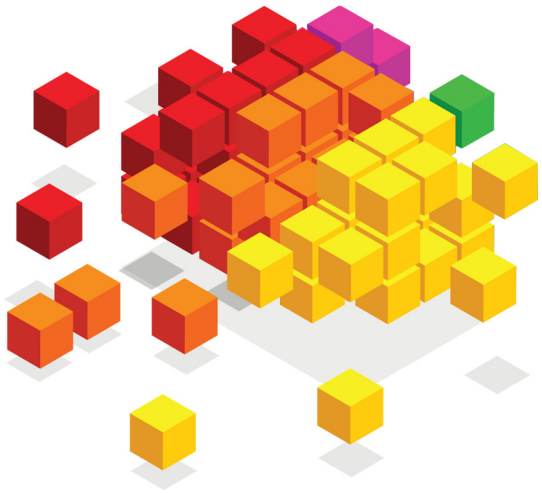
New York

Putting Content to Work

ECM UserNet 2011



May 10, 2011

Millennium Broadway Hotel Times Square
New York, New York

IBM

Don't miss the 2011 ECM UserNet Virtual Conference

Recognizing that there's just no way to attend all the UserNet breakouts, plan now to attend the 2011 Virtual UserNet conference. An extension of the annual Regional UserNet event series, you will be able to:

- Interact with experts: **Four live sessions scheduled for June 21, 2011**
- Learn about leading industry solutions in the comfort of your own office.
- Experience customized learning curriculum: You can select from more than 30 educational breakout sessions including presentations only available during the virtual conference.
- Network – Leverage the chat functions to share ideas for using information to drive ROI, reduce costs, manage risk and improve case management.
- **Attend for free!**

Register today at: **http://bit.ly/virtualUN**

My fellow Enterprise Content Management colleague,

Welcome to the 9th annual 2011 New York - Delaware Valley Regional UseNet conference in New York City. This is an exciting time in the ECM world. As the economy turns and new products are offered and developed, the ECM space is newly energized with optimism.

We hope to continue the great success from last year's record attendance setting event. This year's theme "Putting Content to Work" promises to be an exciting and worthwhile event by providing you with quality information on products and solutions as well as the opportunity to network with fellow peers.

New this year is the customized, industry-specific content in three unique tracks covering Information Technology Professionals, Business Leaders, and RIM and Legal Experts. We hope this expansion will provide you new opportunities to collaborate with your corporate partners in looking for industry specific ECM solutions.

The New York Delaware Valley board feels strongly that this is your conference. In that spirit, we have constructed this event around your suggestions and feedback. We want to continue to improve, but we can only do better when you provide us feedback. Please take the effort to fill out the feedback sheets, so we can continue to provide top notch events, and know that you are always welcome to stop one of the board members or any of your IBM ECM representatives with suggestions.

During the conference, our exhibit hall will be open for you to pass through and have discussions with business partners and product experts. Visit with the partners to discuss your needs and their offerings. They are here to provide the solutions that you need, but keep in mind that they are sponsoring this event for us, so they make it possible for us to hold this event free of charge.

Thank You for Attending the 2011 New York UseNet.

Franklin Alvarez
Board President
The New York /Delaware Valley Board

Meeting Locations

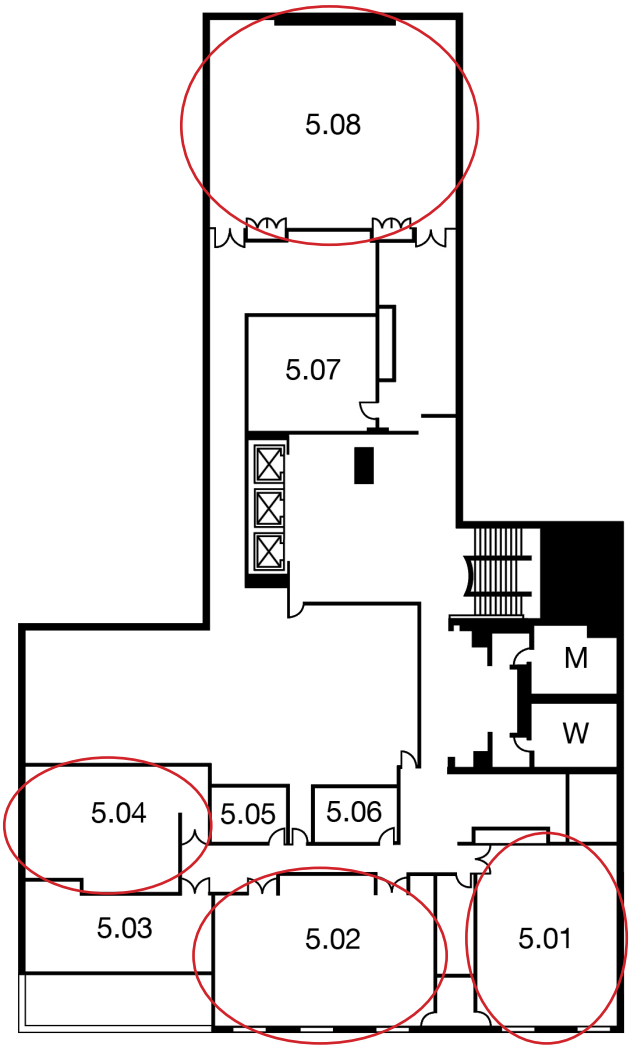
General Session
Breakfast and the General Session will take place in the Hudson Theatre on the lobby level

Sponsor Expo
The sponsor expo, lunch and the reception will be held in Gallery 8 on the 8th floor

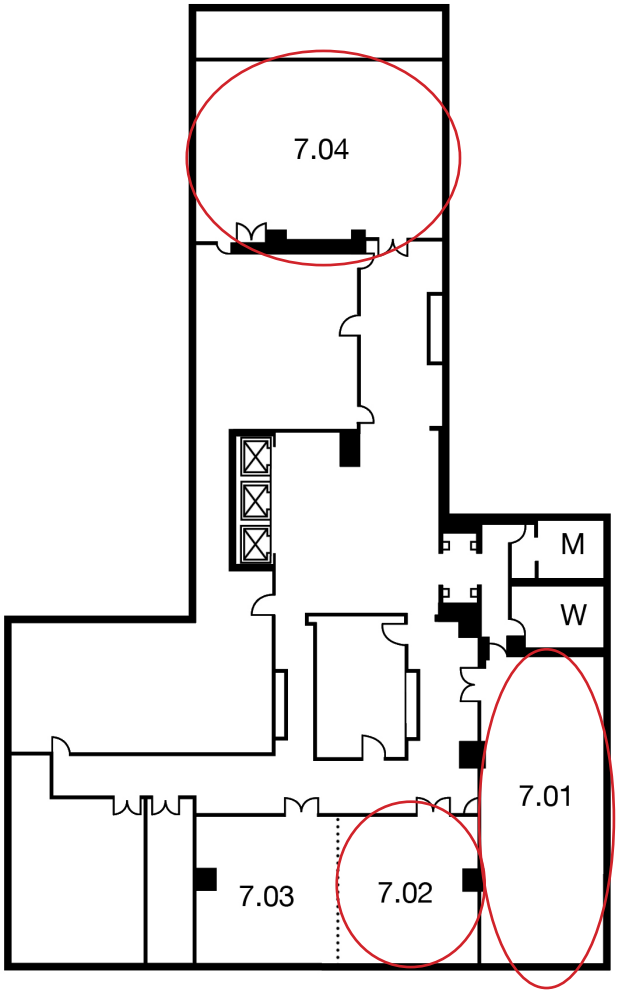
Breakouts
Breakouts take place in the following meeting rooms:

Fifth Floor
- 5.01
- 5.02
- 5.04
- 5.08

Seventh Floor
- 7.01
- 7.02
- 7.04



Fifth Floor



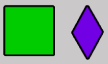
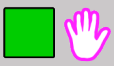
Seventh Floor

Business | RIM & Legal | IT | Hands-On Lab | Customer Presentation

Tuesday, May 10th

9:00am - 10:15am	**General Session Keynote Address** **Phillip Jones, Enterprise Content Management Executive & Craig Rhinehart, Director, Products and Strategy, IBM ECM** Hudson Theatre					
10:15am	**Break & Vendor Expo**					
10:45am - 11:35am	**Room 5.02** Advanced Case Management in Government: The Roadmap for Effectiveness and Efficiency	**Room 5.08** Where is the Need for Advanced Case Management in Banking and Financial Markets?	**Room 5.01** Going Beyond Claims with ECM	**Room 7.01** How to Leverage Enterprise Content Management to Solve Today's Pressing Information Governance Problems	**Room 7.04** What's New from IBM ECM for IBM FileNet P8 Customers	**Room 5.04** What's New from IBM ECM for IBM Content Manager Customers
11:35am	**Break**					
11:45am - 12:35pm	**Room 5.02** IBM's Advanced Case Management - Delivering Better Customer Outcomes	**Room 7.04** IBM Watson and IBM Content Analytics	**Room 7.01** Too Much Content: Addressing the Challenges Faced by Today's Organizations	**Room 5.01** IBM Document Capture Strategy and Product Update	**Room 7.02** IBM Case Manager Hands-On Lab	**Room 5.08** Best Practices: Building a Next-generation Information and Records Management Archive Using IBM FileNet P8, IER and N Series Storage
12:35pm	**Lunch and Vendor Expo** Gallery 8					
2:15pm - 3:05pm	**Room 7.04** Unlock Valuable Insight from Enterprise Content with Content Analytics	**Room 7.01** Helping Your Legal Department Meet Information Obligations and Reduce Risks	**Room 5.01** Production Imaging Edition and other IBM Imaging Solutions Update	**Room 5.08** IBM Case Manager Product Update	**Room 7.02** Datacap Taskmaster Capture Hands-On Lab	**Room 5.02** Teaching an Elephant to Dance: Using IBM CMOD to Manage Petabytes of Data with Ease
3:05pm	**Break**					
3:15pm - 4:05pm	**Room 5.01** How Marketing, Product Mgmnt, Facilities, Customer Service and HR Organizations Use IBM ECM...	**Room 7.01** Records and Retention Management for Reduced Risk and Cost	**Room 5.08** Create Rapid Business Insight with Content Analytics	**Room 5.02** IBM FileNet Business Process Manager Product Update	**Room 5.04** IBM Content Manager OnDemand Product Update	**Room 7.04** Social Business Meets Enterprise Content Management
4:05pm	**Break**					
4:15pm - 5:05pm	**Room 7.01** Reducing the Costs of Explosive Information Growth with a Smarter Approach to Archiving	**Room 5.01** Information Lifecycle Governance Tech Talk and Product Update	**Room 5.08** Create Content Analytic Solutions that Deliver Deep Business Insight	**Room 7.04** Office Document Management and SharePoint Update	**Room 5.02** IBM FileNet Content Manager Update	**Room 5.04** IBM FileNet System Monitor Product Update
5:05pm	**Reception Sponsored by NetApp** Gallery 8					

Presentation Information

Category	Breakout	Presenter(s)	Summary
Keynote	Does ECM Still Matter?	Craig Rhinehart	The business of enterprise content management has changed considerably. Today's businesses need faster, deeper business insight. But you can't have insight into your business without insight into your content. IBM commissioned three global studies of CEOs, CIOs and CFOs. The results will be discussed in the context of ECM, showing how business leaders can use the information today to help their companies stand out in a complex world. You will also learn practical advice involving the latest IBM ECM strategies around document imaging and capture; social content management; advanced case management; content analytics, and information lifecycle governance.
	Advanced Case Management in Government: The Roadmap for Effectiveness and Efficiency	Campbell Robertson	Many organizations grapple with a strategy for ECM deployments. The need for converging technologies to improve case management or information lifecycle governance is paramount. This session will illustrate two use cases of clients who have or are implementing various stages of Advanced Case Management (ACM). ACM is the transformative model for: incorporating structured with unstructured information while enforcing advanced rules and business processes; providing a collaborative environment to capture all decision making aspects; and for employing content analytics to derive even greater knowledge. An Impact Analysis Tool will be discussed, allowing participants to start to build a business case for ACM.
	Best Practices: Building a Next-generation Information and Records Management Archive Using IBM FileNet P8, IER and N Series Storage	Zev Rubenstein & Kevin Kearns	To meet the record retention, compliance, archive and eDiscovery challenges facing businesses today, Viewpointe needed a robust, next-gen environment capable of extremely high transaction rates and nearly zero planned downtime with low management costs. Viewpointe created OnPointe™, the trusted solution for digital storage and records management. The first step in building OnPointe™ was to deploy a proof of concept (POC) utilizing IBM FileNet P8 ECM for a major US bank. The goal was to create a hosted, managed solution that reduced cost, risk and cycle time for multiple bank data management applications, and the same time to develop the tools required to support ingestion and management of numerous data types. By implementing this POC in 2009, we not only met our business requirements, but we also leveraged the unique dev/test capabilities to bring our new OnPointe™ services online. This POC validated our plan to use IBM N series unified storage for a production rollout. Throughout 2010, Viewpointe worked with IBM to solidify the OnPointe™ architecture with FileNet P8, CMOD, N series storage, and other IBM ECM and analytics tools.
	Create Content Analytic Solutions that Deliver Deep Business Insight	Paul O'Hagan	Organizations continue to seek new ways to integrate business insight derived from their unstructured enterprise content to gain competitive advantage. While IBM Content Analytics enables you to find, assess and derive insight from enterprise content through its "rapid insight" experience, it also enables "deeper insight" through the integration and customization with other systems and solutions. Come learn how IBM Content Analytics can enable your organization to create deep insight through other systems like business intelligence, predictive analytics, industry vertical solutions and IBM Case Manager, and see how Content Analytics can be used as content middleware to integrate unstructured data with data warehousing and other structured data systems.
	Create Rapid Business Insight with Content Analytics	Paul O'Hagan	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.
	Datacap Taskmaster Capture Hands-on Lab	Amit Saha & Jim Ilardi	IBM Datacap Taskmaster Capture is the latest addition to IBM's suite of ECM products, and with it, IBM has acquired an industry innovator in the intelligent capture arena. Datacap Taskmaster easily distributes content capture, be it paper, faxes or even emails; and it automatically classifies, separates and extracts important data elements. This lab will introduce you to some of Datacap's key differentiators, including fingerprinting technology and advanced data validation capabilities.

Category	Breakout	Presenter(s)	Summary
	Going Beyond Claims with ECM	Joe Dzigiel	Most asset intensive organizations have separate document and asset management systems. These systems are frequently silos within operations and/or engineering departments. However, input from multiple departments is necessary to supply knowledge workers with information that's necessary to perform crucial jobs. Maintenance personnel carrying out work scheduled and managed by EAM systems may not have easy access to all the information they need to perform the work. An integrated EAM and FileNet solution bridges the gap between silos in operations, maintenance and engineering, resulting in trusted content, optimized processes and ensured corporate compliance. The primary benefits of this are reduced maintenance costs, improved safety and increased plant availability.
	Helping Your Legal Department Meet Information Obligations and Reduce Risks	Michele Kersey	General Counsel today are ill equipped to manage their obligations for information and face a stark reality: too much risk. The litigation and discovery, privacy, and regulatory obligations for information have gotten infinitely more complex as companies expand globally to face new country legal obligations, US discovery rules change significantly, and information volume and diversity explode. Unfortunately, most corporate legal departments are not well versed in business process or information management and need expert guidance from seasoned project and information professionals. This session will help ECM leaders understand: • The causes and effects of too much information-based legal risk • The stakeholders in defining and meeting legal obligations for information • A process maturity model and assessment tool for determining and addressing the root causes within attendees' own organizations • Approaches to developing an internal business case and ROI model for systematically lowering legal risk • How attendees can build on their existing technology assets and skills to lower legal risks and • How IBM's ECM products drive a sizeable ROI from defensible disposal for the CIO and the enterprise

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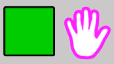
Building IT One Object at A Time

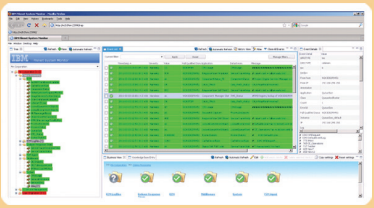
GCOM Software Inc. is an IBM ECM partner providing FileNet® ECM implementation, upgrade & data migration services to Banking, Financial Services, Insurance, Healthcare and Government customers. GCOM's service offerings cover the entire FileNet® ECM product suite including FileNet® Business Process Manager, Records Manager & Email Manager. GCOM's comprehensive implementation approach includes application performance tuning services and legacy content migration services. Our FileNet® legacy content migration services use our custom developed web content migration system to easily retrieve, cleanse and upload data from legacy FileNet® Systems to your new FileNet® P8 ECM implementation. GCOM's FileNet® practice is supported by a diverse group of 150+ consultants deployed in the NYC & Albany metro areas, this capability enables us to deliver FileNet® ECM services on any supported platform. To learn more about our service offerings visit us at http://www.gcomsoft.com or call us at 518 869-1671.

Category	Breakout	Presenter(s)	Summary
	How Marketing, Product Management, Facilities, Customer Service and Human Resource Organizations Use IBM ECM to Increase Efficiency, Reduce Costs, Improve Quality and Go Home Early on Friday Afternoons	Dan Bigos	Learn how IBM ECM enables customers to develop and deliver better products, provide better customer service at lower cost, manage human resource activities more efficiently, reduce maintenance cost and extend the life of facilities and capital assets, and achieve greater supply chain efficiency. Examples are drawn from actual customer use cases worldwide and present best practices. Quantifiable benefits will be cited. This is the business-oriented session that your marketing, product management, facilities or operations, customer service and human resources colleagues would have attended if you had invited them. A copy of IBM's white paper "Improving the Efficiency, Accuracy and Cost Effectiveness of Core Business Activities" will be provided to all attendees.
	How to Leverage Enterprise Content Management to Solve Today's Pressing Information Governance Problems	Richard Hogg	This session will discuss some of the biggest enterprise information problems today and how seasoned ECM practitioners can leverage their expertise and advance their careers by tackling problems that cost organizations hundreds of millions each year. The results of a recent Compliance, Governance, and Oversight Council (CGOC) Information Governance Benchmark Report will be presented which highlight the gaps in information processes across business, legal, records and IT stakeholders, help quantify the impact on the enterprise, and provide guidance on mitigating the gaps and lowering total information and compliance costs. ECM leaders will learn how their skills can help legal and IT executives break through organizational and process barriers. A copy of the CGOC's "Information Governance Benchmark Report in Global 1000 Companies" will be provided to all attendees.
	IBM's Advanced Case Management - Delivering Better Customer Outcomes	Dave Yockelson	IBM's Advanced Case Management strategy gives your knowledge workers the ability to deliver better results for your customers. Today's challenge is to optimize the outcome of all the interactions between your organization and its constituents, whether citizens, consumers, or business partners. The ultimate goals are to improve service, increase loyalty, and grow revenue while efficiently addressing internal processes and policies. Using industry scenarios and use cases, we will describe how IBM Case Manger can be used to provide better solutions for servicing your customers, managing incidents, or conducting investigations - with a clear focus on delivering successful outcomes.
	IBM Case Manager Hands-on Lab	Lisa Lafayette	IBM Case Manager unites information, process, and people to provide a 360-degree view of case information. In addition to content and process management, IBM Case Manager utilizes advanced analytics, business rules, and collaboration to help drive more successful, optimized case outcomes. In this hands-on exercise, these capabilities will be explored as you perform the roles of several case workers.
	IBM Case Manager Product Update	Dave Yockelson	This session will cover the newly released IBM Case Manager 5.0 product which runs on top of IBM FileNet BPM 5.0. We will cover all major components of IBM Case Manager including Case Builder, the new widget-base Case UI, and Case Analytics. In addition, we will discuss the other major components of IBM Case Manger, including IBM Content Analytics, ILOG JRules, Sametime, and WebSphere Process Server integration.
	IBM Content Manager OnDemand Product Update	Neil Parrott	Learn about important new capabilities introduced with CMOD MP v8.5. and CMOD z/OS v8.5. And discover how to further lower CMOD storage costs with Enhanced Retention. Managing enterprise report data is critical to customers being able to reduce costs, increase user productivity and increase customer satisfaction by providing fast access to essential report and print content required by 'front' and 'back' office applications. IBM Content Manager OnDemand (CMOD) leverages your enterprise report documents from within your ECM Content, Process and Compliance applications.
	IBM Document Capture Strategy and Product Update	Amit Saha	With the acquisition of Datacap, IBM significantly expanded its document capture portfolio to offer distributed thin client capture, 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 that 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 strategy, the latest Datacap release, which is now available through IBM, and the latest developments in FileNet Capture.
	IBM FileNet Business Process Manager Product Update	Dave Yockelson	This session will provide a comprehensive update of IBM FileNet Business Process Manager (FileNet BPM) with a focus on the newly released version 5.0. We will cover all major components, including the Java process engine implementation, process designer, widgets and mashups, eforms, Business Process Framework and Cognos Real Time Monitor (formerly CognosNOW!). In addition we will discuss considerations for customers interested in implementing IBM Case Manager with FileNet BPM.

Category	Breakout	Presenter(s)	Summary
	IBM FileNet Content Manager Update	Guy Rind	IBM FileNet Content Manager has matured into an offering that goes far beyond core content repository functions. It now includes non-chargeable components* such as DB2, WebSphere Application Server, Content Federation Services (CFS), FileNet Content Manager SharePoint Web Parts, FileNet Integration for Microsoft Office, WorkPlace XT and DITA standards for advanced document management. Learn more about the latest capabilities of IBM FileNet Content Manager v5.0, and see how its many features and components provide a broad and flexible platform for the FileNet P8 family of offerings. Making Essential ECM a reality, IBM FileNet Content Manager enables your company to take advantage of the content management repository which offers the greatest depth and breadth of functionality in the industry. * restricted use license terms apply
	IBM FileNet System Monitor Product Update	Steve Bass	Learn about important new capabilities introduced with FSM 4.5. And discover new ways that FSM can monitor your infrastructure with Business Views. IBM FileNet System Monitor proactively monitors the health of IBM FileNet Systems to increase uptime and reduce your Total Cost of Ownership. Meet your service level agreements, and provide unique visibility to Line of Business owners within your organization. FileNet System Monitor (FSM) is the tool of choice for monitoring of the ECM platform. Reduce problem diagnosis and resolution time while providing a single point for control for a distributed system.
	IBM Watson and IBM Content Analytics	Paul O'Hagan	Between February 14 & 16, an IBM computer called "Watson" competed on Jeopardy!, beating two of the show's most successful contestants--Ken Jennings and Brad Rutter. More than just a game player, Watson is a breakthrough in the scientific field of open-domain Deep Question Answering and Natural Language Processing (NLP). Come learn how you can leverage IBM Content Analytics and the same NLP technology found in Watson to develop answers to your critical business questions.
	Information Lifecycle Governance Tech Talk and Product Update	Richard Hogg	IBM Information Lifecycle Governance (ILG) solutions enable organizations to more effectively retain, classify and archive information, efficiently meet eDiscovery obligations, and defensibly dispose of information, to lower both cost and risk. Learn about the latest ILG product updates (including Content Collector, eDiscovery, Enterprise Records, PSS Atlas and related products).

SERVICE LEVEL MANAGEMENT FOR ENTERPRISE ECM PLATFORMS

cenit



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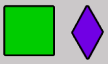
Category	Breakout	Presenter(s)	Summary
	Office Document Management and SharePoint Update	Steve Studer	SharePoint and Office Document Management are very popular topics these days, Learn how IBM can enable and extend Microsoft SharePoint and Office Document Management to leverage high value content combined with a comprehensive ECM application support. This session will cover SharePoint (WSS 3.0, MOSS 2007 & SharePoint 2010) Office 2003-Office 2010, CMIS and more.
	Production Imaging Edition and Other IBM Imaging Solutions Update	Steve Studer	While IBM continues to develop its FileNet Image Services, Image Manager Active Edition, and related products, it recently announced IBM Production Imaging Edition (a solution bundle comprising Datacap Taskmaster, FileNet Content Manager, imaging-centric workflow components, and Daeja ViewONE Pro). This presentation will provide an update on current and upcoming imaging product releases, and a detailed look at Production Imaging Edition.
	Records and Retention Management for Reduced Risk and Cost	Richard Hogg	Records and information management leaders today need to meet and prove compliance with regulatory obligations, and also need to manage retention across business units and information sources. This session will help ECM and Records Information Management leaders learn more about how to extend their skills and technology assets to manage more information in concert with information and records policies to lower risk and cost, including: • Managing the complete records lifecycle, including records declaration, file plan design, classification, physical records, federation, disposition and more • Developing the business case for records management and for value-based retention • Managing records and retention for all information • Special challenges in managing a global information initiative • How to extend existing investments in IBM's ECM products to lower information cost and risk
	Reducing the Costs of Explosive Information Growth with A Smarter Approach to Archiving	Michele Kersey	Many organizations are faced with uncontained information growth across email, files, SharePoint, SAP and other application data that is exceeding current infrastructure and is driving cost up and efficiency down. This session will help ECM experts understand: • The problems presented by explosive information growth across multiple informatio types • The challenges with first-generation email archiving solutions • How to extend an IBM ECM foundation with a smarter approach to archiving
	Social Business Meets Enterprise Content Management	Steve Studer	Social and collaborative tools integrated with enterprise content are transforming how people interact, work and leverage information. As the market leader in ECM software, IBM is bringing social business capabilities to high-value, content-related applications and use cases. Join us in learning how IBM's social software and ECM portfolio together are enabling organizations to make better decisions faster by connecting people to content--and driving real business results.
	Teaching an Elephant to Dance: Using IBM CMOD to Manage Petabytes of Data with Ease	Zev Rubenstein & Kevin Kearns	As service demands grew, Viewpointe needed to enhance its industry-leading Check Archive service to keep pace with the growing petabytes of data under management while concurrently optimizing both performance and cost. Our platform of choice was IBM Content Manager OnDemand (CMOD) using IBM N series storage to enable extremely high transaction rates and availability. Throughout 2010, Viewpointe began transitioning to new IBM N series storage. At this time we have migrated approximately half of the 25 petabytes of check images Viewpointe manages for its banking customers. We have found that this technology combination of CMOD and N series storage has exceeded both our internal and customer expectations for data reliability, cost and performance. The transition to N series storage continues as we proceed with our all-disk and technology refresh projects.
	Too Much Content: Addressing the Challenges Faced by Today's Organizations	Richard Hogg	IT departments today face a daunting problem that they simply can't solve alone: too much content. In fact, the CIO's budget is rapidly being eroded by the heavy cost of managing endless information waste which undermines the ability to make strategic IT investments. This session will cover: • The causes and effects of too much content • The stakeholders who have a role in determining what to dispose of and when • A process maturity model and assessment tool for determining and addressing the root causes within attendees' own organizations • Approaches to developing an internal business case and ROI model for defensible disposal • How attendees' can build on their existing technology assets and skills to break the cycle of data accumulation and lower enterprise information costs • How IBM's ECM products drive a sizeable ROI from defensible disposal for the CIO and the enterprise

Category	Breakout	Presenter(s)	Summary
	Unlock Valuable Insight from Enterprise Content with Content Analytics	Paul O'Hagan	Forward-looking organizations are recognizing new opportunities to optimize their business operations through insights gained from their unstructured enterprise content. 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.
	What's New from IBM ECM for IBM Content Manager Customers	Steve Studer	In this session, you will hear the latest updates on IBM ECM products, including new releases as well as new capabilities in existing products such as IBM Content Manager, Datacap, Content Manager OnDemand, and Case Management, Compliance and Analytics suites.
	What's New from IBM ECM for IBM FileNet P8 Customers	Guy Rind	In this session, you will hear the latest updates on IBM ECM products, including new releases as well as new capabilities in existing products such as IBM FileNet Content Manager, Case Management, Production Imaging, Content Manager OnDemand, and Compliance and Analytics suites.
	Where is the Need for Advanced Case Management in Banking and Financial Markets?	Alan Horton-Bentley	While the World's Financial Markets struggle to recover from the negative effects of the credit turmoil, new regulation and improved business processes will be adopted in an effort to regain trust, drive down costs and avoid unacceptable risk exposure. As a result, the Industry remains focused on the following Imperatives: • Improving liquidity via profitable and controlled growth • Regaining investor and client trust by reducing risk and increasing transparency • Reducing costs by improving efficiency This session centers on where IBM believes Advance Case Management will have a positive impact on addressing these important imperatives.

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Exhibition Area

The IBM ECM local user group would like to thank the sponsors who are participating this year. Without their involvement, this event would not be possible.

Exhibit #	Sponsor
1	Informative Graphics Corp.
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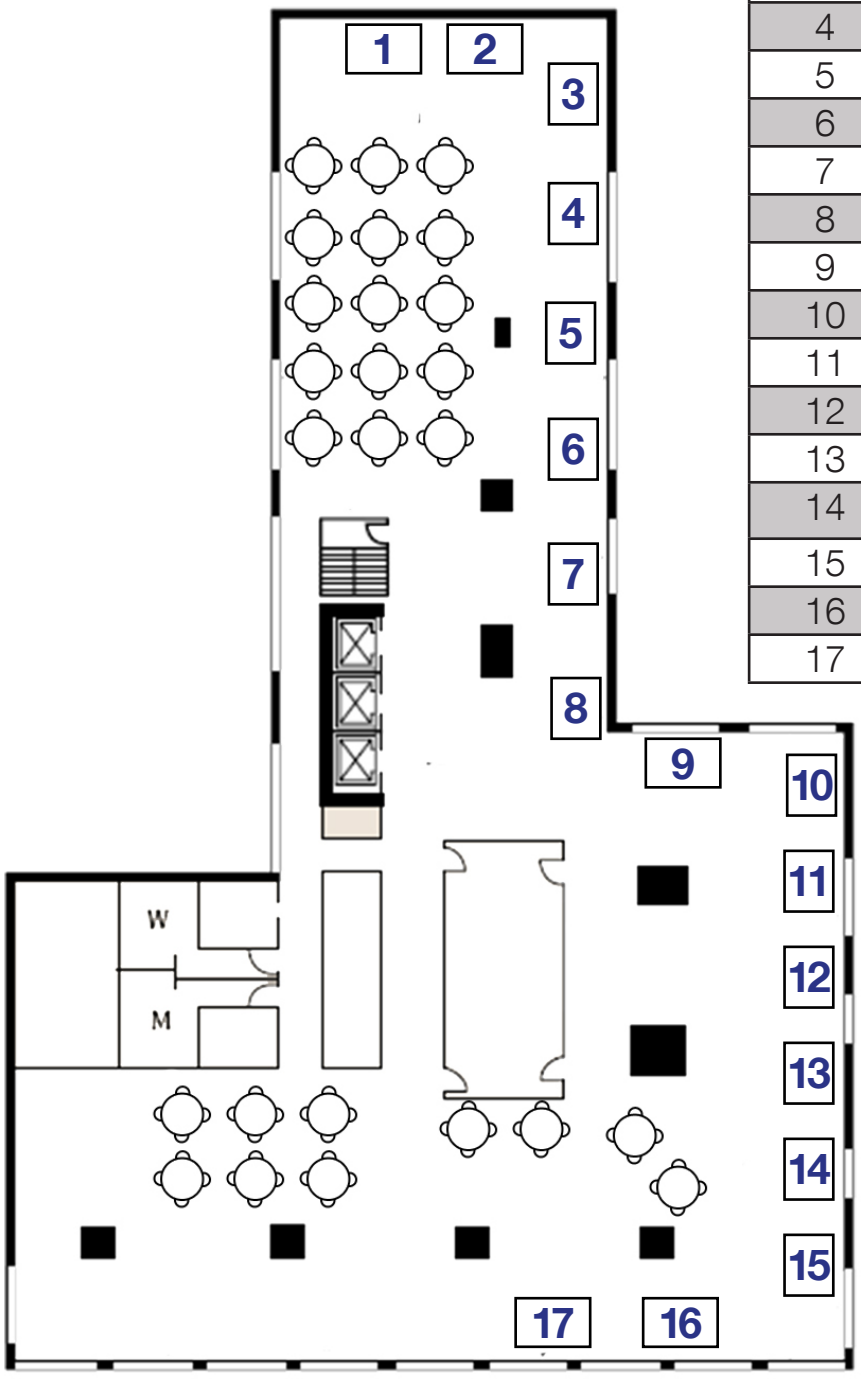
17	



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