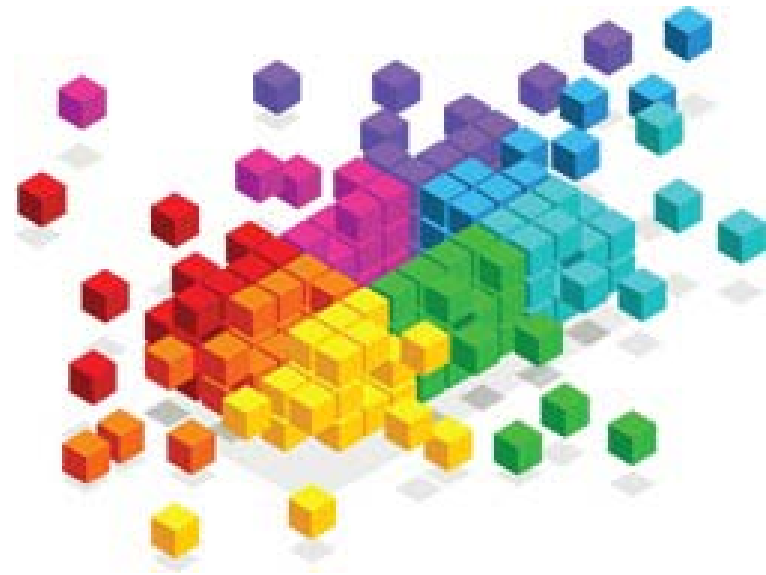


# Content in Motion

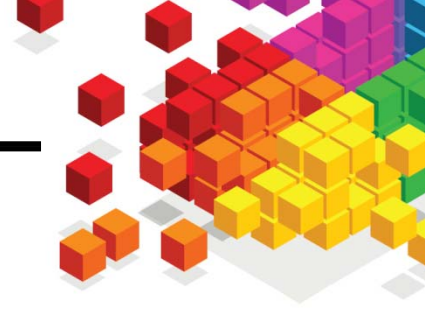
IBM Enterprise Content Management Conference

30 mei 2012



# Programma

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12h00 Welcome lunch

13h30 Plenary Session

- Welcome, by John Emmerik, ECM Sales Manager Benelux
- Executive Address on Strategy & Roadmap, by Ken Bisconti, Vice President, ECM Software Products and Strategy
- Executive Address on Case Management, by Michael Pray, Director, Worldwide Sales, Advanced Case Management
- ECM landscape in the Netherlands, by Hans Kaashoek, Strategy Partners

15h00 Coffee break

15h30 Breakout sessions

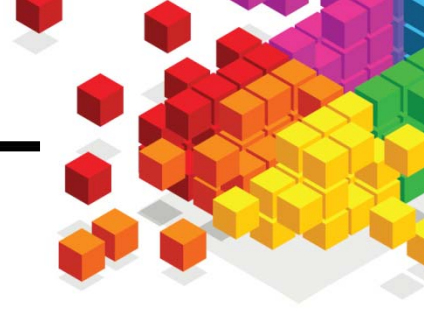
17h00 Closing keynote

17h30 Networking cocktail

18h30 The end

# Break-out sessies

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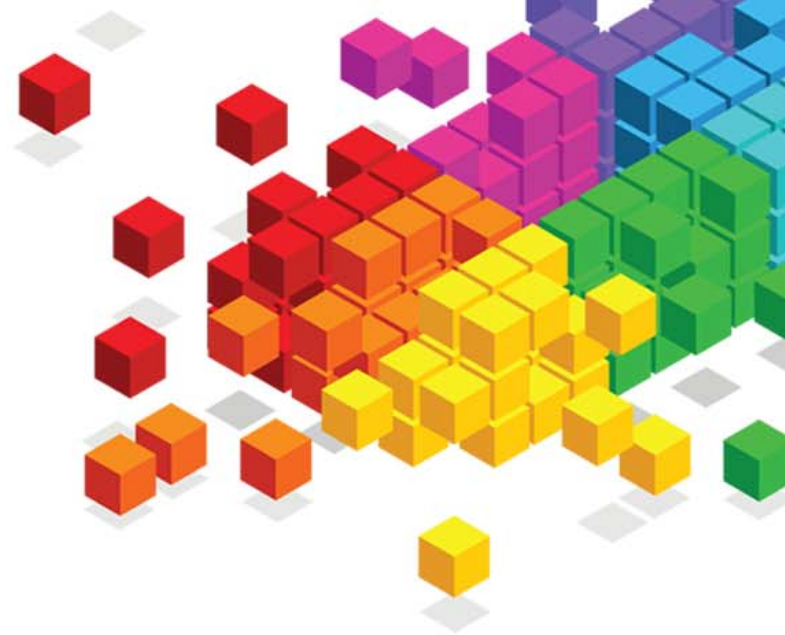
- Customer Focus (Ruimte : Comitium) :
  - 15.30 - 15.55 - How to build a compelling value case?
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# Content in Motion

## IBM Enterprise Content Management

30 mei 2012

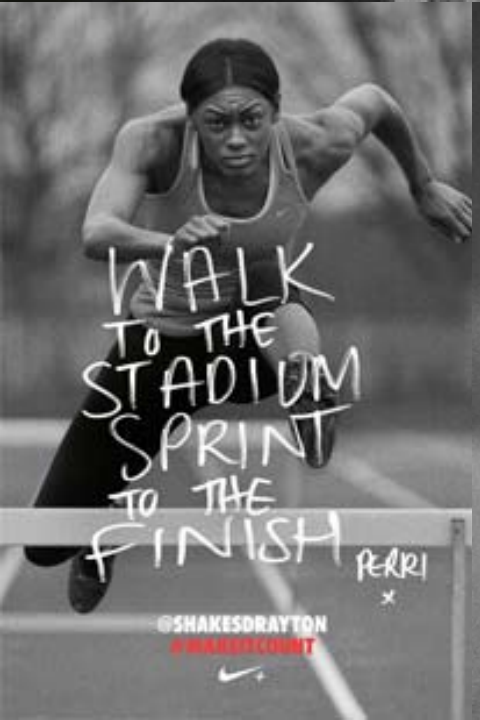
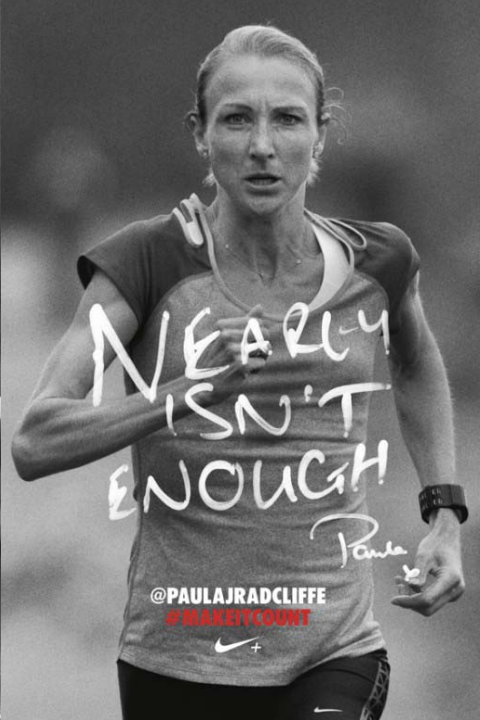
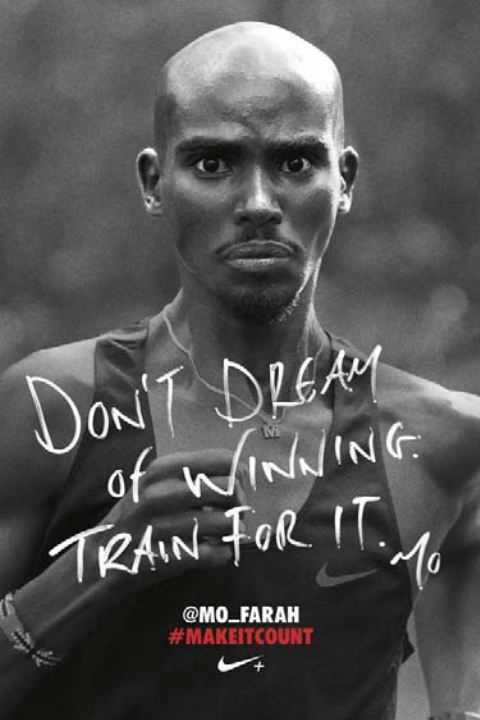
IBM Forum, Amsterdam



### Sponsors

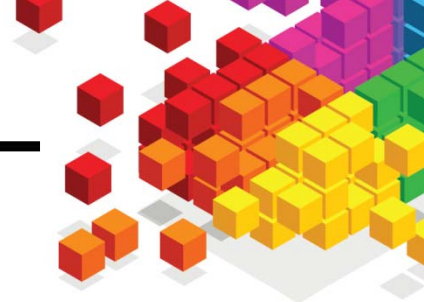
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Achieving the Must Make  
is like going for gold

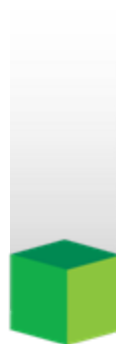
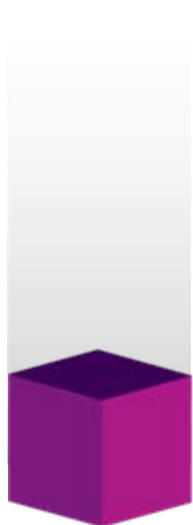




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# Content in Motion

## Realizing the value of content to transform your business



**Content in Motion**

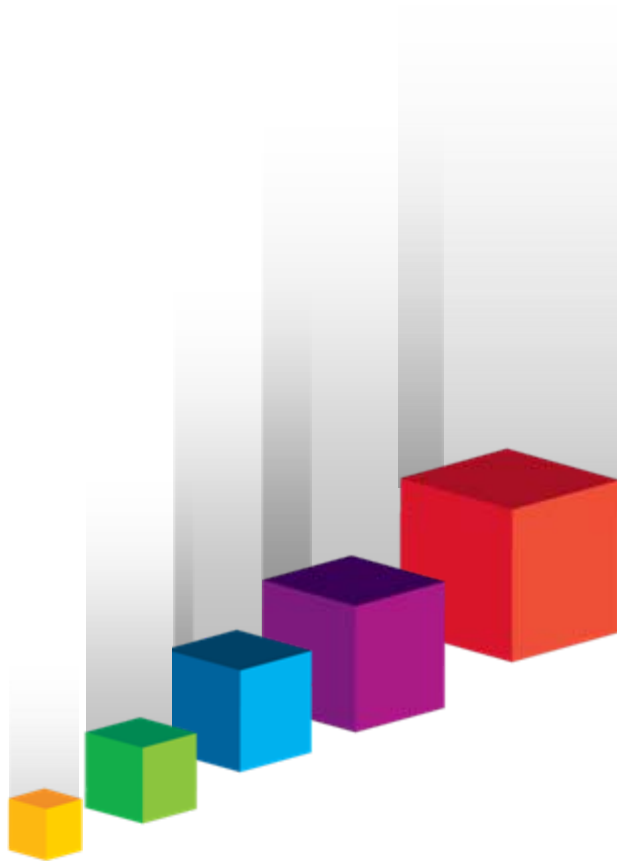
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Shift #1: The role of ...

# Content is exploding

The marketplace is driving greater  
**volume, variety  
and velocity**



**Content in Motion**

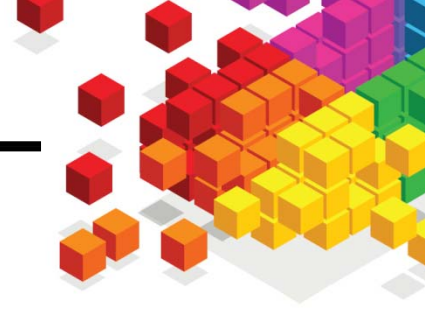
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# Content is exploding

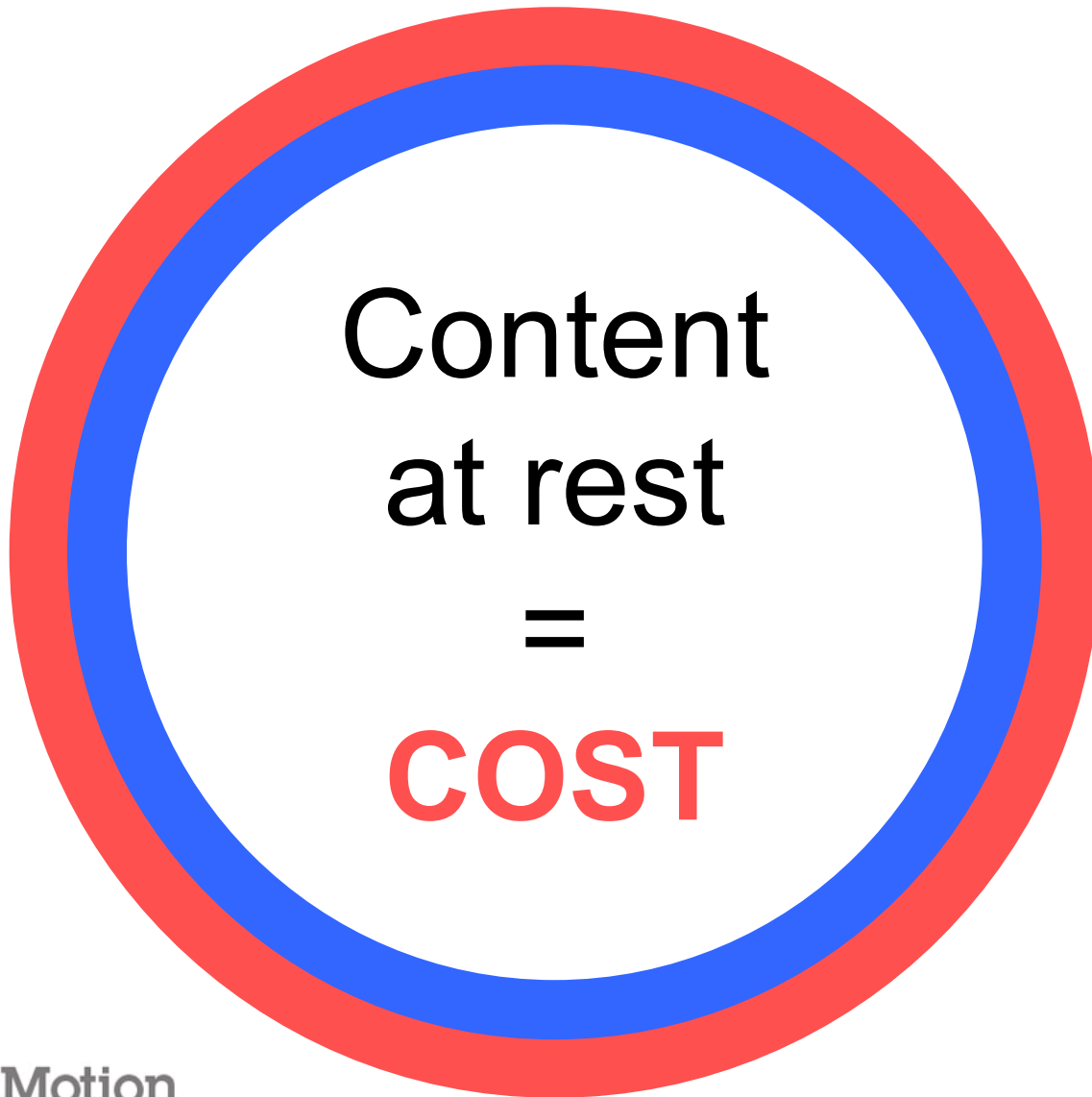
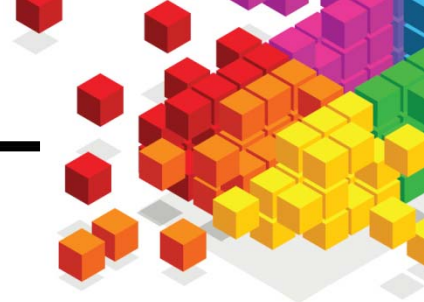


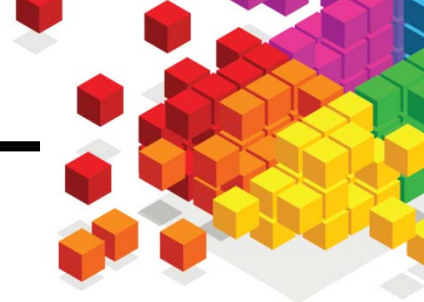
**15 Petabytes**  
of the information created daily



**80%**  
of the information growth is  
unstructured content







---

Content  
in motion  
=  
**VALUE**



# Why IBM Smarter Content?

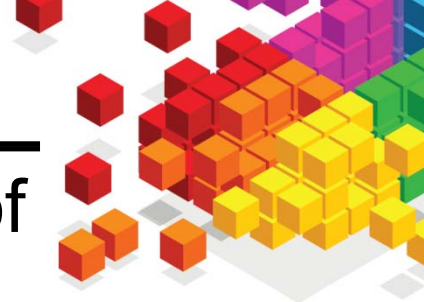
## Helping organizations realize the value of content by:


- **gaining control,**
  - **optimizing business outcomes,**
  - **improving collaboration,**
  - **achieving new insight, and**
  - **governing for reduced cost and risk**

*content in motion*



# IBM helps companies realize the full value of content for **better insight and outcomes**



 **Capture**

harness and exploit

 **Activate**

optimize outcomes

 **Socialize**

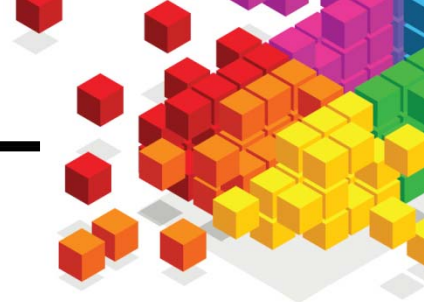
share and collaborate

 **Analyze**

achieve new insights

 **Govern**

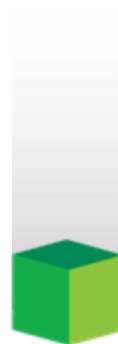
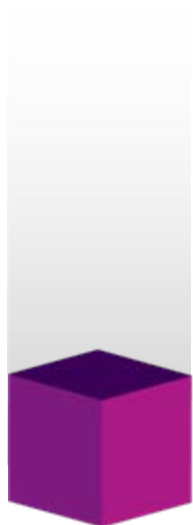
reduce costs and risks



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# Thank You!

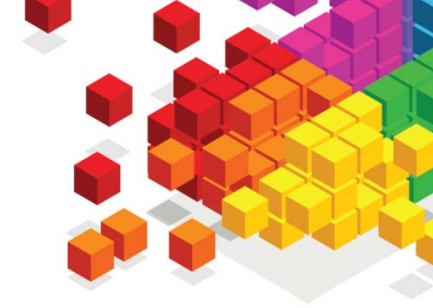
**Content in Motion:** Realizing the value of content to transform your business



# Content in Motion

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30 mei 2012



## Ken Bisconti

Vice President, ECM Software Products & Strategy

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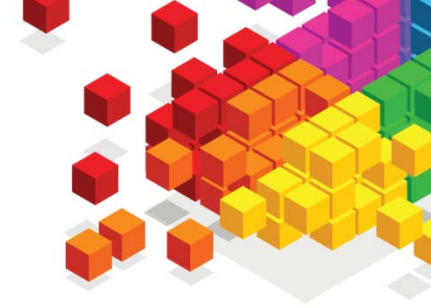
IBM Enterprise Content Management Conference

30 mei 2012

# Content in Motion

IBM Enterprise Content Management Conference

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## Michael Pray

Director Worldwide Sales,  
Advanced Case Management, ECM

**Content in Motion**

IBM Enterprise Content Management Conference

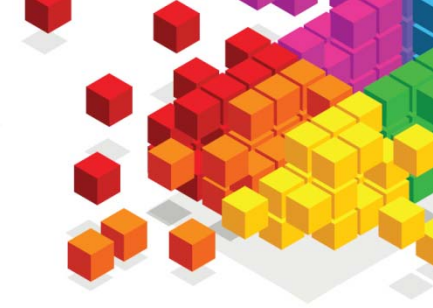
30 mei 2012



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## Hans Kaashoek

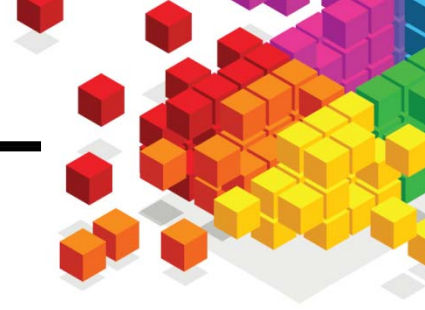
Managing Partner,  
Strategy Partners

# Break-out sessies

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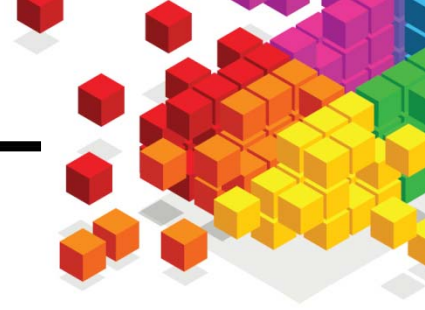
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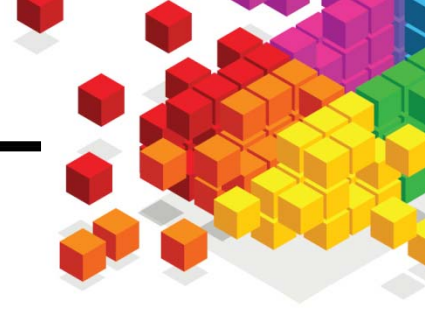
- Content in motion

# Impressie van de dag

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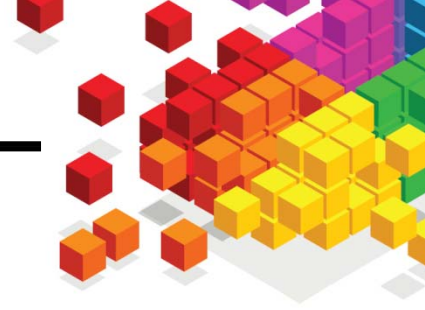


- Slideshow foto's



And the 1st winner is :

**Rene Engelbart**  
**ABN AMRO**

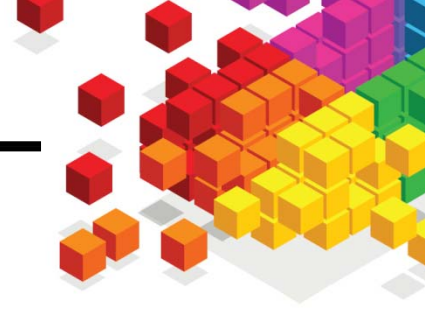


And the 2<sup>nd</sup> winner is :

Roel Linders  
Heijmans

# Workshop Wild Cards

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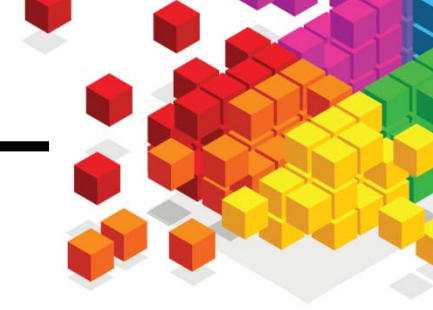


- Still 1 workshops to win
- Submit your project
  - at the booth today
  - on the event website
- Deadline = 15 June



# Workshops

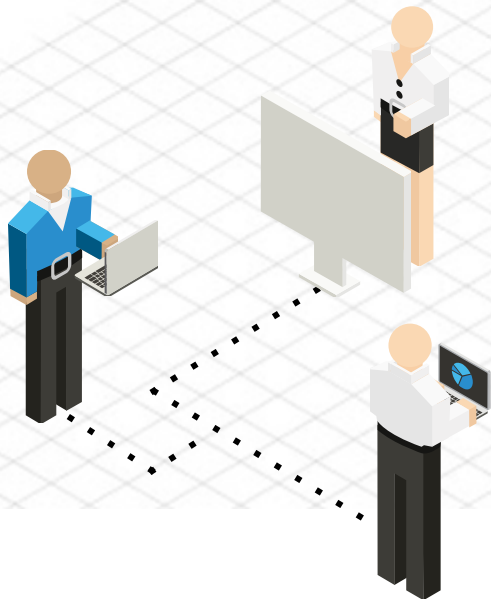
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- Analysis of your current situation
- Description of the challenges within your organization
- Recommendations and an overview of the possible solutions
- A Business Value Assessment of the required solutions
- Next steps on how to reach the desired result

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# Relaunch User Group ?



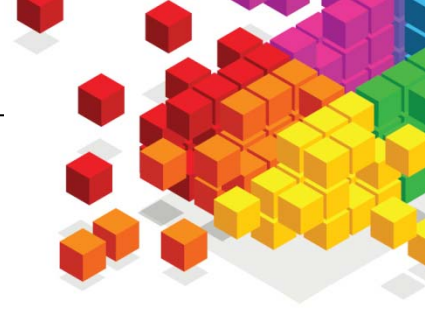
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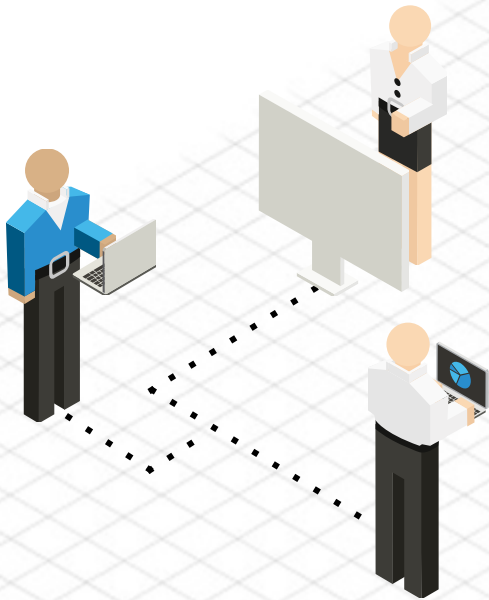
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# What is a local IBM ECM User Group?



- Local IBM ECM User Group is an independent community run by users, for users.
- User group provides information about IBM ECM software solutions.
- Members share information and learn from other users' experiences.



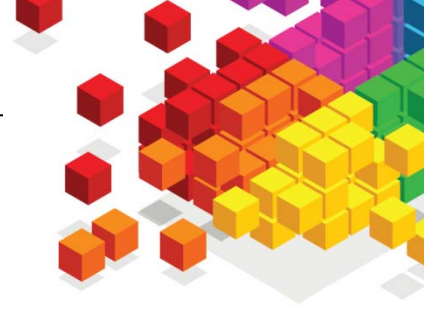
# Why join?

- Influence
- Education and best practices
- Networking



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# What's your next step?

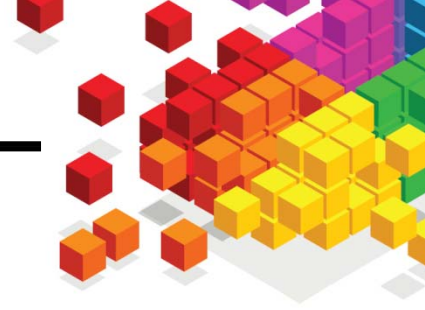


- 80 % of the people enrolled to the event, are interested in a usergroup.
- If you did not indicate your interest, please do so on evaluation sheet
- We will keep you posted on the next steps



# Upcoming Events

---



- Information On Demand 2012
  - 21 – 25 Oktober – Las Vegas
- IBM Performance 2012
  - Nederland : 30 Oktober – De Fabrique, Maarssen
  - België : 13 November – Dolce, La Hulpe

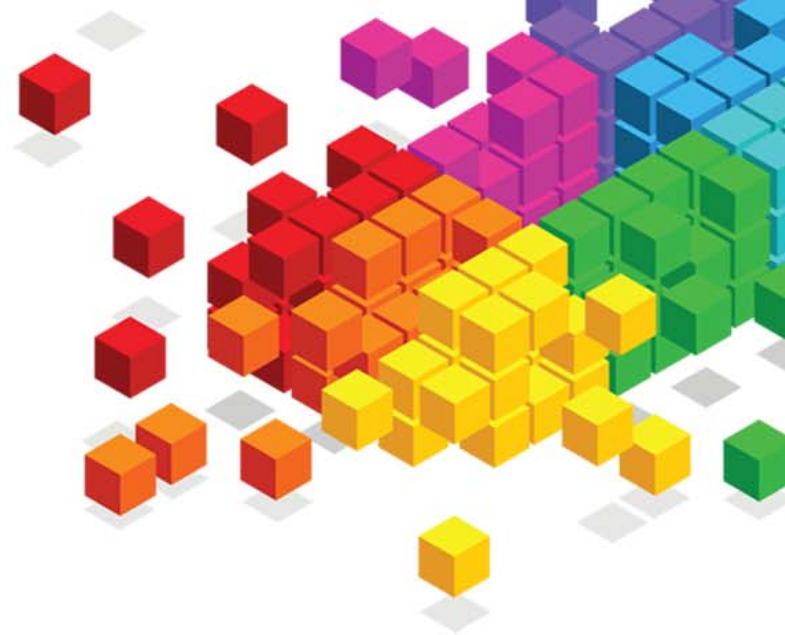


# Content in Motion

## IBM Enterprise Content Management

30 mei 2012

IBM Forum, Amsterdam



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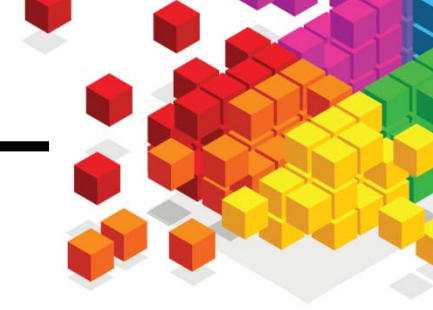
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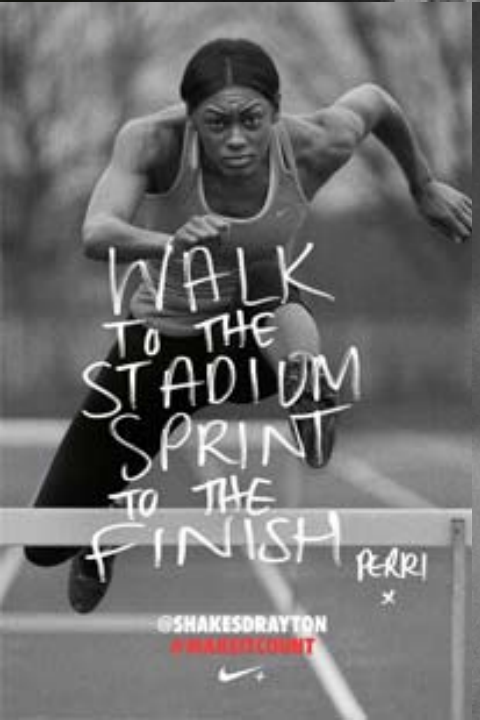
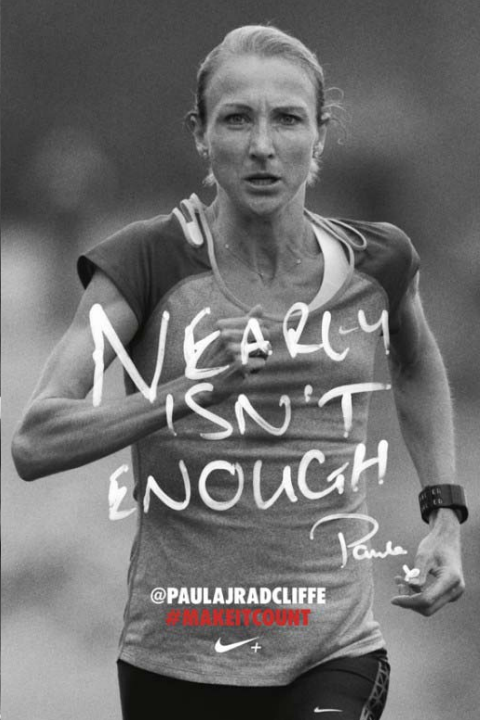
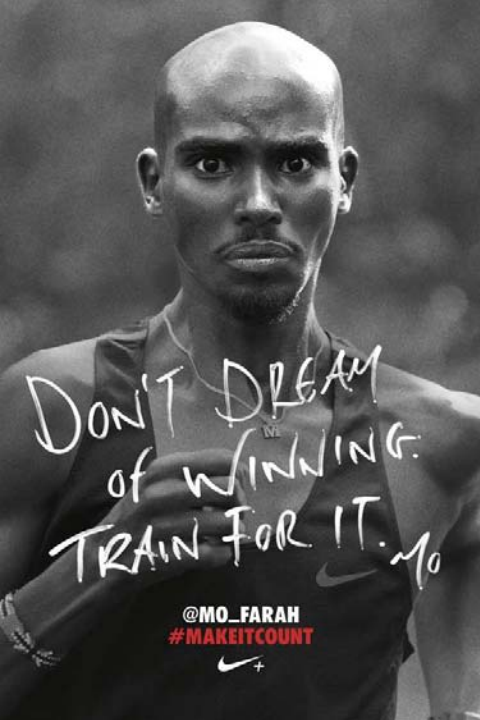


# Evaluation sheet

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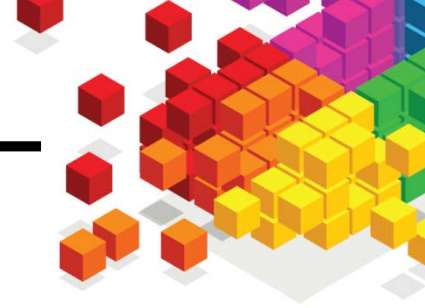
- Please fill out the evaluation sheet
- Hand it in at the registration desk



Achieving the Must Make  
is like going for gold



Thank you and good luck!



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