only computer on the planet that can answer a *Jeopardy!* question in less than three seconds and compete with the world's best human players, is now solving real-world problems. Get a glimpse into what's possible when capabilities and innovations across information management and business analytics are brought together.

Leading Change

Wednesday, October 26

8:15 a.m.–9:30 a.m.

Understand how you can apply insight you've acquired across the conference to lead change in your organization. We'll walk through specific actions you can take to turn that insight into action. You'll also hear from acclaimed author Michael Lewis, whose best-selling book, "Moneyball," will hit movie screens in September. This award-winning journalist will share the story of the Oakland Athletics manager, Billy Beane. This sports legend developed a breakthrough method of using analytics and statistics to build his roster, assembling a winning team and revolutionizing the game of baseball along the way.

Special Guest Speakers

Wednesday, October 26

8:15 a.m.–9:30 a.m.

Michael Lewis,
Author of *Moneyball: The Art of Winning an Unfair Game*
with
Billy Beane,
Vice President and General Manager, Oakland Athletics



Michael Lewis

Michael Lewis—A shrewd observer of politics, finance and the American scene, Michael is one of today's leading social commentators. A renowned best-selling author, Lewis is also a regular contributor to *The New York Times Magazine*, *Vanity Fair*, *Slate* and *Bloomberg*. His 2003 release, "Moneyball: The Art of Winning an Unfair Game," offers an unprecedented look behind the scenes of a Major League Baseball franchise, detailing how an innovative personnel approach allows the Oakland Athletics, with the lowest budget in baseball, to rank among baseball's best and consistently compete for a playoff spot. Lewis also explores the nature of talent, as well as ways to identify it and maintain an edge in a competitive field.



Billy Beane

Billy Beane is the mind behind "Moneyball." This sports visionary convinced his bosses to give him the freedom to apply his statistically-driven approach to run the Oakland A's and make them one of the most successful teams in Major League Baseball. Beane's story resonates not only with the sports-minded, but among audiences from financial services, insurance, or any other numbers-driven industry or profession. He has figured out how to succeed with a limited payroll, employing computers and statistics wielded by people who never played baseball. In a down-to-earth, humorous style, Beane offers concrete lessons for business success and the power behind numbers.

Keynote Sessions

Every day, across your organization, thousands of decisions are made that impact performance in subtle and obvious ways. These presentations set the stage for your Enterprise Content Management Forum experience by giving you an understanding of what happens when every one of those decisions is driven by real insight and can easily be turned into actions that drive improved performance.

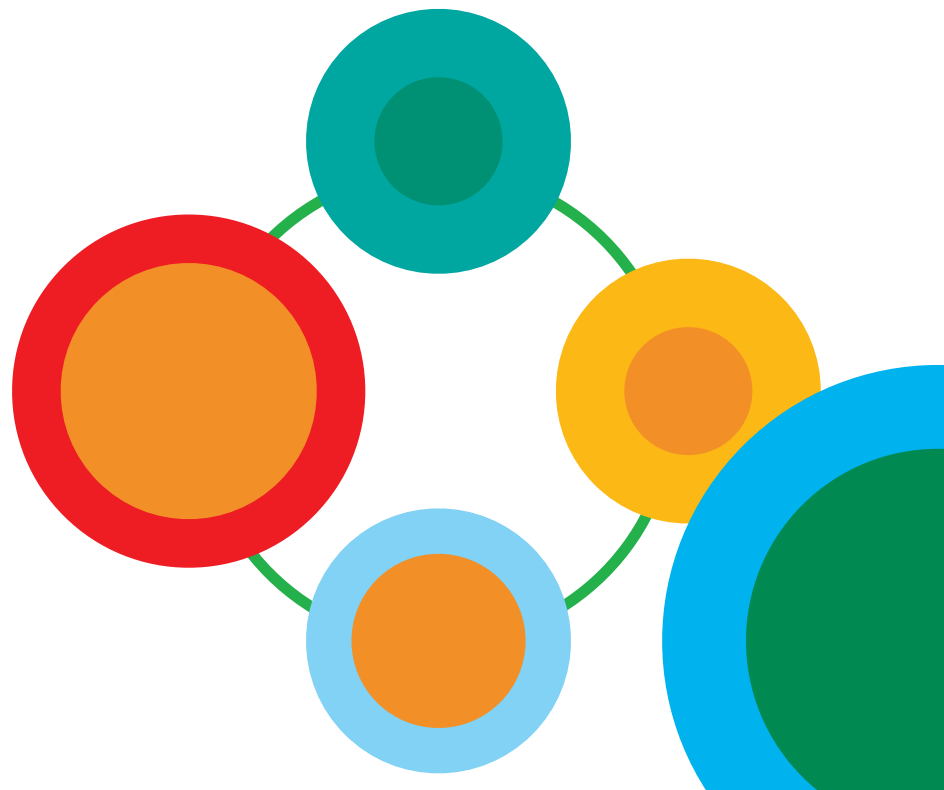


*Doug Hunt
Enterprise
Content
Management
Business Leader
IBM Corporation*

Put your Content to Work

Monday, October 24
2:15 p.m. — 3:15 p.m.

Enterprise content management has never been more relevant. Today's organizations need faster, deeper insight for greater value and optimization. In this keynote, you will learn practical advice for extracting more value out of your content using the latest strategies and solutions involving document imaging and capture; social content management; advanced case management; content analytics and information lifecycle governance. You will also hear how customers in all industries are succeeding by applying innovative best practices and IBM Business Partner expertise. In addition, you will see how the latest ECM product advances can help you work smarter to grow your business.



Networking

Ask the Experts

Focused on specific topics, ask the experts sessions provide the setting for an interactive hour of attendee-driven discussion with experts from IBM and beyond. Browse SmartSite to ask the experts about topics that you've been meaning to address. Now is the time to find the answers in a dynamic, small-classroom environment driven by your questions and comments.

Birds of a Feather

What better place to meet with those sharing common interests than over lunch? Birds-of-a-feather sessions (also known as BOFs) are networking opportunities for attendees to discuss ideas and experiences related to a particular topic. Unlike a formal classroom setting, BOF discussion topics will be assigned to specific tables in the conference dining hall. The agenda is spontaneous as you share the discussion among your like-minded peers. Browse SmartSite to find the BOFs that interest you and sign up for a lunch that offers more than just great food.

Community Receptions

Community Receptions provide you the opportunity to meet and chat with like-minded conference attendees. Nibble on delicious desserts and sip coffee and beverages, while you visit the receptions of your choice. You'll hear about suggested special interest areas for that community and these discussions will help you choose topics and skill areas that interest you or that fit your job role or industry.

Receptions are planned for the following communities:

- Business analytics
- Enterprise content management
- Government
- Industries
- Information management



Stay in touch with Twitter. Follow @IODGC2011 and use the hashtag #ibmecom to join in the fun of Enterprise Content Management Forum!

Grand Opening Welcome Reception

Information On Demand 2011 kicks off with a welcome reception that you won't want to miss on Sunday, October 23, from 6:00 p.m. to 8:00 p.m. in the EXPO located in Bayside C, Mandalay Bay Convention Center—South, Level 1. Raise a glass and enjoy hors d'oeuvres with fellow attendees, Business Partners, developers and technology enthusiasts from around the globe. The grand opening reception is your chance to meet Business Partners and customers and explore the innovative, targeted solutions designed to help you solve the business and technology issues you face. All registered attendees are welcome at this event.

EXPO Receptions

Be sure to attend the EXPO receptions on Monday and Tuesday to experience the entire EXPO while networking with your peers, IBM Business Partners and solution experts!

Sunday, October 23, 6:00–8:00 p.m.

Monday, October 24, 5:00–7:00 p.m.

Tuesday, October 25, 5:00–7:00 p.m.



Evening Networking Event

Plan to join the fun at the evening networking event located in the Mandalay Bay Events Center on Tuesday, October 25, from 7:00 p.m. to 11:00 p.m. In addition to the hands-on entertainment and activities, your palate will be pleased by the array of sumptuous treats and beverages. This event will bring all attendees together for fun and relaxation! Some of the event highlights will include: A walk-thru of IBM's Centennial and visual celebration of IBM's 100 years of progress, complete with interactive games and artifacts. The arena will be come to life with today's most "hip" DJ and a live band!

EXPO

With more than 300 IBM Business Partners and IBM exhibitors, the EXPO is open for business and ready to provide you with a comprehensive view of what is possible for your industry using leading-edge solutions and services. See products, services and solutions in action, as well as live stream video and interviews, from the EXPO floor.

Visit the Smarter Computing exhibit in the center of the EXPO, along with IBM Watson!

Join us for our grand opening of Information On Demand 2011 at the Welcome Reception on Sunday evening, October 23 in the EXPO. Talk with representatives from Information Management, Business Analytics, Enterprise Content Management and a host of other experts in the Cross Brand area (Cloud, Systems Technology including Services, System z® Software, Service Management and Smarter Systems!) Also visit the Client Reference Lounge and The InfoSphere® Demo Room.

Grand Opening Welcome Reception

Join us for the grand opening of Information On Demand 2011 at the Welcome Reception on Sunday evening, October 23, in the EXPO. Take this opportunity to network and preview the wide-ranging technology and exhibits on hand in this premier exposition. Kick-off the conference with us. Join in the festivities. Light refreshments and hors d'oeuvres will be served.

Demo Theaters

The theaters will showcase IBM and IBM Business Partner solutions that optimize your performance and address your business issues. Presentations will be held during the open EXPO hours. Be sure to stop by the theaters—it will be time well spent!

Information Management Services, Education and Support Hub

Stop by the Hub and discover how to speed up your implementation, keep your software solution productive, and build your skills and expertise. Services, Education and Support experts will answer your questions and help you identify effective strategies to maximize the return on your IBM software solutions.

EXPO Hours

Sunday: 6:00–8:00 p.m.

Monday: 8:00 a.m.–7:00 p.m.

Tuesday: 8:00 a.m.–7:00 p.m.

Wednesday: 8:00 a.m.–3:30 p.m.

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Monday: 12:30–2:00 p.m. and 5:00–7:00 p.m.

Tuesday: 12:30–2:00 p.m. and 5:00–7:00 p.m.

Wednesday: 12:30–3:30 p.m.

IBM Community Room

Be sure to visit the IBM Community Room where you will find The Den, User Groups, Information Champions and much more. We've pulled all of the areas you want to visit into one Community Room. You will have the opportunity to chat with other attendees from the technical community while playing video games in The Den or relax in comfortable seating. Charge your notebooks, smartphones and iPods at the charging stations. Visit with IBM's User Groups and take advantage of the networking opportunities they offer.

IBM Client Reference Lounge

Plan to visit the IBM Client Reference Lounge to relax in a comfortable area, enjoy some light refreshments and take advantage of casual networking opportunities with peers, colleagues and IBM executives. IBM is committed to helping companies thrive in an era of intense competitive pressure from around the globe. So when we see our clients changing the playing field and driving real business success, we want to give them a chance to tell their story. That's where the IBM Client Reference Program comes in.

Demo Rooms and Lounges

You will find a variety of demo rooms in the EXPO. These demo rooms will offer you deep-dive opportunities for the products that you are most interested in. Be sure to make the time to visit these demo rooms while you are in the EXPO, or set up an appointment to take a one-on-one deep-dive demo. You will also see various lounges, such as the Accelerated Value Program (AVP) Red Carpet Lounge, this year.



Data Management

031 032
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131 132

Food & Beverage

031 032

AVP Red Carpet Lounge

Community Room

Food & Beverage

Food & Beverage

1031 1032

Food & Beverage

Business Partner Theatre

Infosphere Demo Room

027 028
025 226
023 024
021 022

128
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123 124
121 122

Information Management

G427
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G423
G421

Information Management Services Education & Support

Food & Beverage

Food & Beverage

G727
G725
G723
G721

Enterprise Content Management

1027 1028
1025 1026
1023 1024
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1123 1124
1121 1122

ECM Community Room

Visit Netezza

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015 016
013 014

Food & Beverage

219 220
217 218
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G419
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IBM Smarter Computing

Visit the IBM Central Exhibit

Play against IBM Watson!

G719
G717
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G713

919 920
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915 916
913 914

Food & Beverage

1019 1020
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Meet Business Analytics Support

Business Partner Café Exclusively for IBM Business Partners

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Business Analytics

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1105 1106

Business Analytics Hands-on Products Lab

Business Analytics Navigating IBM

Client Reference Lounge Share your success story

IBM Theatre

Food & Beverage

Food & Beverage

Food & Beverage

G401

Food & Beverage

Food & Beverage

Food & Beverage

G701

Business Analytics

1038
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1101 1102

Business Analytics Services & Education Lab

Business Analytics Theatre

Executive Meeting Center
Talk to your IBM Rep about an executive meeting

INFORMATION DESK

ENTRANCE

VISIT OUR PROUD DIAMOND & PLATINUM SPONSORS!

Take Advantage of Much More— at Information On Demand 2011



Hands-On Labs Sessions

Get classroom-quality training—featuring interactive, hands-on exercises and workshops—led by our highly experienced professional instructors. Choose from unique three-hour sessions that cover a wide range of products. Full details begin on page 45.

Usability Sandbox Sessions

Usability experts will lead you through interactive sessions, including test-driving prototypes, small-group design review and feedback sessions, and opportunities to vote on and prioritize user requirements. Full details begin on page 48.

Business Analytics Forum

Gain the practical know-how you need to maximize the value of your business analytics deployments—from business intelligence, financial analytics, reporting and governance to risk management, predictive analytics and analytic applications.

Information Management Forum

Access the full breadth of software, hardware, services, solutions and experts from IBM and IBM Business Partners. Learn how IBM can help you drive innovation, business optimization and competitive differentiation through information.

Business Leadership Forum

The Business Leadership Forum is a curriculum for executives, managers and key decision makers. This comprehensive program offers you customer case studies, panel discussions and solution overviews focused on business issues facing organizations today. Full details begin on page 33.

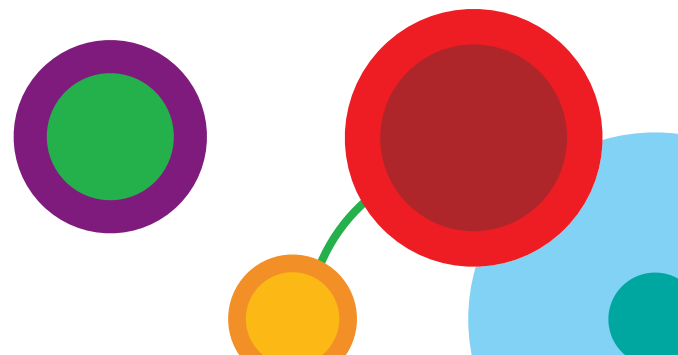
See the IBM Smart Analytics System

IBM has the most comprehensive portfolio of data management, hardware, software and services capabilities on the market today. The IBM Smart Analytics System provides an ideal delivery vehicle for rapid deployment of these capabilities and accelerates delivery of new analytic innovations including those from IBM Research. The IBM Smart Analytics System is an integrated platform that provides broad analytics capabilities on a powerful warehouse foundation with IBM server, storage and software. Deeply integrated and optimized, the IBM Smart Analytics System provides a single point of support for end-to-end analytics solutions. The IBM Smart Analytics System family offerings span multiple hardware platforms and architectures providing maximum flexibility for deployment. They are preintegrated and optimized to ensure quick implementation with rapid delivery of value. Whether your requirements are for solutions on a System x®, Power Systems™ or System z®, the IBM Smart Analytics System has an offering matched to your need. Look for sessions featuring the IBM Smart Analytics System at Information On Demand 2011.



Create a Customized Agenda at the SmartSite

This simple tool helps you get a complete look at all the conference sessions and activities available to you. Search sessions by date, track or industry, view the details and build a personal agenda that meets your interests and goals. Save your agenda and share it directly with your colleagues. Visit the conference website for details.



Industry Events

Share challenges and solutions with leaders in your industry.

Learn how others in your industry are outperforming with analytics, despite tremendous competitive pressure and ongoing economic volatility. Networking lunches, face-to-face meetings with experts and case study presentations offer practical tips and proven strategies for maximizing profitability, getting closer to your customer and improving organizational performance.

Ask the Industry Experts

These informal technical discussions are led by the attendees, giving you an hour-long opportunity to have experts from Financial Services, Retail, Manufacturing, Government, Telecommunications, and Healthcare industries answer your product-related questions.

Industry Lunches

Industry-focused lunches are a great way for you to make new contacts within your industry, or renew old friendships. Discuss topics relevant to your business and critical to your success with peers in other organizations, facilitated by IBM industry experts.

Potential Topics of Discussion

Banking and Financial Marketplaces

- Risk and Financial Management
- Customer-Centricity

Insurance

- Claims Optimization
- Channel Management

Telecommunications

- Customer Churn Prediction
- Revenue, CAPEX and OPEX Planning

Retail

- Customer Analytics
- Merchandising Planning and Supply Networks

Manufacturing, Industrial and Distribution

- Supply Chain Management
- Integrated Operations and Planning

Government and Education

- Smarter Cities and Government
- Public Safety
- Student Lifecycle Management

Healthcare and Life Sciences

- Provider and Payer Analytics
- Clinical Trials Analytics

Learn from your Peers

Throughout Business Analytics Forum, IBM Cognos and SPSS clients will lead breakout sessions, sharing their real-world experiences with business intelligence, financial and risk analytics, predictive analytics and other solutions. You'll hear and learn from business analytics leaders from a wide range of industries and companies:

Aerospace & Defense

- Alliant Techsystems
- The Boeing Company
- NASA
- Science Applications International Corp.

Automotive

- BMW AG
- Daimler Trucks North America
- Gates Corporation

Banking

- Banco Galicia
- Bank of America Merrill Lynch
- Banco Itaú Argentina

Chemicals & Petroleum

- Chevron Corporation

Communications

- Cellular South, Inc.
- I-bridge, a Ranstad company
- The Nielsen Company
- Three UK
- XO Communications, Inc.
- Ipsos

Consumer Products

- North American Breweries
- Spyder Active Sports

Education

- Board of Cooperative Education Services (W-S-W-H-E BOCES)

Electronics

- Intel Corporation
- Qualcomm Inc.

Energy and Utilities Services

- Atwood Oceanics
- CEDINT
- CPFL
- ENDESA
- GE Power Generation Services

Financial Markets

- Argos Risk LLC
- Ontario Municipal Employees Retirement System (OMERS)
- Prudential Financial
- State Street Corporation
- UCOP
- The Hartford Financial Services Group
- Volkswagen Financial Services Brazil

Government

- Alameda County California Dept. of Social Services
- Chickasaw Nation Division of Commerce
- DC Water
- NYPD Real Time Crime Center

Healthcare

- Abbott Labs
- Amedisys Home Health Services
- Baxter Healthcare
- Kaiser Permanente
- Martin's Point Health Care
- McKesson
- North York General Hospital
- Southeast Texas Medical Associates

Industrial Products

- Ceco Door Products
- eCapital Advisors
- Jabil
- JD Irving, Ltd.
- Mueller, Inc.
- Printpack
- Termomecanica So Paulo S.A.
- Uponor

Information Technology and Services

- Accelrys Inc.
- Automatic Data Processing, Inc. (ADP)
- Corporate Executive Board

Insurance—General

- ACE INA
- American Modern Insurance Group
- Assurant Solutions
- Chartis Insurance
- Infinity Property & Casualty Insurance
- MetLife Auto & Home
- Suncorp
- Westfield Insurance

Insurance—Health

- Blue Cross Blue Shield of Florida
- Blue Cross Blue Shield of Tennessee

Life Sciences

- Canadian Blood Services
- Johnson & Johnson
- Merial, Ltd.

Media & Entertainment

- Cincinnati Zoo & Botanical Garden
- DIRECTV
- Time Warner Cable
- Walt Disney Company

Retail

- Elie Tahari, Ltd.
- Golub Corporation
- Knowledge Universe
- Mentoring Minds
- Office Depot
- Rakuten, Inc.
- The Donna Karan Company LLC
- TOP-TOY A/S

Travel & Transportation

- Pillar Hotels & Resorts

Business Leadership Forum

Newly Enhanced! The Business Leadership Forum is an industry-specific curriculum for executives, managers and key decision makers. This comprehensive Forum offers you customer case studies, panel discussions and industry solution overviews focused on business issues facing organizations today.

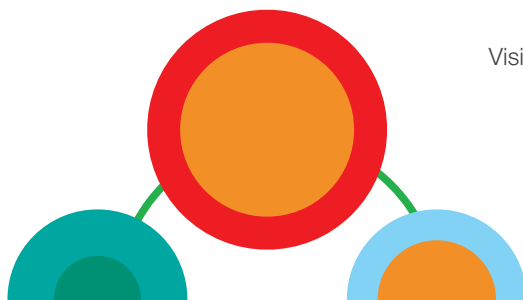
Attend this Forum and you'll learn how business leaders are using business analytics and optimization to make better, faster decisions, optimize processes and improve business outcomes.

The first day, choose from 34 sessions exploring customer, finance, operational efficiency and strategic foundation themes related to analysis and optimization of data. On the second day, 60 additional sessions will explore how analytics are used to improve customer care and insight, risk and compliance, and operational efficiency in nine different industries.

Presenters will share innovative ideas and proven strategies for using business analytics, information management and enterprise content management to address critical issues:

- Banking and Financial Marketplaces
- Telecommunications and CSP
- Consumer Products
- Energy and Utilities
- Government
- Healthcare and Life Sciences
- Insurance
- Manufacturing and Process (Industrial)
- Retail

Visit page 54 for full business analytics session abstracts.



Elective Sessions

This is a preliminary list of sessions—as of July 10, 2011.

Session details are subject to change, and a number of new sessions will be added. For up-to-date session information, including Hands-On Labs and Usability Sandboxes, visit ibm.com/events/ecmforum

EAC-1053

Agile Business Process Configuration with FileNet P8

Ever wonder how to dynamically copy form content and assign security on the fly? Explore how to integrate search templates and Process Designer along with setting up security properties that allow for dynamic content creation without changing the .pep file. We will cover Security Property configuration and use in Enterprise Manager, CE_Operations SearchForOne and setObject in Process Designer, and eForms Designer to make the original form and do URL lookups. We have more than 200 centers that fill out standard forms. We wanted a solution that would allow all the centers to select which forms they wanted, populate with the specific demographic information and get the unique center values all in one step.

Track: Advanced Case Management

EAC-1273

Requirements to Production in Five Months: Equity Trust's Enterprise-Wide Case Management Success

Equity Trust and Pyramid Solutions completed a complex IBM FileNet® P8 solution for Wealth Management in just 5 months. This solution included more than 18 business processes from account opening, through complex trades and asset sales. The key to the success was a combination of the FileNet P8 platform, Pyramid's agile approach to solution deployment and Equity Trust's commitment to success. This approach allowed Equity Trust and Pyramid to verify the requirements up front and reduce costs associated with missed requirements. In this session, you will hear from the Equity Trust CIO, Pyramid's Delivery Manager and Solution Architect on the rapid prototyping approach used to deliver a typical 18 month solution in a fraction of the time and cost.

Track: Advanced Case Management

EAC-1488

IBM Case Manager—Improving Back-Office Operations

Our front-office staff needed to interact with our back-office staff for increased customer service and satisfaction. Our existing Case Management system was outdated and needed to be replaced with IBM Case Manager to manage 250 case types.

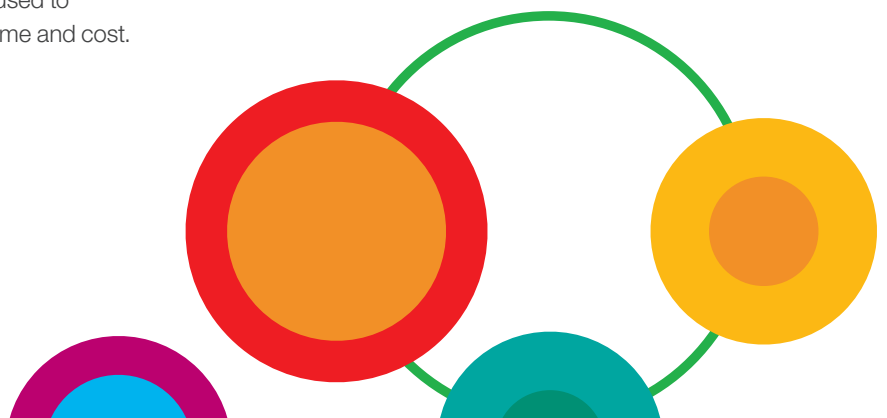
Track: Advanced Case Management

EAC-1814

ACM Overview: Complex Order Processing Solution Framework

Complex order processing requires businesses to integrate activities of their people, processes and technologies in order to complete business transactions. Learn how IBM's Advanced Case Management (ACM) Complex Order Processing solution framework helps accelerate order processing and accuracy by integrating rule-based criteria; effectively capture metrics and data for business process improvements; monitor order processing with real-time dashboards; improve customer satisfaction by providing self-service access to order, delivery information and payments; reduce effort with automated creation of invoices; and gain valuable insight of client purchasing habits by using Content Analytics.

Track: Advanced Case Management



EAC-2116**Better Together: A Solution Overview—Smarter Work with IBM Case Manager, Content Management and IBM BPM**

Reaping the greatest benefit from business process management (BPM) frequently involves leveraging multiple disciplines, including process automation, content management and case management. Integration between IBM BPM and FileNet Content Manager enriches IBM BPM processes with diverse business content, facilitating faster, better and more informed decisions. IBM Case Manager provides flexibility in building case management solutions and integration with IBM BPM unifies work and process management. Join this session to learn how to leverage IBM BPM, advanced case management capabilities from IBM Case Manager and content management capabilities from FileNet Content Manager as a smarter way to handle the full breadth of process, case and content requirements.

Track: Advanced Case Management

EAC-2134**IBM Case Manager Product Update**

In its first release, IBM Case Manager achieved industry leading status in a variety of key functional and strategic areas. Over the last year, we've continued to innovate and address capability areas that our clients and partners are demanding. In this session, we will explore the latest capabilities of IBM Case Manager and discuss how they are being used to solve real-world problems.

Track: Advanced Case Management

EAC-2137**IBM FileNet Business Process Manager Product Update**

Version 5.0 of IBM FileNet P8 BPM introduced important improvements in performance as well as several other consumability and usage enhancements. Join this session to hear the full set of features and benefits in IBM FileNet P8 BPM 5.0 as well as to understand the relationship of FileNet P8 BPM to IBM Case Manager and IBM BPM.

Track: Advanced Case Management

EAC-2139**Smarter Use of FileNet Leads to a Flexible Solution to Meet Changing Business Requirements**

History of FileNet usage at Sky and how it was implemented. The many business and process changes made it difficult. These challenges led to solutions that were not always well received by business and operational users. Review of the structure of business process and changing demands to route work to many different skilled set users meant a solution was built to allow flexibility to meet business requirements. The solution allowed line of business and aspects within each business to be grown with little development time. This solution then allows work coming into the organization to be handled more efficiently and staff satisfaction levels improved.

Track: Advanced Case Management

EAC-2144**IBM Case Manager: An Architectural Overview**

Explore the IBM Case Manager architecture from solution design to deployment to case processing. This session will cover IBM's new advanced case management user interfaces, object model, case application programming interfaces (APIs) and an overview of case management enhancements to the core FileNet Content Manager platform. It will also cover next-generation case management capabilities including collaborative case handling and advanced analytics.

Track: Advanced Case Management

EAC-2151**IBM Case Manager: Leverage and Extend your Investments in IBM FileNet P8 BPM with Case Manager**

Many customers are interested in how they can leverage and extend their existing business processes within IBM FileNet BPM to IBM Case Manager. This session will discuss the relationships among FileNet P8 BPM processes, Case Manager case flows and the exciting task capabilities in the platform that can dramatically help knowledge workers optimize outcomes.

Track: Advanced Case Management

EAC-2153**IBM Case Manager: Rapid Solutions Development with Accelerators**

Accelerators can play an important role in solution delivery with IBM Case Manager—they augment the Case Manager platform with pre-packaged and integrated industry and use-case specific capabilities designed to even further decrease time to value. Join us at this session to hear the latest from IBM and IBM Business Partners regarding Case Manager accelerators.

Track: Advanced Case Management

EAC-2155**IBM Case Manager Solution Design 101**

IBM Case Manager provides Case Builder, a template-based, unified environment for solution design and delivery. Case Builder is tailored to the needs of the business analyst while still providing IT the capabilities it needs to integrate and manage more sophisticated capabilities. Join this session to understand how IBM is enabling organizations to take case-based solutions from concept to delivery faster and easier than ever before.

Track: Advanced Case Management

EAC-2164**IBM Case Manager—Driving Business Value Through Integrated Analytics**

The constant creation, processing and management of cases creates a wealth of information about your organization and its operations. With the integrated historical, real-time and content analytics that are part of IBM Case Manager, you can put your case information to work, begin to unlock the value of that information, and not only optimize outcomes but potentially head off business problems or determine new ways to service customers. Join this session to understand how the analytics in IBM Case Manager can optimize your organization's performance.

Track: Advanced Case Management

EAC-2278**Cost Savings and Productivity Improvements in the Federal Government**

The Department of Veterans Affairs is focused on approaches to better serve our veterans while reducing cost and improving productivity. As part of these initiatives, the VA contracted with IBM to develop the Agent Orange Fast Track solution to improve the processing of disability claims for Vietnam War veterans exposed to Agent Orange. The solution enables veterans to apply for benefits online and provides case management and automated benefits determination to resolve claims more quickly. The VA has seen significant reductions in the time and cost to complete disability claims. Fast Track has been in operation since November 2010 and is used by all 57 VA regional offices.

Track: Advanced Case Management

EAC-2287**Real-World Design Patterns in Advanced Case Management**

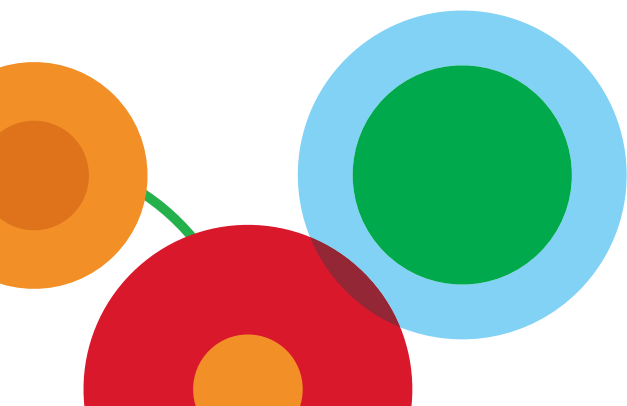
Over and over again, certain design patterns have arisen for case management applications. Come see real-world examples of case management designs that span the spectrum from highly structured business processes to very dynamic and collaborative knowledge worker-driven applications.

Track: Advanced Case Management

EAC-2317**A Case Management Solution Lifecycle: How Rapid Deployment and Standardized Offerings Help Maximize ROI.**

SunTrust Bank has adopted a strategic approach to deploying, managing and upgrading case management solutions across departments utilizing standard product offerings. Starting with a credit card application solution created by IBM Business Partner Vega ECM Solutions, SunTrust has developed a strategy for moving the application through successive stages from business process flow (BPF) to IBM Case Manager. This session provides details, both functional and technical, of how SunTrust has adopted a case management application strategy to upgrade business solutions. Hear how this was achieved, the time and cost savings realized, and some of the interesting challenges encountered with this approach.

Track: Advanced Case Management



EAC-3673**Real-World Customer Experiences with IBM FileNet BPM Widget Development**

In this session, you will hear how U.S. Bank has successfully leveraged IBM FileNet P8 ECM Widgets, BPM, WebSphere® Business Space, custom widgets and eForms to streamline consumer and commercial lending business processes. This presentation will describe the many successes and hurdles faced while implementing these systems into production in a large financial institution. The attendee will come away with a good sense of what's involved in implementing Widget technologies.

Track: Advanced Case Management

ECA-1410**IBM Content Analytics Helps BJC Healthcare Improve Healthcare Through Better Research**

BJC Healthcare and Washington University School of Medicine are using IBM Content Analytics software to quickly extract key data from more than 50 million documents in medical records, speeding up research to ultimately provide better care for patients worldwide. Improved patient care milestones are being reached by finding fast answers to critical research questions using the same technology that powers the IBM Watson deep question and answer system. Come hear BJC Healthcare Technical Specialist Mary Robinson walk through the experiences and lessons learned of two years leveraging IBM Content Analytics platform in biomedical research.

Track: ECM: Content Analytics

ECA-1419**IBM Medical Records Text Analytics Solution Helps UNC Healthcare Improve the Quality of Hospital Discharges**

UNC Healthcare and the University of North Carolina School of Medicine are using IBM Medical Records Text Analytics (MRTA) solution to improve the hospital discharge process. IBM MRTA is used to quickly extract recommended outpatient tests, procedures and subspecialty referrals from patients' hospital discharge summaries so that this vital clinical information can be delivered to the healthcare providers responsible for post-hospital care. Come hear Dr. Carlton Moore provide details on how UNC Healthcare is leveraging hospital discharge information in new ways for improved patient care.

Track: Content Analytics

ECA-1697**How Social Content and Collaboration Drives the Need to Unlock the Value from Enterprise Content with Content Analytics**

Social and enterprise content are exploding at exponential rates. Forward-looking organizations are recognizing new opportunities to optimize their business operations through insights gained from this information that resides inside and outside the firewall. Our customers are using these new insights to improve customer care, better assure product quality and detect and mitigate fraud by analyzing business interactions using Content Analytics. Join us to learn how your lines of business can leverage the power of content analysis to unlock valuable business insights from your enterprise content.

Track: Content Analytics

ECA-1699**Create Rapid Business Insight with Content Analytics**

Increasingly, your knowledge workers are being challenged to develop business insight from unstructured enterprise content to help retain customers, reduce fraud and address new market opportunities. IBM Content Analytics is a platform that optimizes decision making by finding, assessing and deriving insight from enterprise content. Come see a demonstration of Content Analytics that will show you how your organization can create rapid insight from unstructured, enterprise content within days and weeks by enabling your knowledge workers to organize and understand their data using hands-on visualization and exploratory tools.

Track: Content Analytics

ECA-1710**The Business Case for Advanced Content Classification**

See exciting, real-life use cases featuring IBM Classification Module. We will explore how automatic content classification can help your organization make more intelligent decisions by fully leveraging the information contained within your unstructured content. You will learn how IBM Classification Module helps you leverage your ECM investment. We will show you how information content management (ICM) can be implemented in real-world classification scenarios, such as Email, File System and SharePoint, Enterprise Records and eDiscovery, Advanced Case Management and other real-world examples.

Track: Content Analytics

ECA-1789**Content Enabling Integration Processes and Applications with IBM Content Analytics**

From content, you can derive new business insights and enable more robust business analytics. But working with content is different than data—the strategies and challenges are different. Come learn how IBM Content Analytics can be used as content middleware to integrate unstructured data with data warehouses and other business systems.

Track: Content Analytics

ECA-1861**Smarter Government with IBM Content Analytics: Law Enforcement and Fraud Analytics Case Studies**

IBM Content Analytics is revolutionizing Law Enforcement and Fraud Analytics. Consider the impact of transforming free text into a series of structured facts. The data extracted can identify inconsistencies, automatically cleanse and update personality database identify patterns of behavior that indicate criminal activity, and identify anomalies and correlations in the data that require further investigation. The business results: more effective enforcement, reduced effort to process data and faster response times at a lower cost. Learn how homeland security agencies in Europe, law enforcement agencies in the Middle East and tax agencies in the Americas are using IBM Content Analytics to drive unprecedented business value.

Track: Content Analytics

ECA-1888**What Is Watson? Really?**

Everybody knows what Watson is and how well it answered *Jeopardy!* questions, but what could it actually do for your customers? How can it be applied right now in different domains? What kinds of problems can it help solve? Where should you start? Oh, and by the way, does it really need 2888 cores to run on? In this session, we'll talk about real customer "Watson" scenarios from various industries and about what it takes to customize Watson for these scenarios. We'll describe different configurations of Watson based on response time and scalability requirements. Finally, we'll talk about using IBM Content Analytics as an entry point as well as "first phase" solution for Watson-like engagements and explain how you can get started right now.

Track: Content Analytics

ECA-1981**Introduction to IBM LanguageWare Resource Workbench with Content Analytics**

Think you need to be a Ph.D. to build linguistic content models? Heck no. IBM Content Analytics takes the cost and complexity out of understanding your content. Learn how to deliver deeper insight from your content by creating a simple content model using IBM Content Analytics' modeling tool, LanguageWare® Resource Workbench, in a few easy steps.

Track: Content Analytics

ECA-2051**Customer Case Study: Content Assessment with Text Analytics**

For most enterprises, there is a need to gather and manage all business-relevant content within their organization. The challenge is to sort out the relevant and non-relevant content from your digital haystack. Using classification and text analytics is an effective way to collect, analyze, cull, store and retrieve content. This case study demonstrates how a financial institution, IBM and Viewpointe utilized the Content Assessment product suite (IBM Content Analyzer, IBM Classification Module, IBM Content Collector for Files, FileNet P8 Content Manager and Enterprise Records) to effectively manage huge volumes of data.

Track: Content Analytics

ECA-2481**How IBM Content Analytics Is Transforming the Voice of the Customer**

Content Analytics is changing the way companies listen to their customers. Mindshare Technologies is using IBM Content Analytics software to discover surprising insights hidden within millions of open-ended survey comments, social media posts and customer voice messages. Learn how the same technology behind the IBM Watson deep question and answer system helps make operational improvements in telecommunications companies, contact centers, car rental agencies and quick-serve restaurant chains. Join Mindshare's Kurt Williams, CTO, and John Crofts, VP Operations, as they describe how content analytics is shaking up the voice of the customer industry.

Track: Content Analytics

ECA-3684**Technical Preview: IBM Content Analytics vNext**

See a preview of the next release of IBM Content Analytics. This preview will show you Hadoop scale-out integrating with InfoSphere BigInsights, the new look and feel of the Content Analytics Administration tool, and the new Text Miner user interface (UI) capabilities to explore and discover Rapid Insights.

Track: Content Analytics

EIC-1024**Imaging, Capture and Storage Product Update**

This session will cover recent and upcoming updates to IBM FileNet Image Services, Integrated Document Manager (IDM Desktop, Web Services, Open Client), Image Manager Active Edition (IMAE), FileNet and Datacap Capture, and storage issues related to these document imaging and capture products from IBM.

Track: Document Imaging and Capture

EIC-1025**IBM Production Imaging Edition: A Complete Solution for Capture, Process, Viewing, Annotation and Redaction**

IBM announced Production Imaging Edition after last year's conference, so this is the first time Production Imaging Edition will be covered. It includes Datacap Taskmaster for capture; FileNet Content Manager for storage and management of document images; imaging-centric workflow elements from FileNet BPM; and Daeja ViewONE Pro for document image viewing, annotation and redaction.

Track: Document Imaging and Capture

EIC-1032**Update: IBM Content Manager OnDemand**

In this session, we will review important capabilities recently introduced with IBM Content Manager OnDemand for Multiplatforms V8.5 and Content Manager OnDemand for z/OS® V8.5. Discover how to further reduce the storage costs of Content Manager OnDemand with Content Manager OnDemand Enhanced Retention Management for Multiplatforms. Managing enterprise report data is critical to clients' ability to reduce costs, increase user productivity and improve customer satisfaction by providing fast access to essential report and print content required by front- and back-office applications. IBM Content Manager OnDemand leverages your enterprise report documents from within your Enterprise Content Management (ECM) Content, Process and Compliance applications.

Track: Document Imaging and Capture

EIC-1632**Looking Into the Future: Successful Invoice Processing at the Talanx Service Company**

The lecture presents the design and implementation of automatic invoice processing during a major reorganization for back-office functions (central functions) in the Talanx Group. This is a key point in accounting, accounts payable and purchasing management.

Track: Document Imaging and Capture

EIC-1835**Customer Case Study: How to Save Money with Datacap Taskmaster**

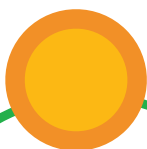
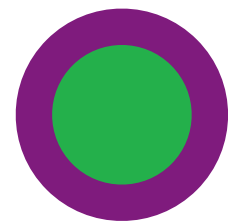
Hospitals and group medical practices (Providers)—face a significant capture challenge every day: processing the remittance paperwork that accompanies payment from health insurance carriers, a document known as an Explanation of Benefits (EOB). This presentation will review how to realize significant cost savings and increased efficiency through 1) increased data entry efficiency and accuracy, 2) ensuring complete Remittance Advice transactions were delivered to their accounts receivable system, 3) balancing EOBs to check received, 4) indexing EOB images for archival purposes and 5) successfully exported data in 835 formats.

Track: Document Imaging and Capture

EIC-2046**How Daeja ViewONE Pro Is the Face of IBM Production Imaging Edition**

IBM's recently announced Production Imaging Edition raises the bar for document imaging. It includes Datacap Taskmaster for capture; FileNet Content Manager and BPM; and Daeja ViewONE Pro for image viewing, annotation, redaction and much more. This presentation will include a demonstration of ViewONE Pro's key features, including Universal Viewing, Document Streaming and Redaction.

Track: Document Imaging and Capture



**EIC-2195****Electronic Archive and Decentralized Scanning of Loan Documentation**

This session describes the implementation of document imaging and capture for bank loan projects. We describe common challenges and the architectural decisions that help implement the document model throughout the loan documentation process. Learn how customization of IBM FileNet products helps make the solution easier for users to embrace and use. Discover why decentralized scanning makes sense from a business perspective and how decentralized scanning is implemented.

Track: Document Imaging and Capture

EIC-2307**Operational Excellence with FileNet P8 Web Services**

In this session, you will learn how one company used the IBM FileNet P8 platform to help create a robust and high performance platform for enterprise content management in just eight months. The business had been using FileNet with the FileNet Image Services Resource Adapter, but the balance of its platforms for customer relationship management used web services to retrieve documents for IBM FileNet. This caused incompatibility between FileNet and other platforms, and performance issues occurred often on the systems for customer relationship management. Learn how an upgrade to the FileNet P8 platform created stable and compatible systems with high performance.

Track: Document Imaging and Capture

EIC-2340**IBM Datacap Taskmaster Technical Deep-Dive: A Guided Tour by Datacap's Chief Architect**

IBM Datacap Taskmaster is a rich and powerful platform for orchestrating the input of documents and extracting information from them. Taskmaster has a number of important features that are not obvious and might remain obscure even to experienced implementers. This session will shed light on some of Taskmaster's lesser known capabilities that provide real-world value to customers.

Track: Document Imaging and Capture

EIC-2581**How the American College of Physicians Captured Success with Datacap Taskmaster**

American College of Physicians automates worldwide laboratory certification process with IBM Datacap Taskmaster Capture. The solution implemented at ACP involves ingesting the test images and comparing them against a library of fingerprints to identify its corresponding test and extracting data from the check boxes and hand-printed fields. ACP tests about 3100 labs and each of these have their own format for the testing booklet. With Datacap, they achieved much faster processing and reduced costs and high accuracy results. This session covers capabilities and features of Datacap Taskmaster and how it can be integrated in your enterprise-wide content management implementations.

Track: Document Imaging and Capture

EIC-2931**IBM Document Capture Update**

IBM's document capture portfolio offers distributed thin client capture, service-oriented architecture (SOA)-based advanced capture process management and advanced capture automation to make enterprise capture a reality. Datacap introduces IBM's first complete capture offering for IBM Content Manager—in addition to FileNet and third-party content repositories. Built upon innovative technology that provides more deployment options and approaches to scaling, delivers fast ROI, adapts easily to change, and lowers the cost and risk of enterprise capture operations. This session will provide a detailed update on IBM's document capture offerings, including the latest Datacap release and the latest developments in FileNet Capture.

Track: Document Imaging and Capture

EIC-2932**Turning Fax Into Content**

U.S. Bank has a large RightFax and IBM ECM environment and many of our business units use fax extensively as a way to drive work processes that start or require unstructured forms from customers. Although it may seem like an anachronism today, fax is still viable in many business cases. We'll talk about a custom system we built to integrate fax and content systems and several business cases where this integration drives business value.

Track: Document Imaging and Capture

EIC-3038

Distribute Scanning Anywhere to Accelerate Document Capture

For organizations with multiple branch offices, distributed scanning and verification can be a huge cost savings. Hear use case examples of how organizations have streamlined process, reduced cost and accelerated their business with distributed capture.

Track: Document Imaging and Capture

EIC-3154

Why Capture Orchestration Changes the Game

Why do people say IBM Datacap Taskmaster Capture is the best technology? Because Taskmaster empowers organizations to configure systems and set up new document types without advanced programming and that is unlike every other system on the market today. Learn about Datacap Studio, Taskmasters rules interface and its unique easy document set-up procedure.

Track: Document Imaging and Capture

EIC-3217

Replacing a Capture Application with IBM Datacap Taskmaster

The essential steps you need to know to upgrade a Kofax or Captiva capture application with Datacap Taskmaster Capture. There are Best Practices to migrating from a competing capture application that can streamline the process while raising the functionality of document automation.

Track: Document Imaging and Capture

EIC-3253

Why Is Automating Accounts Payable Such a Hot Topic?

IBM clients like Goodyear and Exel Transportation are cutting invoice turnaround time by 50 percent while also reducing staff and eliminating data entry errors. Find out what it's all about and how you can easily upgrade your Accounts Payable (AP) department with IBM Taskmaster Accounts Payable capture.

Track: Document Imaging and Capture

ELG-1346

Getting to Digital—The Road to Enterprise Content Management

This session provides insight to the challenges the Oregon Public Employees Retirement System faced in the process of moving toward a digital environment from various media sources. You will receive an overview of the political environment in which communications was key to managing change and providing solutions to get people to follow as well as the ECM solutions using BPM and IBM Enterprise Electronic Records Management.

Track: Information Lifecycle Governance

ELG-1643

Rigorous Discovery, Value-Based Retention and Defensible Disposal

Managing legal holds has become increasingly complex. For companies in high tech, global or data-intensive environments, it's particularly difficult to track the people and systems that fall under legal hold. Relying on permanent retention of all data just shifts the enormous legal burden to IT without commensurate controls and transparency. Legal hold software from IBM Policy Atlas provides integrated holds and collections workflow, simplified IT and employee compliance, and increased outside counsel efficiency. In this session, learn the product overview and features tailored for Legal, IT, RIM and employees that address discovery, value-based retention and defensible disposal.

Track: Information Lifecycle Governance

ELG-1709

IBM eDiscovery—A Solution Update

With the acquisition of PSS Systems in late 2010, IBM now offers a complete solution to the eDiscovery “problem.” This session will provide you with a high-level understanding of the business issues addressed by IBM’s eDiscovery tools. From there, we will provide you with a deeper look at how these products integrate to form a comprehensive solution.

Track: Information Lifecycle Governance



ELG-1753**IBM Content Collector: A Product Update**

The IBM Smart Archive strategy provides a single platform for archiving of all types of enterprise content, both structured and unstructured, and delivered in any deployment model: on-premise, hosted, or appliance. IBM Content Collector is a core component of the IBM Smart Archive strategy that provides a modular, extensible architecture to enable organizations to better manage, trust and leverage information. This session will provide a quick look at the pressures facing every business that are driving the need for a holistic archiving strategy. From there, we'll take a closer look at the product features and architecture, as well as a brief view of product road map.

Track: Information Lifecycle Governance

ELG-1805**Technology Solutions for Records and Retention Management**

Courts are taking a hard look at governance programs in organizations, especially when it comes to consistent enforcement of policy and process. As part of this policy and process, disposition of information is a key component, and organizations must be prepared to defend their disposition practices in a court of law. This session will take a look at using PSS's Atlas Enterprise Retention Management and IBM Enterprise Records to help ensure defensible disposition for your organization.

Track: Information Lifecycle Governance

ELG-1937**A Company's Attempt to Bring Structure by Migrating from File Shares**

McCormick, a manufacturer of spices and seasonings, has recently begun a global deployment of FileNet P8. They will discuss key considerations when deploying an ECM solution globally and migrating from file shares to a central repository for emails and files. McCormick will also discuss how IT and Legal are collaborating to leverage FileNet to provide cost-effective discovery.

Track: Information Lifecycle Governance

ELG-2042**Enhancing ICC Processing at MassMutual**

At MassMutual, an important use of FileNet P8 is to use IBM Content Collector (ICC) to process content generated by automated processes in other systems. ICC gives MassMutual a reliable ingestion capability, but there is a critical need to reconcile and account for every document sent to FileNet P8 and notify source systems and support staff of ingestion statuses. MassMutual addressed this need by developing a process that provides data prevalidation, post-ingestion validation, client status notifications and a reporting database with a dashboard web page. This session describes how MassMutual developed this capability and the benefits it brings in terms of improved accountability, reduced support costs and streamlined processing with internal customers.

Track: Information Lifecycle Governance

ELG-2079**Deploying Records Management on an Enterprise Scale: Royal Bank of Canada's Experiences with IER and CM8 on z/OS**

Discover the business drivers, deployment experiences and business benefits achieved with Royal Bank of Canada's first-of-a-kind implementation of IBM Enterprise Records (IER—previously known as FileNet P8 Records Manager) to records-enable enterprise content in IBM Content Manager on z/OS. This session will cover a) the business case for records management—including paper reduction, compliance and improved automation of business processes; b) readiness planning activities involving technology, people and processes; and c) lessons learned in deploying and operating IER.

Track: Information Lifecycle Governance

ELG-2213

Getting your Users Onboard with RM: Leveraging Public Resources to Develop a Corporate Training Plan

The journey toward implementing a compliance strategy is challenged from the onset; everything from business sponsorship to corporate adoption. With a history of successful implementations behind her, including large-scale SAP rollouts, the presenter has strived to make records management (RM), eDiscovery and ECM commonplace at Sigma Aldrich. In this session, the presenter will share her experience related to the ILG journey from building the business case around RM and eDiscovery to developing a solid training plan for rolling out RM for a global corporation. As part of this presentation, Joyce will highlight publicly available resources that will be valuable to any customer or prospect seeking to implement ILG.

Track: Information Lifecycle Governance

ELG-2924

Classification-Based Records Management at Crawford & Co.: Best Practices and Lessons Learned

Hear about real-life technical process, challenges, best practices and lessons learned from implementing classification-based records management at Crawford & Co. Understand how to plan, design and install ICM and all its components to integrate into ECM environment to provide automatic classification based records management. Learn the strategies and techniques used for this customer implementation to improve classification results. Share best practices and lessons learned in implementing a successful classification based records management into production.

Track: Information Lifecycle Governance

ELG-2967

People, Processes and Tools for Records and Information Management Compliance

Records and Information Management (RIM) has become a critical part of an organization's compliance program as demonstrated by the inclusion in the Draft Federal Sentencing Guidelines. Building a successful compliance infrastructure is no easy task. This session will introduce the Generally Accepted Record-keeping Principles and their applicability to ethics, compliance and litigation. Discussion will include the alignment of Records Management, Privacy and Security along with assessing records and information management risks in an organization. Leveraging best practices and methods are the key components to a thriving, adaptable and compliant environment.

Track: Information Lifecycle Governance

ELG-3267

Ending Reliance on Email Within Six Months—Rapid Deployment of Email Management

This session will provide the causative factors of the small business love affair with email and provide the logic for moving away from the love/hate relationship business has with email. The session will provide a case study of a fast growing company that made the decision to rapidly deploy an IBM FileNet P8 email management system. The reasons for the change were acknowledged as improving corporate governance, eliminating maintenance on personal and public folders and reclaiming storage space. The global deployment was accomplished in six months.

Track: Information Lifecycle Governance

ELG-3512

Benchmark Report on Information Governance in Global 1000 Organizations

Do you know how to implement Information Governance in your organization and how to handle governance of social and mobile media? This session will present the 2nd edition of a survey conducted by the Compliance, Governance and Oversight Council (CGOC) on perspectives on information governance, eDiscovery and records management from corporate practitioners in Global 1000 companies across the legal, records management and IT disciplines. The 2nd edition of the survey focuses on social and mobile media governance tactics and strategies.

Track: Information Lifecycle Governance

ELG-3513

Compliance, Governance and Oversight Council (CGOC) Faculty Panel

Hear governance, eDiscovery, records management and IT leaders from Global 1000 companies—chosen from the faculty of the Compliance, Governance and Oversight Council—discuss how they are tackling information governance challenges in their organization.

Track: Information Lifecycle Governance

ELG-3514

Addressing the Challenge of Massive, Uncontrolled Accumulation of Information

How often do you dispose of or retire information? Are you exposing your organization to legal or regulatory risk in doing so? This session will discuss tools, best practices and solutions to address the challenge of the massive, uncontrolled accumulation of information.

Track: Information Lifecycle Governance

ELG-3515

Organizing and Executing an Information Disposal Program

How do you structure information disposal initiatives? How do you coalesce stakeholders, reduce risk and achieve cost savings outcomes? This session will answer these questions through a discussion of customer experiences, tools, best practices and solutions.

Track: Information Lifecycle Governance

ELG-3516

Dealing with the Symptoms and Root Causes of Excess Information by Archiving for Value

Are your storage costs growing beyond what your organization can support? How much of the information in your organization is duplicate or irrelevant? Do you have a strategy for managing multiple information types? This session will describe how to archive value across multiple information types to reduce storage costs by as much as 60 percent.

Track: Information Lifecycle Governance

ELG-3517

What IT Needs to Know About eDiscovery Risks and Solutions

How can you help your legal department meet information obligations and reduce risk? This session will outline eDiscovery challenges and discuss tools, best practices and solutions.

Track: Information Lifecycle Governance

ELG-3518

Records and Retention Management for Reduced Cost and Risk

Does your organization have retention programs in place for all information? Are those programs followed and would you pass an audit? This session will discuss Records and Retention challenges, customer experiences, and solutions.

Track: Information Lifecycle Governance

ELG-3519

Solutions for Enterprise Content Management in the Cloud

This session will overview IBM ECM and Business Partner solutions for deployment of Enterprise Content Management in the cloud. Cloud considerations, delivery models and multiple cloud platforms will be covered.

Track: Information Lifecycle Governance

ESC-1651

Customizing your Document Management System in a Social Environment

Join us in a discussion and demonstration on how your document management system can be customized within a social business environment. See how your business workflows and tasks can be acted upon within a collaborative community.

Track: Social Content Management

ESC-1655

Take Notes: IBM has Quickr Content

Join us in a discussion on how the robust document management capabilities of FileNet and Content Manager help businesses accurately manage content. See how required metadata is surfaced via desktop applications and collaborative tools, e.g. Notes, Explorer, Office, Sametime® and Symphony™ software.

Track: Social Content Management

ESC-1661

An “Open” and Smarter Approach to Mobile Content for the iPhone, iPad and Android

Learn how you can securely access and manage corporate content via mobile devices. Explore real-world mobile application possibilities with an iPad and Android industry application demonstration.

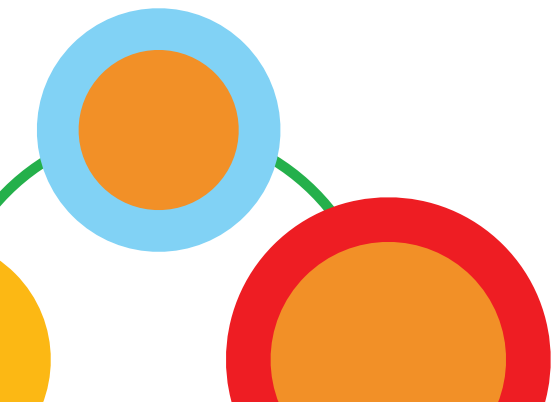
Track: Social Content Management

ESC-1664

I Don’t Always Share Content, but When I Do ...

A best practices session on shared drive replacement strategies. A “two pronged approach” around the automation and collection of content as well as the ability to directly store and manage content from familiar content authoring applications and collaborative tools.

Track: Social Content Management



**ESC-1690**

Communities, Connections and Content— Where Does It Live?

Join us in a technical discussion and demonstration on configuring an ECM library and managing documents within a social business community.

Track: Social Content Management

ESC-1815

Alternative Energy Firm ... Goes Social

ISAGEN is a mixed public utility entity, incorporated as a Public Company affiliated to the Ministry of Mining and Energy in Colombia. ISAGEN is dedicated to generate and commercialize electric energy and commercialize natural gas and other energy for industrial use. The initial solution was chosen to address the need for an ingest and content management requirement that also provided business process management, immediate access to information and the ability to leverage the integrity of that information in a collaborative and social environment, taking advantage of the internal and industry expertise. A secondary goal but equally important is to deploy “green” solutions that help demonstrate ISAGEN’s commitment to helping the environment.

Track: Social Content Management

ESC-1836

Customer Case Study: Manage and Classify Social Content for Governance

Hear about technical challenges, best practices and real-life examples from customers’ implementations of Social Media Content Management and Classification Based Records Management. Understand how to plan, design and implement solutions using Quickr for Domino, Quickr for Java 2, Enterprise Edition (J2EE), FileNet Quickr Services, IBM Classification Module along with other Information Lifecycle Governance products to empower end users with a variety of valuable business use cases ultimately making your company more competitive and successful. We will use a few live examples running in customer environments to demonstrate the capabilities.

Track: Social Content Management

ESC-1837

FileNet P8 for Microsoft SharePoint Management and Governance

SharePoint deployments have become a blessing and curse to organizations. Unstructured creation, taxonomy and even decommissioning are painful for IT and a potential risk for the organization. Learn how to create policies and processes, as well as use such tools as ICC for SharePoint, IBM Enterprise Records, and eDiscovery Manager and Analyzer to bring structure to your SharePoint libraries and provide appropriate governance.

Track: Social Content Management

ESC-2671

CMIS: A Social and Content-Centric Wave

Adoption of CMIS is forging a new multi-channel, content-centric application community. Learn how and why businesses are improving customer satisfaction by accessing high-value business and persuasive content anywhere anytime.

Track: Social Content Management

ESC-2678

SharePoint and Collaboratively Created Content: How Is It Managed?

Learn how you can effectively address today’s unstructured content explosion emanating from the collaborative content and web site medium of SharePoint.

Track: Social Content Management

ESC-2951

Enterprise Content Search and Analytics Meets Social Analytics

Understand best practices for embedding enterprise search and analytics within a collaborative and social environment.

Track: Social Content Management

ESC-3140

All Aboard the Collaboration Train

Join IBM and Union Pacific Railroad in a discussion around how they are using IBM’s Social Content Management solution to help their employees be more productive and help the business operate efficiently.

Track: Social Content Management

ESC-3165**Content Evolution from Document Collaboration to Web Publishing**

Learn how your business can leverage a common set of REST and Web services APIs across the entire lifecycle of content—from collaboration, to social, to web content and final disposition.

Track: Social Content Management

ESC-3728**Financial Firm Bolsters Productivity via Social ECM**

Social Content Management provides the contemporary tools needed to facilitate “social communication” between users and the IT Project Staff. Internal collaboration, wikis, blogs and communities lay the foundation for increased communication, knowing that behind-the-scene content is being easily referenced and managed by IBM. It also allows for rapid deployment of new services/products requested by line of business owners. Social content management (CM) at Genworth provides a seamless environment for business users to collaborate and securely manage unstructured content. Join us in learning how a more social approach to content management has opened up global communication between departments and geographies at Genworth.

Track: Social Content Management

EGN-1022**What’s New with IBM FileNet System Monitor 4.5**

Learn about the new FileNet Monitor platform. Enhanced UI, capabilities and reporting will enhance your monitoring capabilities and streamline your FileNet Monitor user experience.

Track: General

EGN-1275**Enterprise Content Management System Migrations**

Learn how to successfully migrate and consolidate multiple ECM storage platforms into a single IBM OnDemand Content Manager instance, providing a global enterprise solution utilizing IBM Professional Services to provide guidance and quality assurance.

Track: General

EGN-1345**Content Management Interoperability Services (CMIS)—Present State and Future Directions**

What is this new standard that everyone is talking about? CMIS has come a long way since its inception. What exactly does it allow me to do that I could not do before? How is the ECM industry adapting to it? And where is it going next?

Track: General

EGN-1500**ECM Engineering Roundtable**

This session will enable you to meet with the executives and technical leaders responsible for ECM product development. It will be a roundtable format and cover the IBM FileNet P8, IBM Content Manager and OnDemand server technologies as well as the clients and applications associated with ECM. It will also provide a view of the strategy and directions for ECM.

Track: General

EGN-1570**See How the US NRC Gets the Word Out! Using FileNet P8 and vSpace to Publish Content to NRC.gov**

The US NRC regulates commercial nuclear power plants and other uses of nuclear materials through licensing, inspection and enforcement. This requires fast and accurate evaluation of data and content, as well as superb public communications. IBM FileNet P8 allows the commission to identify and act upon important content as well as to quickly evaluate and publicize relevant materials to US citizens. This session provides details, both functional and technical, of how the NRC has successfully converted from IBM CS to IBM FileNet P8, implemented a cutting-edge public web interface for content discovery and access, and gained agile internal solutions for evaluation and classification of content using Vega vSpace, Case Management and Widgets.

Track: General

EGN-1591**Enterprise Content Management User Interface Client Feedback Roundtable**

This session is an open forum for discussion on ECM UIs. Product Managers will facilitate in a roundtable format to get your input on the future of ECM user interfaces, including mobile, web (HTML5, Dojo, etc.), reusable components (widgets, digits, etc.) and more. This session is an interactive discussion, not a presentation. Bring your ideas and questions and be ready to participate.

Track: General



EGN-1592**ECM and Mobile Devices**

Combine mobile technology with IBM ECM to unlock entirely new classes of applications for your organization. Learn about the different ways that mobile applications can be built using tools available now in IBM ECM, and get your questions answered about best practices in building mobile ECM applications.

Track: General

EGN-1594**Integrating IBM ECM with Microsoft SharePoint**

Learn about and see demonstrations of IBM's integrations to Microsoft SharePoint. These integrations provide capabilities that complement SharePoint deployments, delivering more efficient archiving, records management and overall enterprise content management to SharePoint's collaboration capabilities. IBM Content Collector for SharePoint, IBM ECM SharePoint Web Parts, as well as the CMIS integration to IBM ECM will all be covered.

Track: General

EGN-1617**Anatomy of a Managed Enterprise Service in Clouds—The IBM Smart Archive Cloud Service**

This session will discuss the ingredients to develop an enterprise archive service using the IBM ECM product stack. The IBM Smart Archive Cloud is a managed "private cloud service" offered by IBM for clients seeking compliance archive solutions. During this session, we will explain how a "pay-as-you-go" business model can be employed using a Content Management as a Service (CMaaS) approach. We also will explain how custom taxonomies, records and retention management can be set up for general consumption. And finally, you will learn how existing Enterprise Content Management Applications can be cloudified and the implications one incurs because of this paradigm shift.

Track: General

EGN-1767**Establishment and Management of ECM Center of Competency at Zurich Insurance**

The establishment and management of ECM Center of Competency at Zurich Insurance presentation will discuss the approach in forming the center of competency, challenges we encountered and how we resolved them, the globalization of the center of competency, and the way we operate the global organization in ECM arena.

Track: General

EGN-1771**Integrating IBM FileNet P8 and Microsoft SharePoint to Deliver Business Solutions**

An overview of BC Hydro ECM implementation based on IBM FileNet platform. Describe how BC Hydro uses IBM FileNet P8 and SharePoint together to deliver business solutions covering collaboration and source of authoritative information. We will demonstrate typical uses cases, including ECM support for engineering construction projects and project management, and share BC Hydro plans and progress in implementing ECM tools as part of Portfolio and Project Management solution.

Track: General

EGN-1841**Customer Case Study: ATT's ECM Disaster Recovery Strategy**

Learn how ATT is using IBM BladeCenter® servers in conjunction with SAN boot to host multiple IBM FileNet P8 environments across Data Centers in order to simplify Disaster Recovery. Find out what ATT learned: the pros and cons of using diskless servers to host an IBM ECM solution; reducing infrastructure costs, complexity and administrative overhead related to provisioning and maintaining IBM FileNet P8 environments, including Disaster Recovery; leveraging their server and storage infrastructure to "dual purpose" servers and enhance their FileNet P8 High-availability, data backup, and Disaster Recovery strategies; the post recovery validation process—ensuring data integrity and operational readiness.

Track: General

EGN-1842**Customer Case Study: Branch Bank & Trust Merger and Acquisition Solution**

Corporations are merging together or splitting apart at an ever accelerating pace. One of the most complicated and urgent tasks surrounding these activities is the consolidation or separation of digital assets. This effort is critical to all lines of business so that normal operations can resume quickly following the changes. This presentation will focus on best practices and will provide case studies for the consolidation or separation of the entire spectrum of digital assets.

Track: General



**EGN-1918****Master Content: Establishing an Effective Content Federation Strategy for your Enterprise**

This session will provide a holistic view of the various elements that need to be evaluated when establishing an effective enterprise content repository consolidation strategy.

Track: General

EGN-2038**IBM Content Manager Version 8: A Product Update**

IBM Content Manager provides a highly consumable and reliable foundation for unstructured content, enabling you to leverage the valuable information hidden away in your enterprise content to improve many aspects of your business; from cost reduction and automation all the way to analysis and optimization. This session provides an update on the latest release of IBM Content Manager, Version 8.4.3, and an overview of the many ECM capabilities integrated with CM8 to support your business needs like compliance, process and analytics.

Track: General

EGN-2208**Enterprise Approach to ECM at Erie Insurance**

Erie Insurance will discuss how we implemented an enterprise approach to ECM. This includes building the vision, gaining management sponsorship, bringing in the products, business use and next steps: records management.

Track: General

EGN-2224**Migrating a Million Documents from Stellent to IBM FileNet: A Customer Perspective**

The challenge our content team faced was to replace the underlying content repository for the enterprise with minimal customer impact. We will examine the trade-offs that were made in customization vs. maintainability and the additional services we developed to smooth the transition. We'll examine the rationale for providing our own web service layer and the decision to redirect existing document links to IBM FileNet solutions. Application monitoring and performance improvements will be covered as well.

Track: General

EGN-2261**A Technical Deep-Dive Into Managing Rich Media for the Mexican Council for Culture and Arts**

The session will consist of a technical explanation of the architecture and components that are being implemented for the rich media management solution in the council for the culture and arts in Mexico City. This solution provides comprehensive IBM digital asset management for all of Mexico's cultural and arts related content that will become available to the citizens and public in general.

Track: General

EGN-2318**Enterprise Content from the Cloud: IBM FileNet and Salesforce.com**

SunTrust Bank has created a hybrid cloud approach merging the Salesforce.com platform as a public cloud portal with an on premise IBM FileNet implementation. This strategy provides a central, enterprise document repository that can be leveraged by the thousands of users on Salesforce.com within the SunTrust footprint. It provides a simple method for tying the structured data available within specific Salesforce.com records with the associated documents in IBM FileNet.

Track: General

EGN-2319**IBM FileNet Content Manager: A Product Update**

IBM FileNet Content Manager is the core content management solution for the IBM FileNet P8 platform. It combines powerful document management with ready-to-use workflow and process capabilities to automate and drive your content-related tasks and activities. Come to this session to find out what's new in IBM FileNet Content Manager 5.1 and its web and desktop user experiences.

Track: General

EGN-2385**Content Environment Modernizations: Hype vs. Reality**

Some team members seem to think that modernizing a content system is simple: copy the data, update and re-point your applications and you're done, right? But you know that the reality is quite different, especially when the only way to pay for the infrastructure work you really need to do is to—sigh—give the users what they want. Find out how Wells Fargo modernized our ECM environment: we replaced our content ingestion system, moved the data and documents, upgraded our IBM Content Manager system, replaced our customized eClient, integrated with a homegrown workflow system (not so modern), and are positioned to make all this much easier if we ever have to do it again!

Track: General

EGN-2506**Invoice Verification Process: Stressing BPM Reporting**

Croatian Telecom chose IBM FileNet as a company platform for business process management and electronic archiving. For a number of years, with the help of its partners, IT has been systematically adding value to its business through the use of IBM FileNet Process Manager. One of the processes is invoice verification, which covers a number of departments from mail rooms where invoices are captured to accounting in SAP. Each event in the process is stored by IBM FileNet Process Analyzer, which is used as a reporting and analysis platform. In this presentation, we'd like to share our experiences in process development and implementation of modifications and stress key points in the platform upgrade process.

Track: General

EGN-2519**Bharti Airtel: A Success Story of Shared Services Implementation**

Bharti Airtel is the biggest GSM Telecom operator in India. With a customer base of more than 120 million, Bharti Airtel has identified technology as a key business enabler to ensure sustained, rapid growth in the face of ever-increasing competition. In this session, presenters will share why Bharti Airtel decided to move toward a shared services platform; how the IBM ECM platform helped in automating key processes such as Procure to Pay, HR Onboarding and Tracking Revenue Reporting using IBM FileNet P8; and how Cognos Analytics is used for process tracking and people efficiency. Customer objectives and expectations will be shared and how IBM as a strategic technology solutions partner helped them to meet their business/internal objectives.

Track: General

EGN-2812**Implementing ECM the Right Way with IBM FileNet P8 5.0**

With a history of implementing more than one unstructured data management platform Hormel Foods Corporation, a Fortune 500 manufacturer of consumer food products, had to get content under control. In this session, we will discuss how we evaluated, implemented and ultimately purchased IBM FileNet P8 to be our ECM architecture for the future, along with our experiences implementing FileNet P8 5.0, migrating content into it and getting our user community up to speed.

Track: General

EGN-2818**Deep-Dive Into Implementing an IBM FileNet Content Manager Content Search Services Environment**

This presentation will present considerations and best practices for implementing a new IBM FileNet Content Manager (CM) Content Search Services (CSS) implementation as well as considerations and best practices for migrating to FileNet CM CSS.

Track: General



EGN-2979

Best Practices for High-Volume Ingestion and Indexing in IBM FileNet Content Manager

Attendees will hear about best practices for doing high volume ingestion and indexing into IBM FileNet Content Manager. They'll be presented with many of the common pitfalls and issues along with guidance on how to avoid or deal with those issues.

Track: General

EGN-3192

ECM Product Strategy

Hear the ECM product strategy and road map from VPs Ken Bisconti and John Murphy. Enterprise content management has changed considerably. Today's organizations need faster, deeper insight for greater value and optimization. Learn about the latest IBM ECM strategies and solutions involving document imaging and capture; social content management; advanced case management; content analytics and information lifecycle governance.

Track: General

EGN-3317

What Is New in IBM ECM Products

In this session, you will hear about the latest and greatest on IBM ECM products. Come hear what we have been working on from new and cool user interfaces to development and deployment tools. We will cover new capabilities in many of the products in the IBM ECM portfolio from IBM FileNet P8, Datacap and IBM Case Manager to Enterprise Records. You will also have an opportunity to interact with IBM ECM Product Managers and ask your questions.

Track: General

EGN-3463

Gain Profit by Enabling External Access to your IBM Content Manager OnDemand System

Learn how an external application for enabling customers or employees to access documents in your Content Manager OnDemand system can be established very fast. Learn how you can save money by implementing such access paths.

Track: General



Business Leadership Sessions

LFM-1363

Setting the Standard for Superior Customer Service at Northern Trust Bank of Chicago

Northern Trust Bank of Chicago manages the financial portfolios for the world's wealthiest 200 families. High customer satisfaction is imperative to their model and it requires their associates to have complete insight and understanding of their customers, their assets and their relationships to provide this superior service. Learn how Northern Trust is changing the way they do business in 2011 by implementing a single-view of their customer using InfoSphere MDM solutions with oversight and guidance from their Governance Czar.

Track: Banking and Financial Markets

LFM-2334

Transforming Data Into Information, to Facilitate Executive Decision Making

Through a close partnership with IBM, State Street was able to bring together information from State Street Global Centers suite of tools leveraging IBM Cognos software. This technology allowed us to move from providing data to delivering rich information to key executives. This new reporting supports our executives, relationship and sales managers with understandable, professional looking reports and a streamlined, automated, report creation and communication process. IBM's solutions and expertise enabled us to get it right.

Track: Banking and Financial Markets

LFM-2609

How Banks Can Improve Customer-Centricity with Advanced Customer Profitability Analytics

Today's banks need to rebuild customer trust and drive stable, long-term growth. Many banks believe a customer-centric approach is the best path to building and sustaining profitability and the only way to grow wallet share, increase retention and reduce service costs. Learn how IBM Customer Performance Sales Analytics can help business users understand and manage the interconnected factors that influence profitability such as: profit and loss at the individual account level, demographics, relationships, product, and sales and marketing responses. Attend this session to discover how business analytics, deployed in a self-service, highly visual portal, can provide competitive advantage and larger returns for your bank.

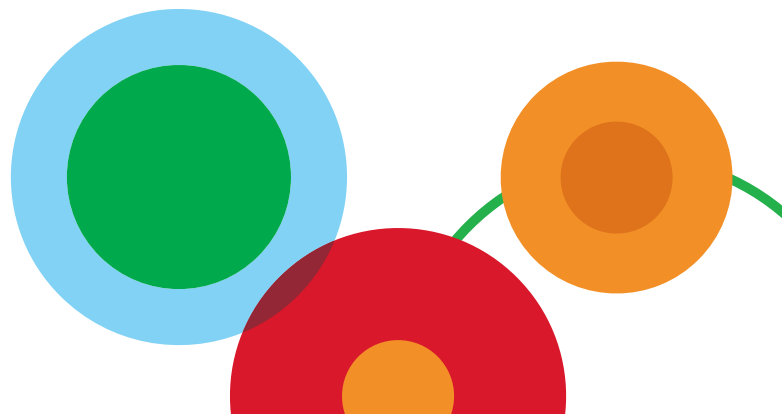
Track: Banking and Financial Markets

LFM-2899

Build Quantifiable Business Value with Smarter Risk Management

Banks and regulators want risk and capital implications incorporated into every decision. To achieve this ideal, banks need to provide clear risk guidelines and make the risk implications of decisions easily understood. A smarter risk approach can enhance the allocation of capital and resources and turn risk management into a value-generating activity, both in terms of optimizing the risk/return equation and making profits more predictable and repeatable. Based on industry research and case studies, IBM has developed a model to quantify the value of becoming a more risk-aware enterprise. Join this session and learn how you can quantify the business value and benefits of better risk management.

Track: Banking and Financial Markets



LFM-3142**Streamlining Processes at U.S. Bank**

In this session, you will hear how U.S. Bank has successfully leveraged ECM technology to streamline a very manual paper based Wealth Management and Commercial Loan application process. The new improved process eliminated the paper and significantly reduced cycle times. This presentation will describe the benefits and costs involved in the end solution.

Track: Banking and Financial Markets

LFM-3527**Banking & Financial Markets Industry Perspective: Using Analytics and Optimization to Drive Business Results**

For the Banking and Financial Markets Industries— Learn how to plan and leverage information and analytical tools to align and support the three imperatives of Growth, Risk and Operational Efficiency. Gain insight from others experience in Information Management and Business Analytics projects that provide trusted information and enable better decision making. Learn how IBM's solutions and implementation accelerators are helping clients apply analytics to financial planning, business modeling, strategy selection and initiative planning capabilities. This session will enable a better understanding of business analytics and optimization (BAO) breakthrough capabilities and proven approaches which have helped smarter organizations around the world to drive better business outcomes.

Track: Banking and Financial Markets

LFM-3537**Banking & Financial Markets Industry: Panel Discussion**

Join us for this chat with Banking and Financial Markets industry leaders and learn from their experiences as they share stories, points of view and wisdom about industry hot topics. Don't miss these financial industry professionals discuss thought-provoking topics including Customer Analytics and Service Optimization, Risk Management and Insight, and Gaining Operational Efficiencies.

Track: Banking and Financial Markets

LCS-2356**Customer Experience Analytics Case Studies**

With the increasing use of social media and collaboration, the customer experience is becoming more public and more driven by the needs and preferences of the customer. This session will explore how organizations are using knowledge of the customer experience as an asset to drive the development of new products and new sources of revenue.

Track: Communications Service Providers

LCS-2405**Driving Revenue and Profits with Real-Time Personalized Campaigns**

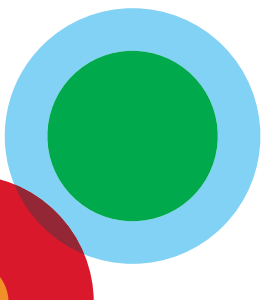
This session will feature multiple customer case studies that show how you can run smarter real-time campaigns with IBM industry solutions. You'll learn how: IBM InfoSphere Streams analyzes different types of data records, like CDRs or location data records, to process, correlate and detect business events that make customers suitable for promotions; Liquid analytics, based on IBM Cognos Real-time Monitoring, analyzes service usage to detect patterns and alerts that determine the need for a campaign; IBM SPSS® Predictive Analytics segment customers based on churn prediction and the likelihood of campaign response; and IBM ILOG® provides the rules engine to build personalized campaigns and deliver them through the most effective channel.

Track: Communications Service Providers

LCS-2643**Business Insights Gained Through Industry Data Models at Three UK, Supporting the Smartphone Data Explosion**

Three UK, a leading wireless provider, implemented the IBM Telecommunications Data Warehouse Model, along with IBM InfoSphere Foundation Tools to solve challenges of data quality and consistency and a lack of trusted information for business intelligence reporting. This session will describe the benefits gained at 3 UK, including a centralized metadata and data model that was faster at delivering valuable insights into network and subscriber behavior. This session will also cover recent updates to the IBM Telecommunications Data Model.

Track: Communications Service Providers



LCS-3538**Communications Service Providers Panel Discussion**

Leading Communications service providers across the globe will share their best practices in deploying industry solutions for Customer Experience Analytics and taking costs out of their information infrastructure for higher operational efficiency.

Track: Communications Service Providers

LCS-3577**Case Study: How CenturyLink Streamlined Its Information Infrastructure**

End-to-end Optim™ data growth and test data management deployment at CenturyLink to reduce costs and streamline information infrastructure.

Track: Communications Service Providers

LCP-2349**Smarter Supply Chain with Demand Signal Repository**

A Demand Signal Repository becomes the center of the universe for making your Supply Chain smarter. Establishing a Demand Signal Repository of downstream demand data establishes a core foundational information management capability for many valuable analytics use cases. Advancements in information sharing and mining now make it feasible for CPG companies and their channel partners to drive closer supply chain collaboration by understanding product SKU level demand and using new demand insights to optimize product assortment and inventory levels.

Track: Consumer Products

LCP-2786**Business Visibility Results in Financial Gains for Del Monte**

Del Monte selected IBM's Cognos TM1® for Financial Corporate Planning and Analysis. The solution has extended to operational planning for their warehouse and transportation operations. Del Monte has seen significant financial gains through better decision making and through more effective use of planner's time.

Track: Consumer Products

LCP-2893**Driving Results Through Predictive Analytics Lessons from Smithfield Foods**

Smithfield Foods, the world's largest pork processor and global food company (NYSE:SFD), uses SignalDemand's predictive analytics to determine its forward pricing strategy and optimal product mix. Hear Dave Brown, director of pricing at Smithfield, speak on their experiences as they try to maximize margins in the face of volatile commodity markets. SignalDemand will provide an overview of its solutions, with an emphasis on how Cognos and the IBM Cloud are used to drive value for its customers.

*SignalDemand provides predictive analytics and optimization for commodity based value chains. Through on-demand software and services, SignalDemand delivers real-time recommendations to help make complex price, mix, supply and purchasing decisions.

Track: Consumer Products

LCP-3530**Industry Perspective: Using Analytics and Optimization to Achieve Sustainable Growth in Consumer Products**

This session provides an overview of our client based experience, tools and methodology to help you develop a clear strategy and road map along with the information infrastructure needed for driving sustainable growth. Attend this session if you're seeking new insights on how to get the most value from your information management assets and analytics capabilities to build better brand awareness, deliver innovation driven by consumer foresight, drive profitable growth through improved collaboration and operate responsibly with full supply chain visibility.

Track: Consumer Products



LSA-2731**Maximizing Customer Profitability and Marketing ROI Through Multichannel Sales Campaign Optimization**

Banco Itaú Argentina launched an aggressive new customer acquisition program and set the goal of simultaneously increasing its retail bank's profitability. To achieve this, the bank had to maximize existing customers profitability and the return on its marketing investments. Using predictive analytics and optimization tools, the bank ran multichannel sales campaigns to increase customer cross-selling and profitability. In this session, you'll hear how, by offering the right campaign, to the right customer, through the right channel, the bank grew its existing customer profitability by 40 percent in just one year. You'll also learn how the project evolved to find the right price for each customer, adding even more profitability for the bank.

Track: Customer, Marketing and Sales Analytics

LSA-2925**Combining Social Media Analytics with Predictive Modeling and Other Data Sources**

This session will provide an overview of IBM Cognos Consumer Insight and show how it can be used to perform analysis of content found in publicly available social media, such as blogs, news sites and message boards. You'll learn how social media data can be integrated into broader customer analytics activities, using IBM SPSS solutions to drive more effective marketing.

Track: Customer, Marketing and Sales Analytics

LSA-2999**Contact Center Enhanced Relationships Lead to Solid Financial Results**

Increasing customer retention, customer revenue, customer satisfaction and agent satisfaction are an ongoing challenge for today's customer contact centers. IBM has developed an optimized, analytics-based contact center solution that matches agents to customers based on the highest probability of success. This session will demonstrate how such a contact center delivers an identifiable improvement in business performance, unique new customer and agent insights and personalized agent/customer interactions that ultimately lead to greatly increased sales, retention and collections.

Track: Customer, Marketing and Sales Analytics

LSA-3008**Getting Business Value from IBM's Watson**

Will the innovative algorithms and natural language processing capabilities of IBM's Watson analytical computing system have a significant impact on how businesses use and apply analytics? And if so, what kind of impact will that be, and when will it happen? In this presentation, you will hear about the analytical innovations behind Watson and learn how they might change the way companies use descriptive, predictive and prescriptive analytics to improve performance. You will also see how deep question-and-answer technology correlates with the results of a study that asked 3,000 corporate executives how they see analytics evolving over the next few years.

Track: Customer, Marketing and Sales Analytics

LSA-3547**Applying Science to the Art of Marketing with Customer, Marketing and Sales Analytics**

Customer, Marketing and Sales Analytics helps companies better integrate and more effectively manage their value chain by taking real-time actions leading to greater customer loyalty, revenue, margins and agility. Join leading companies and IBM experts to learn how you can apply analytics to bring science to the art of marketing to gain greater insight into your customers that will enable you to outperform the competition.

Track: Customer, Marketing and Sales Analytics

LEU-2406**How to Provide Insight into Ecoefficiency: The Smart City Malaga Case**

Smart City Malaga is a technology project that involves 11 companies (with IBM as a technology partner) under the leadership of Spanish electrical utility Endesa. Smart City set out to become a global model in cutting-edge technology for smart grids, smart cities and energy efficiency. Smart City introduces a new urban energy management model to improve efficiency (with a goal of cutting energy consumption by 20 percent) and reduce CO₂ emissions (with a goal of cutting 6,000 tons of CO₂ each year). This session will describe the business analytics environment that is being deployed to manage information and key performance indicators (KPIs) for consumption and emissions, integrating data from sources such as AMM, renewals, smart grids and electric vehicles.

Track: Energy and Utilities

**LEU-3314**

Case Study: Using Advanced Analytics to Optimize Utility Operations

Reliability and low costs are essential for public utilities. Deployment of advanced analytics and optimization capabilities can drive operational efficiencies and informed decision-making through the insights gained from asset data. That's what you'll learn about in this presentation by DC Water, the District of Columbia Water and Sewer Authority.

Track: Customer, Marketing and Sales Analytics

LFA-2039

Driving Actionable Business Insight Through a CFO Dashboard

Join us at this session to learn how the IBM Business Analytics and Optimization—CFO performance dashboard—advanced edition can help finance organizations gain increased visibility and control over the levers of performance. You'll see how this CFO dashboard links relevant KPIs to critical transactional and decision-support processes.

Track: Financial Analytics

LFA-3546

The Journey to a Value Integrator: Applying Real-Time Data and Analytics to Optimize Business Outcomes

In the midst of the crisis through today, CFOs are being called into more frequent boardroom and executive level. Today's CFO provides their enterprises with a competitive edge and help the business make not just faster, but smarter decisions. Learn how leading organizations drive value through a combination of finance efficiency through data and process standards and business insight through analytics. Hear from leading experts about new tools and disciplines to help finance organizations improve the way they measure and monitor business performance; manage enterprise risk; drive information integration; and enable sustainable financial governance.

Track: Financial Analytics

LFA-3589

Transforming Finance Through Analytics

While signs of recovery from the global recession abound, heightened uncertainty is now part of the normal course of business. Surviving and thriving in the recovery means anticipating and shaping business outcomes, while driving transparency to manage risk and improve decision making. This session will highlight the success of Qualcomm, a world leader in wireless communications, in using a range of IBM solutions. You'll learn about their recent shift from IBM Cognos Planning to IBM Cognos TM1 and hear how Qualcomm has increased visibility into the drivers of revenue, profit and working capital and improved the management of capital expenditures, project cost planning and consolidated reporting for divisional profit and loss statements.

Track: Financial Analytics

LFA-3637

Enabling Risk-Based Decisions: Case Studies in Risk Management

Risk management has typically been the responsibility of the office of finance, but as business and economic complexity accelerates, business users in every department now need a better understanding of the real and potential impacts of risk on their decisions. But how do you get departmental users to incorporate risk insights into daily decisions? This session will explore how the University of California and Argos Risk have engaged business users in the risk management process by building a customized, easy-to-use, risk dashboard and reporting solution. You'll hear about the key success factors in driving adoption and learn how system-wide visibility, combined with user flexibility, can drive quantifiable ROI for the business.

Track: Financial Analytics

LFA-3657

Fighting Fraud with Advanced Analytics

Fraudulent claims are becoming one of the biggest financial and criminal threats to insurers, government agencies, utilities and many other industries. Learn how advanced analytics and modeling can help identify patterns, behaviors and the bad guys in submitting fraudulent claims. In this session, you'll learn how MetLife is using IBM SPSS and IBM Netezza predictive analytics solutions to identify and fight fraud, and you'll hear how the State of North Carolina has saved millions of dollars through more effective identification of fraudulent claims.

Track: Financial Analytics



**LFA-3671**

Embracing Analytics to Transform Financial Management: A Case Study on the IBM Office of Finance

In today's complex business environment, the office of finance is being called upon to play a greater role in making critical business decisions. Leading finance organizations are using business analytics to improve their ability to assess performance gaps, manage risk, provide transparency, shape and anticipate business outcomes and improve decision making. In this session, you'll learn how the IBM Office of Finance is embracing Business Analytics and Optimization to help them progress on their journey to becoming a true value integrator.

Track: Financial Analytics

LGV-1007

A Walk-Through Of IBM's ACM Vision For eJustice

A standard document management system (DMS), such as that implemented in industry or in public authorities, is not able to stand up in the justice area. Such a system is not qualified to support the judiciary mode of operation in decision-making processes. Therefore, IBM Judiciary Advanced Case Management solution leans against specifics needs of legal mode of operation and reflects the methodology, how judges, prosecutors and lawyers work on cases. The solution provides a comprehensive tool set to support an information-led transformation and puts into practice the vision of a fully integrated judges or lawyers working place. It is based on FileNet P8 as the platform for ECM and BPM and a business partner solution as the front end interface.

Track: Government

LGV-1504

Mission-Critical Applications—InfoSphere Identity Insight with the U.S. Government

Join IBM experts and the U.S. Government for a thought-provoking session about how IBM technology is being used to protect the country and the world. Take a look inside IBM InfoSphere Identity Insight Solutions from the perspective of long-time users of the software. Learn how this customers use of the technology has evolved over time and how your organization can benefit from some of the same technologies and approaches to managing information that are used in mission-critical applications.

Track: Government

LGV-1999

Fighting Fraud in Government Services

Government services modernization programs seek to improve citizen experiences, optimize business processes and improve analytics. A winner of multiple industry awards, the Social Services Integrated Reporting System (SSIRS) in Alameda County, California, generated real, measurable, business value for the county and state by delivering a single, unified view of citizens and their relationships to government. Alameda County is now expanding the systems value by tackling multiple new programs including fraud identification. Learn what made Alameda County successful and hear about ways that your state, local or federal government agency can follow a single citizen view road map and reap similar rewards.

Track: Government

LGV-2194

Advances in Law Enforcement Technology at NYPD

Information technology is helping law enforcement organizations globally to enhance officer safety, automate back-office operations and drive investigative efficiency. Join this panel of experts representing law enforcement organizations across North America as they discuss how information technology supplied by IBM, including IBM InfoSphere Identity Insight, is working in their departments. The panel will discuss not only how they are applying technology today but also where they see it going in the future. You will have an opportunity to interact with the panel to see how your information strategies align with these industry leaders.

Track: Government

LGV-3532**Industry Perspective: How Governments Can Use Analytics and Optimization to Serve Citizens More Effectively**

To drive to the next level of government effectiveness, new initiatives need to go beyond efficiency improvements, focusing instead on doing more with less and optimizing processes. Governments at all levels are now implementing strategies to better understand the citizen, improve services, create new economic opportunities and attain greater return on existing investments. This session will cover these issues including customer examples and best practices from a variety of key government imperatives including social services, tax and revenue, public safety and transportation.

Track: Government

LHC-1272**Information Agenda Helped Us Conclude Our Strategic Road Map**

This session describes how Information Agenda Road Map provides value to both IT and Business users.

Track: Healthcare and Life Sciences

LHC-1314**IBM Content Analytics Helping Drive Down Cost in Pharmaceutical R&D**

The critical need for data driven decision-making is fueled by the increasing cost of drug development, heightened competition and lapsing patents. Pharmaceutical companies have established significant initiatives to contain research costs and consolidate vendors. Consequently, there is a need for new business intelligence tools that leverage a growing abundance of unstructured data. Come hear Veteris Technologies' CEO, John Kamins, describe how IBM Content Analytics helps enable Veteris' business intelligence capabilities and their pharmaceutical clients to address their research cost containment objectives.

Track: Healthcare and Life Sciences

LHC-1745**Hospital Links Strategy to Operational Execution Through Business and Clinical Analytics**

North York General Hospital (NYGH) in Toronto, Canada, successfully implemented an enterprise business intelligence system from IBM to link strategy to operational execution, monitor performance and enable better decision-making. In this session, you'll learn how NYGH implemented IBM InfoSphere Clinical Analytics, an enterprise business intelligence and data warehousing system, as a foundation for an enterprise-wide approach to performance management. The system provides the tools and information that allows NYGH leaders to make better decisions at the operational, strategic and governance levels. The session will also provide an overview of the capabilities and road map of IBM Healthcare Provider and Payer Data Models.

Track: Healthcare and Life Sciences

LHC-2044**Big Changes Ahead: Healthcare Reform and Accountable Care—Is your Data Ready?**

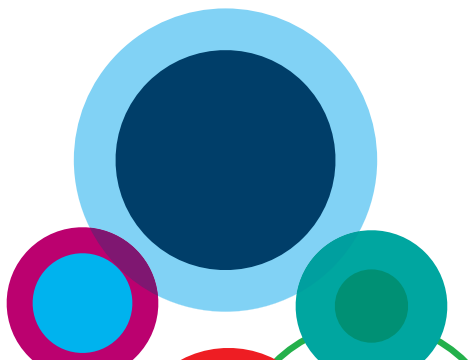
2011 has created a cyclone of activity for health plans and providers with American Recovery and Reinvestment Act (ARRA), healthcare reform (PPACA), 5010 transactions, and the advent of patient-centered Medical Home and Accountable Care Organizations. Each initiative represents major change and puts new demands on IT. With health plans at the epicenter of the Accountable Care discussions and execution, a holistic approach to mastering data is needed to prepare your organization for the changes ahead. CIGNA Healthcare is taking a strategic approach that utilizes IBM Initiate Master Data Management solutions for member and provider identification.

Track: Healthcare and Life Sciences

LHC-2585**Strategies and Success in Healthcare Retail Marketing—Blue Cross Blue Shield of Florida**

Blue Cross Blue Shield of Florida (BCBSFL) is transforming their business with innovative strategies in marketing to individuals in healthcare. With the help of IBM Software Group and IBM Global Business Services, BCBSFL has rebuilt their marketing business processes and organization allowing them to be a front runner in the "new wave" of marketing healthcare and related products to individuals. Hear from BCBSFL's Brian Harrington about how his team is taking steps to transform their business and remain the market leader in Florida healthcare.

Track: Healthcare and Life Sciences



LHC-2939**Achieving Clinical Reporting Excellence with IBM Cognos Business Intelligence at SETMA**

Attend this session to learn how Southeast Texas Medical Associates (SETMA), a multi-specialty medical practice with four clinical locations in Southeast Texas, which serves more than 7,200 patients, uses IBM Cognos Business Intelligence technology to lead the medical community into the future. By using the solution at the point of care to track over 200 metrics on every patient daily, SETMA has been able to transform the care of its patients and provide positive outcomes to improve patients lives.

Track: Healthcare and Life Sciences

LIN-1891**An Integrated Approach to Delivery and Adoption of Business Intelligence at Westfield Insurance**

Westfield Insurance takes an approach to delivering business intelligence that integrates several key elements: 1) a collaborative, iterative process for technical development; 2) an enterprise-focused data governance discipline; 3) an Analytics Resource Center as a center of excellence; and 4) a formal change management program. While many business intelligence (BI) implementations include one or more of these elements, what sets Westfield's BI efforts apart is that the company integrated all four to drive successful adoption of BI in their organization. This presentation will outline Westfield's approach and describe how they achieved outstanding results, delivering and adopting an enterprise-wide business intelligence solution.

Track: Insurance

LIN-3534**Industry Perspective: How Insurers Can Use Analytics and Optimization to Drive Revenue Growth and Efficiency**

Insurance Carriers have always leveraged the power of analytics. However, through the advances in technology and an exponentially increasing supply of data, the power of applying analytics becomes a true competitive weapon. The critical question is—will it be your weapon? Or your competitors? In this session, IBM will explain its point of view on the notion of Data as a competitive asset and an Information Agenda as a means to grow the business by leveraging this asset. After this session, you will understand why Business Analytics and Optimization is critical to your future success and how to go about constructing your own agenda.

Track: Insurance

LIN-3542**Insurance Industry Panel Discussion**

Don't miss Insurance industry-leading professionals discuss thought-provoking topics and learn from their experiences as they share stories, points of view and wisdom about industry hot topics. Join us for this chat with Insurance leaders to hear about Smarter Claims Processing, Insurance Information Foundation, Customer Care and Insight Best Practices, and Information Lifecycle Management .

Track: Insurance

LMP-1584**Enterprise Content Management in the Digital Oil Field**

In recent years, the term “ Digital Oil Fields” goes out of the plane concept into meaningful projects. First and foremost the creation of “ Digital Oil Fields “ means a wider application of information technology to assist in the exploration and production. And one of the important components of this system—is an ECM system class. The system provides effective mechanisms to support decision-making, both at the strategic level and operational. Already, the use of such systems leads to increased well productivity and efficiency benefits in the fields.

Track: Manufacturing and Process

LMP-2433**Operational Excellence with Dashboards, Predictive and Prescriptive Analytics, and Lean Manufacturing**

Daimler Trucks North America installed a key performance dashboard for management action in late 2010. The results have been improved quality, management awareness of manufacturing pipeline, better cash flow, reduced inventory and improved customer satisfaction, with better assembly quality and more timely deliveries. The dashboard and detailed drill-through reports keynote a daily conference call between plant management, the COO and key supply chain personnel. Join this session to learn how predictive analysis provides insight for Lean Manufacturing Continuous Improvement efforts along with early warnings of supply issues and diagnostic analysis that defines action.

Track: Manufacturing and Process

LMP-3535

Industry Perspective: How Manufacturers Can Use Analytics and Optimization to Achieve Sustainable Growth

Want to drive profitable growth and achieve greater efficiencies? Find out how customer insight can drive more effective forecasting and drive expected customer value. Supply Chain and operations can also be truly optimized through smarter decisions around logistics, allocation and inventory movement with the use of trusted data. This session will also cover how overall Manufacturing operations can be made smarter by business analytics. Real customer examples and best practices will be shared.

Track: Manufacturing and Process

LMP-3543

Advanced Condition Monitoring for Manufacturing

This customer discussion panel will discuss leading edge experiences in planning and deploying advanced condition monitoring solutions in manufacturing and process industries. Advanced Condition Monitoring goes beyond radio frequency identification (RFID) deployment to offer visibility into the manufacturing environment as well as the location, condition and distribution process. Join us to learn how an information agenda approach can help align IT and strategic business processes.

Track: Manufacturing and Process

LME-1453

Demand Analytics—Capitalizing on Customer Demand for Content

Learn how Demand Analytics enables companies to manage and monetize their content libraries for financial gain using advanced tools and technologies. Learn who you can leverage existing customer demand for content versus creating demand to maximize the return on your dollar.

Track: Media and Entertainment

LME-2681

Drive Customer Insight with Cross-Platform Analytics

Powerful industry trends are leading to the convergence of Marketing and Advertising disciplines as audiences become individually addressable. Managing an integrated view of linear and non-linear audiences, provides the foundation for better targeting, customer insight and ultimately increased revenues. Building the data foundation requires a blend of direct and indirect approaches to cleansing, matching and integrating disparate data sources. Learn how to align your overall strategy, and build the necessary architecture to deliver better relationships and increase revenues.

Track: Media and Entertainment

LOE-2399

Revolutionize your Business Processes with Streaming Analytics (Panel Discussion)

It seems everyone is talks about real-time analytics, but how many can digest and analyze data with microsecond latencies? This speed and intelligence can have profound impact on how you do business. You can respond to events as they happen rather than analyzing and acting after the fact. Prevent customer satisfaction issues rather than remediating them. Anticipate asset failures rather than fixing them. Identify subtle trends in financial markets that can lead to big opportunities. Hear our business partners and customers how they are using InfoSphere Streams today and their vision for the future of real-time data analysis. (Northrup Grumman, Terra Echoes, University of Ontario IT).

Track: Operational Efficiency

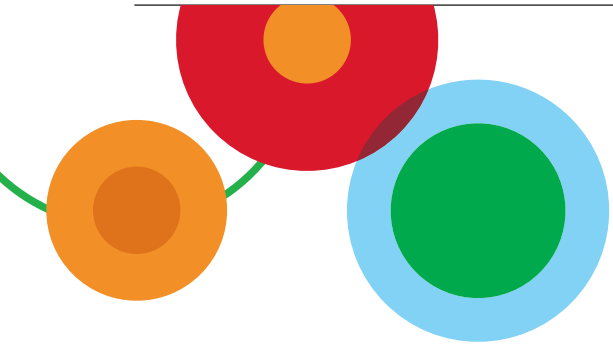
LOE-3048

Advanced Condition Monitoring at Caterpillar

Companies like Caterpillar who lease and sell heavy equipment are constantly looking to increase machine up times and the overall life of their equipment to maximize productivity and minimize costs. In this session, we will describe how IBM is working with Caterpillar to leverage advanced predictive modeling techniques in SPSS to identify ways to increase up times and overall life of heavy equipment.

Track: Operational Efficiency



**LOE-3211****Driving Operational Excellence Through an Optimized S&OP Process**

The challenge of meeting customer demand while balancing operational constraints and meeting financial goals has never been greater. Organizations the world over struggle to align demand, supply and finance plans. This session explores best practices in Sales and Operations Planning (S&OP) and demonstrates how business analytics solutions can enable a collaborative S&OP process. Come to this session and hear how progressive manufacturers utilize S&OP solutions from IBM to link strategy to execution in order to meet customer demand, reduce cost and drive competitive differentiation.

Track: Operational Efficiency

LRL-2251**Realizing Netezza: A Leading Retailer's Journey from Data Warehouse Vision to TwinFin Appliance Implementation**

Faced with an aging Customer Data Warehouse, long query times, missed service-level agreements (SLAs), constrained staff and the prospect of a costly upgrade, one leading retailer's new IT BI team decided to look at the latest in Data Warehouse appliances. This session will follow the team's swift journey from crafting a BI vision through the implementation of a Netezza TwinFin Data Warehouse Appliance. Stops along the way will include building the business case, preparing and evaluating requests for proposals (RFPs), defining and testing POC success criteria, migrating ETL and reports, and cut-over. Attendees will also see how the team overcame technology biases and how they worked hand-in-hand with the vendor and ETL consultants to successfully deliver unique business and IT value to REI.

Track: Retail

LRL-3536**Industry Perspective: How Retailers Can Use Analytics and Optimization to Drive Revenue Growth and Profits**

Discover how Business Analytics and Optimization can transform your retail business by creating a truly information driven supply chain, from raw data to assertiveness. Find out how to transition from reporting the past to predicting trends and behaviors, taking advantage of experience. Leverage information consumables: how focusing on your customer can drive more effective promotions, improve customer experience and tailor assortments, and understand how consumers perceive your brand to drive customer value. Learn how optimized supply chain and merchandising operations drive smarter decisions around logistics, allocation and inventory movement with the use of trusted data. Real customer examples, business value and best practices will be shared.

Track: Retail

LRL-3544**Best Practices for Creating a Smarter Shopping Experience**

Retailers continue to be challenged by an increasingly competitive environment and technologically sophisticated customers. This customer panel will discuss real-world experiences in using information to improve the customer shopping experience by exploiting new and diverse channels, executing pinpoint marketing tactics, and applying fact-based merchandising.

Track: Retail

LRL-3582**Managing High-Value Customers: A Humanized Portfolio Approach**

The value of 'best customers' and the ability to recognize them, relate to them and treat them differently remains the holy grail of retail pursuits. While the 80/20 rule continues to slant even more disproportionately toward the revenue contribution of the most engaged customers, and their empowerment, through technology, channels and information flow, changes the way brands relate and interact with them, it has become incumbent upon the enterprise to 'know me, show me you know me and show me you care.' Taking a portfolio approach to the unique behaviors, psychology and customer engagement with the brand unearths a whole new approach to managing the business from a point of customer centrality.

Track: Retail

LSF-1424

How Vanguard, a Leading Financial Firm, Maintains Its Competitive Advantage by Leveraging BPM and ECM

Vanguard is one of the world's leading investment management firms and a key player in the highly competitive full service 401(k) record keeping business as evidenced by its #1 ranking in the most recent Boston Research Group survey. One of the factors contributing to Vanguard's success has been a large scale people, process and technology program focused on eliminating manual processing, increasing quality and reducing costs. By leveraging IBM's BPM Software and Services and other enabling technologies, Vanguard has witnessed impressive results, which have prompted other business value driven ECM initiatives. This session will present a business leadership perspective of Vanguard's business process history and a road map for the future.

Track: Strategic Foundation for Analytics

LSF-1800

IBM's Watson, Big Data and Better Business Outcomes: A Strategic Foundation for Analytics

As the IBM analytical computing system Watson demonstrates, today's winners are those who can analyze large volumes of information in real time. In business, such organizations can find insights, answer questions and take action faster than their competitors. To ingest huge amounts of both new and emerging information types, Watson uses the Hadoop framework, the same technology now available to IBM customers through the IBM Big Data platform. Join Anjul Bhambri, the Vice President of IBM Big Data Initiatives, to learn how organizations are applying big data management strategies to realize the IBM Watson vision today.

Track: Strategic Foundation for Analytics

LSF-3280

Business Intelligence Center of Excellence Case Study

In this session, speakers will share a customer case study of implementing a business intelligence Center of Excellence at manufacturer Printpack Inc., using IBM System p® hardware and Oracle enterprise resource planning (ERP) applications. The session will show you the value of a BI Center of Excellence (CoE) and how to strategize and implement it. The crawl, walk and run steps will be discussed in detail. And you will follow the journey of BI and performance management maturity assessments to determine the proper focus of the BI CoE. The focus of this session is on the people, process and tools required to lay a solid foundation for CoE success.

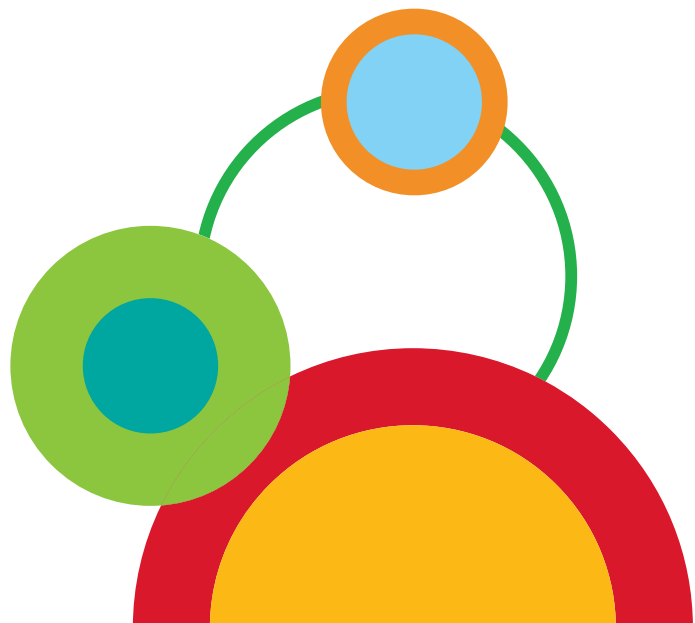
Track: Strategic Foundation for Analytics

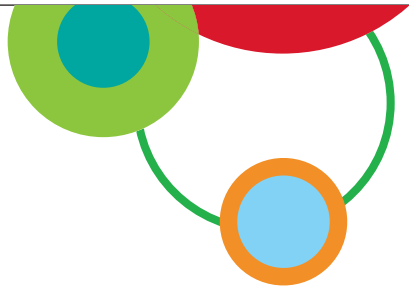
LSF-3584

The 10 Rules of Successful Information Governance

Information Governance can be a complex undertaking. Many organizations begin their Governance efforts without recognizing that there are ten rules for successful Information Governance. The session will review these core requirements and will include both IBM and client perspectives on how companies can design and execute successful Information Governance initiatives.

Track: Strategic Foundation for Analytics



**LSF-3592****Toward the Segment of One—Making Cross-Domain Master Data Management a Reality**

The banking industry has focused on becoming more customer centric by establishing its 360 degree view of its customers, but has retained its highly segmented approach to developing products for those customers. Bank of America is breaking out of the pack by using its investment in MDM as a platform for product authoring, packaging and pricing to enable flexible and streamlined customization of product bundles for its customers. This break through approach will enable it to approach the magical “segment of one” for creation and effective marketing of a product bundle which exactly fits the needs of the individual customer and assure lifetime customer retention. Join us in see how Bank of America is making a breakout step toward that goal!

Track: Strategic Foundation for Analytics

LSF-3663**Enabling Analytics with Real-Time Data Integration**

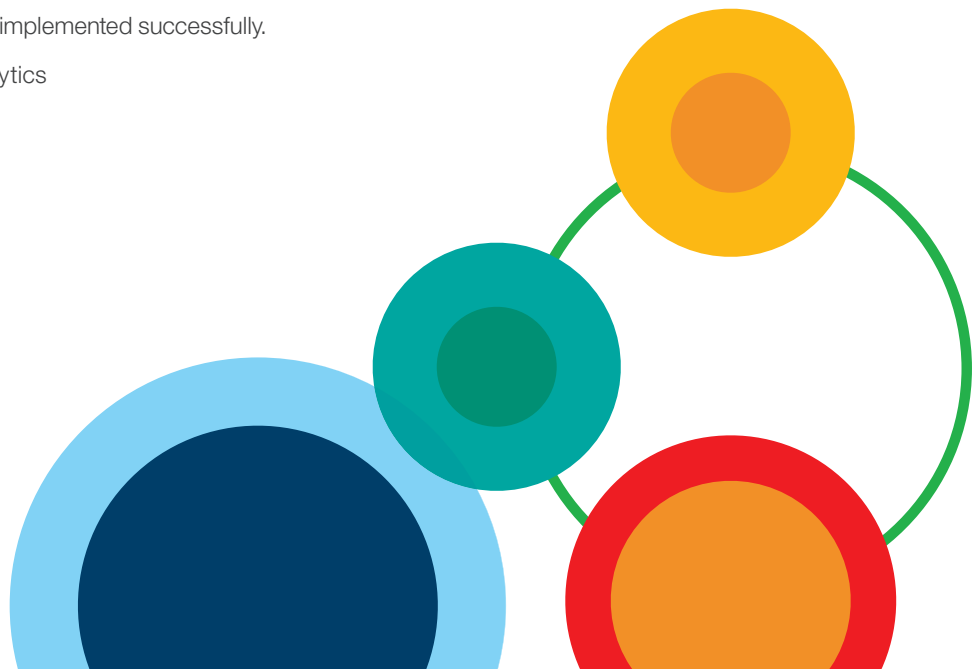
Leading organizations are looking for holistic solutions for their analytic requirements, rather than patchwork software, platforms and services. Stone Soup is a set of Industry-based solutions that provide end-to-end solution accelerators to quickly implement Business Analytic capabilities. Join this session to hear case studies where the solution has been implemented successfully.

Track: Strategic Foundation for Analytics

LSF-3672**Developing an Integrated ECM Strategy to Improve Business Value**

The unstructured content explosion has created information chaos across the enterprise, emphasizing the need for new ways to harness the power insight and analytics. ECM is a key part of becoming an analytics-driven organization. That transformation involves creating an ECM strategy, establishing a flexible platform and applying best practices to guide your investments and ensure alignment with business value. Learn how the IBM ECM Strategy and Road Map can help you develop strategic recommendations and tactical plans to accelerate your business value. Join this session to hear how Henkel KGaA has defined an effective global strategy for Information and Collaboration Management.

Track: Strategic Foundation for Analytics



Hands-On Lab Sessions

EAC-1587

A Hands-On Advanced Case Management Widget Development Lab

In this hands-on lab, participants will gain experience in building custom widgets for IBM Case Manager. IBM Case Manager provides a rich set of REST APIs for accessing Case, Process and Content data. For customers and Business Partners looking to develop custom widgets for Case Manager solutions, this lab will take them through the process of developing the widgets, deploying them in the Mashup hub and finally wiring the custom widgets with out-of-the-box widgets to build an agile case management User Interface.

Track: Advanced Case Management

EAC-1860

An Introduction to Building Solutions Using IBM Case Manager

Organizations face case management challenges that require more insight, responsiveness and collaboration. Advanced case management by IBM extends case management by integrating capabilities designed to help you close cases efficiently with better results. Learn how to use IBM Case Manager to quickly and easily create, deploy and manage complete case management solutions. Using the integrated tools provided with IBM Case Manager, participants will point and click their way through the creation of a case solution and become familiar with concepts and components.

Track: Advanced Case Management

EAC-2376

Configuring Case Manager Development Environments Using IBM Case Manager Administration Client (CMAC)

In this lab, you will learn how to configure IBM Case Manager using the Case Manager Administration Client (CMAC) tool. You will configure and deploy the Case Manager Builder application and develop a test solution to validate your Case Manager deployment.

Track: Advanced Case Management

EAC-2677

Integrating IBM Case Manager with IBM Business Process Manager: A Hands-On Walkthrough

In this lab, you will get a look at how IBM Case Manager and IBM Business Process Manager integration is developed for an end-to-end solution requiring an aggregation of the capabilities of each product.

Track: Advanced Case Management

EAC-2815

Extending your Case Management Solution using IBM Case Manager

IBM Case Manager provides a best in class platform for building case-based solutions. You can build a solution from scratch or start with a solution template that is already created via IBM Case Manager. In this session, you will get hands-on experience using the Case Manager tool to extend and customize a pre-built solution template by adding capabilities such as eForms, rules and automation.

Track: Advanced Case Management

EAC-2822

Leveraging Analytics to Gain Insight from your IBM Case Manager Solutions

IBM Case Manager provides a range of integrated analytic capabilities to enable customers to gain insights into the effectiveness of their solutions and to leverage those solutions to positively impact their business. Designers can build operational analytic dashboards using IBM Cognos RTM, view historical trends using Cognos Business Intelligence and analyze the documents in their cases to glean insights. In this lab, you will have the opportunity to build an analytic dashboard, create some multi-dimensional analytics and perform analytics on the documents and commentary of an existing solution.

Track: Advanced Case Management



ECA-1258**Advanced Text Mining with IBM Content Analytics**

In this lab, you will learn how to use IBM Content Analytics to text mine the unstructured data contained in your enterprise content management systems. You will have hands-on experience and instruction on how to use the advanced text mining application that comes with IBM Content Analytics. You will learn how to interrupt the results of your discovery process using each of the six views provided by the text miner.

Track: Content Analytics

ECA-1740**LanguageWare Workbench Modeling**

Come and learn how to create a content analytics model for IBM Content Analytics. This will include basic techniques of creating dictionaries and parsing rules as well as touch on the more advanced modelling techniques of adding features to annotations and mapping them to IBM Content Analytics facets, as well as, more complex parsing and aggregation rules. This lab has an opportunity for you to bring in your own data to work with to see the results of a modelling exercise.

Track: Content Analytics

EIC-1437**A Deep-Dive Into Datacap Taskmaster Capture**

IBM Datacap Taskmaster has been at forefront of intelligent capture technology since 1990. Taskmaster can process highly variable documents, regardless of whether they are scanned, faxed, emailed, or imported. This deep-dive is suitable for end users, administrators and technical implementers interested in understanding the ease of use, flexibility and capabilities of Datacap Taskmaster. Attendees can tailor the lab to their specific interests by choosing from a menu of lab topics.

Track: Document Imaging and Capture

EIC-2572**Datacap and FileNet Integration**

Try out practically how to integrate Datacap Taskmaster Capture with an IBM FileNet P8 repository. Datacap provides a component to integrate with IBM FileNet so as to enable users to store the scanned images in the IBM FileNet repository. In this lab session, discover yourself how easy is it to integrate the two IBM products and make them work for each other. You'll try out all the steps it takes to complete the integration which includes objects to be created in Datacap, mapping between image data fields and document properties and other related configurations.

Track: Document Imaging and Capture

ELG-1098**Microsoft SharePoint 2010, Microsoft Office 2010, IBM Content Collector, IBM Web Parts and FIMO—A Technical Deep-Dive**

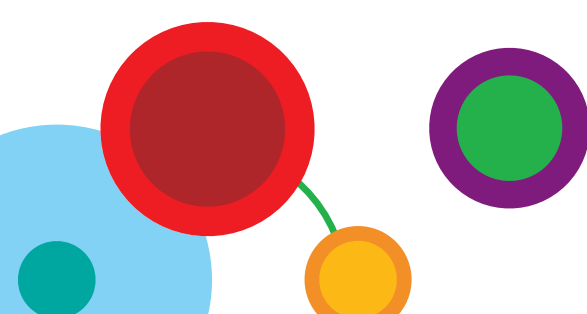
This lab will guide the attendee through the process of configuring ICC task routes to migrate SharePoint 2010 content to FileNet P8. Migrated content will then be accessed via SharePoint web parts as well as Microsoft Office integration. Lab participants will use an existing task route to migrate SharePoint Content to FileNet P8 and go through the entire process of task route creation and modification. Finally, participants will use SharePoint web parts and IBM FileNet Integration for Microsoft Office to access FileNet P8 content from the SharePoint and Office user interfaces.

Track: Information Lifecycle Governance

ELG-1341**Real Hands-On Compliance—Using IBM Solutions to Reduce, Collect, Preserve and Destroy Content**

In this lab, you will get real, hands-on experience with IBM Enterprise Records. You'll leave having experienced and performed end-to-end crucial records management activities from file plan and retention schedule creation to configuration, holds, disposition and auditing. This lab will also encompass the automated and end-user experiences of ZeroClick capture from common sources and document types as well as how to search, retrieve and re-use records. This lab will also showcase how IBM Enterprise Records works with other IBM compliance solutions for Information Lifecycle Governance.

Track: Information Lifecycle Governance



ELG-2007**Exploring the IBM PSS Atlas Solution**

This lab will give users a chance to get hands-on experience with the Atlas suite of products. You'll get the opportunity to explore the suite from the perspective of all three of the key stakeholders: legal, RIM and IT. This lab will cover key features such as legal hold management; interviewing; creating and managing retention schedules; and cataloging, classifying and tracking IT assets.

Track: Information Lifecycle Governance

ESC-1083**Building Highly Compatible CMIS ECM Applications Using Apache Chemistry Hosted by IBM and Alfresco**

2011 is the year that one of the biggest promises of Content Management Interoperability Services (CMIS) has finally been realized! Now that Apache Chemistry is officially a top level project, it's possible to build ECM applications with off the shelf (open source) APIs and tools that work with all major ECM vendors. Hosted by IBM and Alfresco; this lab includes an introductory lecture on the open source libraries available today followed by a lab where students can build a generic data+metadata import facility using their choice of either of the Apache Chemistry libraries; Java (opencmis), Python (cmislib) or .Net (dotcmis). Finally the resulting code will be tested against IBM FileNet P8 and CM8 and Alfresco's CMIS repositories.

Track: Social Content Management

ESC-1265**Documents in Successful Outcomes: A Complete Solution from Scanning to Collaborating and Processing**

See how documents, people, process and information come together to make your business more efficient and profitable. In this hands-on lab, start from scratch with scanned documents, then use rules, events, collaboration, social software and analytics to solve problems. With IBM Connections, Lotus Quickr, Lotus Sametime and Enterprise Content Management, optimize and streamline work. Look up experts to assist with business decisions, chat with them and then save that decision with your process. Handle complex exceptions flexibly to drive better outcomes.

Track: Social Content Management

ESC-2247**ECM User Interface: Customization and Configuration**

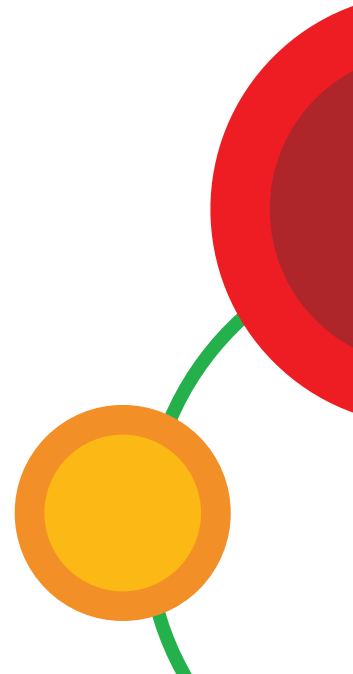
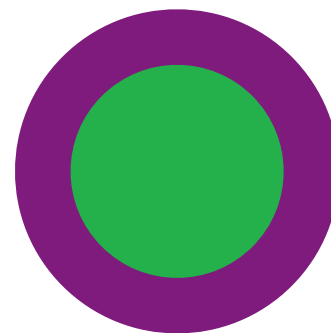
This ECM UI hands-on lab provides the opportunity to learn how to customize, configure and extend the new ECM UI. The session will demonstrate how to perform simple customizations to the out-of-the-box UI as well as how to reuse UI components.

Track: Social Content Management

EGN-1020**Enhance your ECM Platform with IBM FileNet System Monitor**

Explore the new features of IBM FileNet System Monitor. The latest release of IBM FileNet System Monitor software provides an enhanced User Interface, additional monitoring capabilities, new platform support and integrated autonomic computing.

Track: General



Usability Sandbox Sessions

EAC-2235

IBM Case Manager Case Builder Future Directions Feedback Session

Come to this small group feedback session to see possible future directions for the Case Builder tool in IBM Case Manager. This session is intended for people with current or future needs for case management applications. Your feedback may influence our future product directions. No prior experience is needed with IBM Case Manager, or any Enterprise Content Management (ECM) or Business Process Management (BPM) products. This session can be taken together with or independently from the IBM Case Manager Usability Sandbox sessions. You will be asked to sign a nondisclosure agreement (NDA) to participate in this session.

Track: Advanced Case Management

ECA-1105

Beyond Watson: IBM Content Analytics Today

OK, Watson is really cool. But what can you do with analytics today? IBM Content Analytics helps companies access, aggregate, analyze and visually explore large volumes of unstructured content to unlock new business insights. Participate in hands-on exploration of this product's user interfaces with a focus on new features and contribute your feedback to things you'd like to see in future releases. Prior experience is not required. You will be required to sign a nondisclosure agreement to participate.

Track: Content Analytics

ECA-1720

Analytics and the Enterprise Search Experience: Making Search Even Better

You might think you know search, but the search experience is changing for the better. Come discover what a fast, dynamic, accurate, scalable and secure search solution can be. Traditional search is not good enough anymore with data pouring in to sift through. Come discover what search with analytics can do. No experience necessary. Participants will be required to sign an NDA.

Track: Content Analytics

EGN-2236

IBM FileNet Integration to Microsoft Office

This is a small group feedback session to see how a user can remain in Microsoft Office and access FileNet content and business process services. The session will show how the next release will further streamline authoring documents managed in an IBM FileNet repository. This session is intended for people with current or future needs for business content and process applications. Your feedback may influence our future product directions. You will be asked to sign a nondisclosure agreement (NDA) to participate in this session.

Track: General



Destination Las Vegas

Join us at the Mandalay Bay Resort and Casino, one of the most luxurious and unique travel destinations Las Vegas has to offer. Offering a private 11-acre beach, world-class shops and dining and the world-famous Shark Reef Aquarium, an exciting array of entertainment options await you.

Hotel Information

Register and reserve your room before August 31 to get the conference hotel of your choice.

Mandalay Bay Resort

Early Bird Rate: \$209/night until August 31, 2011
\$249/night beginning September 1, 2011
\$15.00 resort fee per room, per night plus tax

THEhotel

Early Bird Rate: \$229/night until August 31, 2011
\$279/night beginning September 1, 2011
\$15.00 resort fee per room, per night plus tax

Luxor Hotel & Casino

Early Bird rate: \$129 (Pyramid Rooms) / \$149 (Tower Rooms) per night until August 31
\$144 (Pyramid Rooms) / \$164 (Tower Rooms) night beginning September 1, 2011
\$12.95 resort fee per room, per night plus tax

Excalibur Hotel & Casino

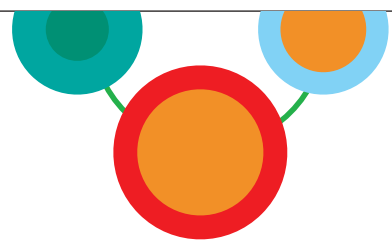
\$109 Friday, October 21 & Saturday, October 22.
\$59 Sunday, October 23–Thursday, October 27
\$12.95 resort fee per room, per night plus tax

NOTE: Excalibur Hotel offers weekend rates higher than the weekday rates. Please check that your arrival/departure rates match what is noted above.

Visit ibm.com/events/informationondemand for more information or to register and reserve your room now.



Registration Information



Register before August 31 and save \$300!

Conference Registration Fees

Early Bird Fee: US\$1,895 per person
Ends August 31 (save \$300!)

Standard Fee: US\$2,195 per person
September 1–October 22

On Site Fee: US\$2,395 per person
October 23–27

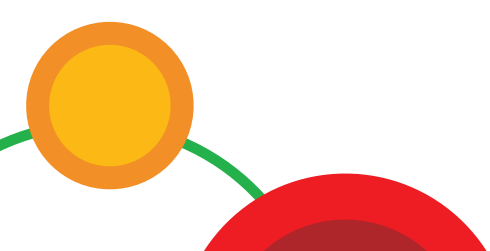
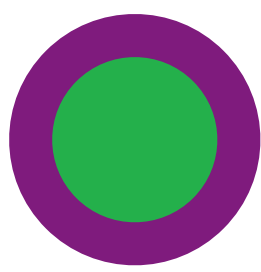
Full Conference Pass Includes:

- Access to all keynotes, breakout sessions, , networking events, and lunches at Information On Demand 2011
- Access to the EXPO
- Access to all evening events including the networking event on Tuesday night located in the Mandalay Bay Events Center
- Food and beverages at all scheduled events, including breakfast and lunch
- Online access to available conference materials including session presentations

Company Pass (for Large Groups)

With a Company Pass, you could be saving up to 41 percent off the price of registration! Administrators for your company participation should contact IOD2011@meetingconsultants.com to set up a Company Pass and discuss payment options. You must obtain an applicable promo code prior to registering for conference. Promo codes will not be added or changed retroactively. Only members of your company can be included.

Up to # Attendees	Fixed Price	Add'l Cost (per Attendee)	Approx. Savings (%) (off \$2,195)
Up to 7 attendees	\$13,160	\$1,880	14 percent
Up to 14 attendees	\$24,500	\$1,750	20 percent
Up to 20 attendees	\$32,000	\$1,600	27 percent
Up to 30 attendees	\$42,000	\$1,400	36 percent
Up to 40 attendees	\$52,000	\$1,300	41 percent



Education Packs

We accept Education Pack prepaid training accounts (Edpacks) as a payment option toward registration (US clients only). Get details on how to purchase Education Packs at ibm.com/training/us/savings. Online Edpack training dollars can only be used for payment of the Standard Rate registration fee (\$2,195). They cannot be combined with any other discounts, offers, programs, coupons or promotions. For questions, please contact: edpack@us.ibm.com

Refund and Cancellation Policy


- Full Refund, no cancellation fee before August 31, 2011.
- Full Refund less \$200 cancellation fee after August 31, 2011.
- No refund after September 23, 2011.
- No refunds will be made for No-shows. No-shows may also incur a charge for one night's hotel room rate if hotel accommodations are not cancelled in advance. Cancellations must be received in writing only via:
Email: IOD2011@meetingconsultants.com Fax: 770-399-3170.

Policies

For information regarding our payment, substitution and refund / cancellation policies, please visit ibm.com/events/informationondemand for full details.

Questions?

For all questions concerning registration, hotel and group discounts, please contact the Registration / Housing Line at 800-227-4374 or 770-359-6591. The hours of operation are Monday through Friday from 9:00 a.m. to 6:00 p.m. (EST). Or send an email to IOD2011@meetingconsultants.com



“You get a pulse on what’s happening in the industry, in IBM and in content management. You can interact with others—feel their excitement in what they are doing, and understand how you might be able to apply it to your business.”

— Brad Van Surksun, conference attendee





SAVE \$300!

Register before August 31.*

ibm.com/events/ecmforum

**Reference code 101CE77D
when you register.*

Enterprise Content Management **Forum**
@ **Information On Demand 2011**

Turn Insight Into Action

October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada

ibm.com/events/ecmforum

