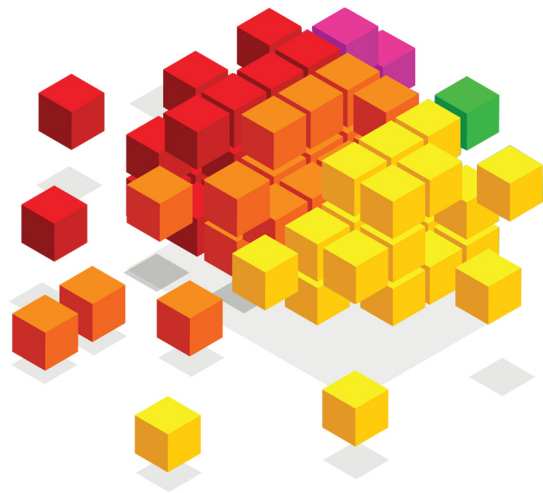


# Austin

Putting Content to Work  
ECM UserNet 2011

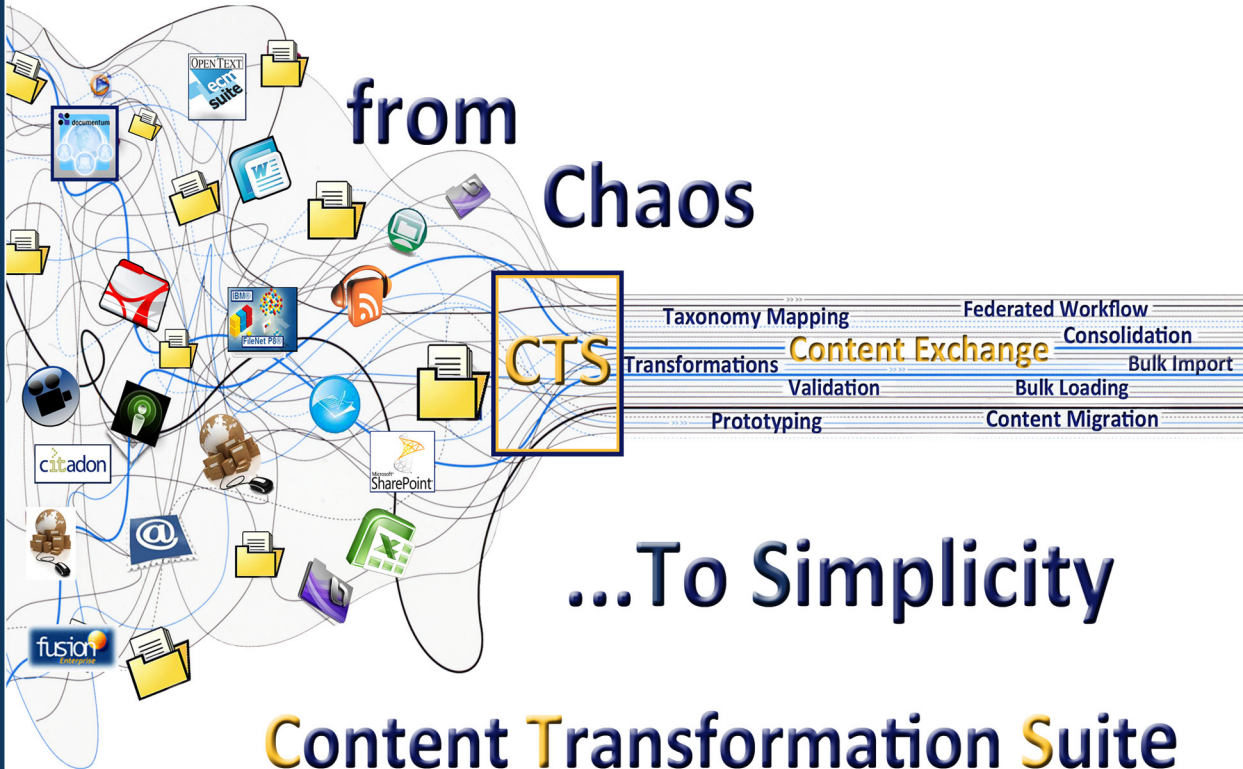


April 12-13, 2011

Hilton Austin  
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Greetings fellow IBM ECM colleagues,

Welcome to our Annual 2011 Austin UserNet Conference!

We are certain this UserNet Conference will offer you invaluable information on IBM's Enterprise Content Management products and solutions as well as providing the opportunity to network with your fellow ECM users.

It's the User Group board's highest priority to meet your needs and requests. We try every year to introduce new ideas while keeping the ones that have worked well in the past but this yearly event would not be nearly as successful without your input. So please don't leave the conference without filling out a survey and feel free to stop one of the board members or IBM ECM representatives with your suggestions.

At different times during the conference, the exhibit hall will be open for you to visit and speak to the IBM partners and product experts. They are here to provide you with solutions that will work with your business needs and workflow processes. We would like to "Thank" the sponsors for their contribution in making this event free of charge. It is greatly appreciated!

In addition to the exhibits, we've lined up many interesting breakout sessions including some customer presentations. On behalf of the board, we would like to thank you for your attendance at the Annual 2011 Austin UserNet Conference! We know you will leave the conference with valuable information and resources.

Thank you,

Your User Group Board

Nohemi Ruiz, Board President

## 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
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# Meeting Locations

## General Session

The general session/exhibits take place in the Governor's Ballroom Salons A-C on the fourth floor

## Breakouts

Breakouts take place in the following meeting rooms:

### Fourth Floor

Meeting Room 414

Meeting Room 416

### Sixth Floor

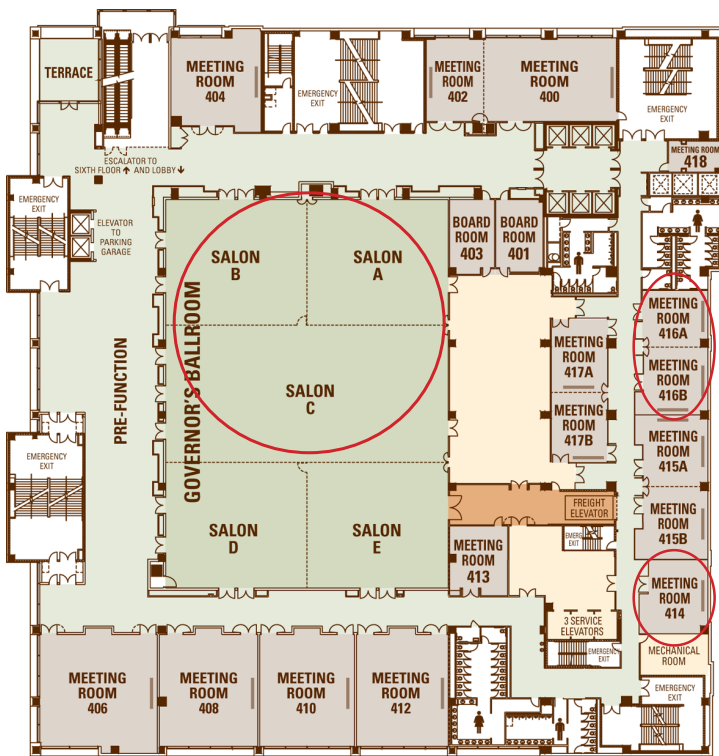
Meeting Room 614

Meeting Room 615

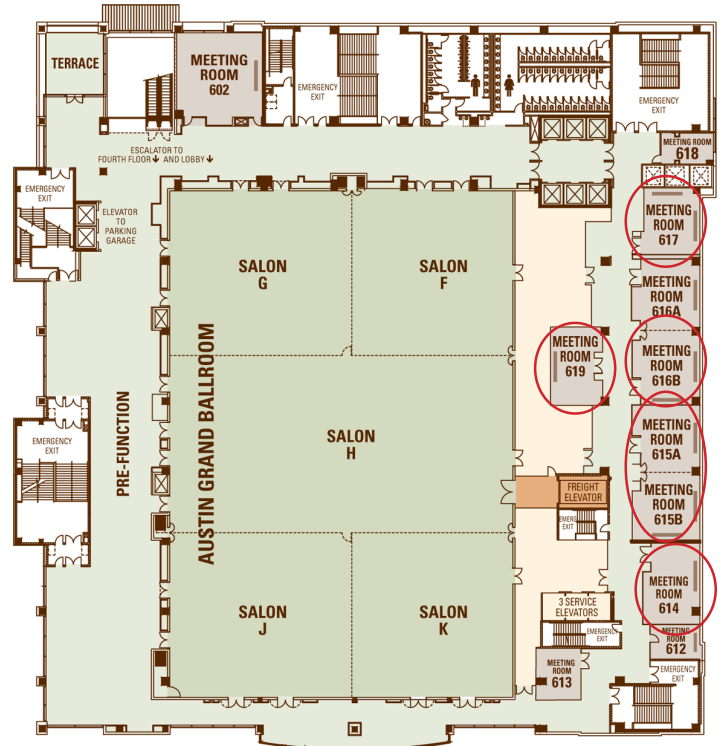
Meeting Room 616B

Meeting Room 617

Meeting Room 619



Fourth Floor



Sixth Floor



● Business   
 ▲ RIM & Legal   
 ■ IT   
 ✿ Hands-On Lab   
 ◆ Customer Presentation

**Tuesday, April 12<sup>th</sup>**

1:15pm - 3:15pm	<b>General Session Keynote Address</b> <b>Philip Jones, Enterprise Content Management Executive &amp; John Murphy, Vice President, ECM Product Development</b> Governor's Ballroom A-C						
3:15pm	<b>Break sponsored by Adjacent Technologies</b>						
3:30pm - 4:20pm	<span style="color: orange;">●</span> <b>Room 616B</b> Advanced Case Management in Government: The Roadmap for Effectiveness and Efficiency	<span style="color: orange;">●</span> <b>Room 617</b> Where is the Need for Advanced Case Management in Banking and Financial Markets?	<span style="color: orange;">●</span> <b>Room 619</b> Improving Enterprise Asset Management with FileNet	<span style="color: blue;">▲</span> <b>Room 614</b> How to Leverage Enterprise Content Management to Solve Today's Pressing Information Governance Problems	<span style="color: green;">■</span> <b>Room 416</b> What's New from IBM ECM for IBM FileNet P8 Customers	<span style="color: green;">■</span> <b>Room 615</b> What's New from IBM ECM for IBM Content Manager Customers	
4:20pm	<b>Break</b>						
4:30pm - 5:20pm	<span style="color: orange;">●</span> <b>Room 616B</b> IBM's Advanced Case Management - Delivering Better Customer Outcomes	<span style="color: orange;">●</span> <b>Room 617</b> IBM Watson and IBM Content Analytics	<span style="color: blue;">▲</span> <b>Room 615</b> Too Much Content: Addressing the Challenges Faced by Today's Organizations	<span style="color: green;">■</span> <span style="color: purple;">◆</span> <b>Room 614</b> Leaving the Caveman Behind: Transforming Content on the Go	<span style="color: green;">■</span> <span style="color: purple;">✿</span> <b>Room 414</b> IBM Case Manager Hands-On Lab	<span style="color: green;">■</span> <span style="color: purple;">◆</span> <b>Room 619</b> Best Practices: Building a Next-generation Information and Records Management Archive Using IBM FileNet P8, IER and N Series Storage	<span style="color: green;">■</span> <b>Room 416</b> Production Imaging Edition and Other IBM Imaging Solutions Update
5:20pm	<b>Reception sponsored by NetApp</b>						

**Wednesday, April 13<sup>th</sup>**

7:45am	<b>Breakfast sponsored by ECMG</b>						
9:00am - 10:00am	<b>General Session: Governance and Compliance in the Social Enterprise</b> <b>Joe Shepley, Vice President and Practice Leader at Doculabs</b> Governor's Ballroom A-C						
10:15am - 11:05am	<span style="color: orange;">●</span> <b>Room 615</b> How Marketing, Product Mgmt, Facilities, Customer Service and HR Organizations Use IBM ECM...	<span style="color: blue;">▲</span> <b>Room 614</b> Helping Your Legal Department Meet Information Obligations and Reduce Risks	<span style="color: green;">■</span> <b>Room 616B</b> IBM FileNet System Monitor Product Update	<span style="color: green;">■</span> <b>Room 617</b> IBM FileNet Business Process Manager Product Update	<span style="color: green;">■</span> <span style="color: purple;">✿</span> <b>Room 414</b> Datacap Taskmaster Capture Hands-On Lab	<span style="color: green;">■</span> <span style="color: purple;">◆</span> <b>Room 619</b> Teaching an Elephant to Dance: Using IBM CMOD to Manage Petabytes of Data with Ease	
11:05am	<b>Break</b>						
11:15am - 12:05pm	<span style="color: orange;">●</span> <b>Room 616B</b> Unlock Valuable Insight from Enterprise Content with Content Analytics	<span style="color: blue;">▲</span> <b>Room 614</b> Records and Retention Management for Reduced Risk and Cost	<span style="color: green;">■</span> <b>Room 615</b> Office Document Management and SharePoint Update	<span style="color: green;">■</span> <b>Room 416</b> IBM Case Manager Product Update	<span style="color: green;">■</span> <b>Room 619</b> ECM in the Cloud	<span style="color: green;">■</span> <b>Room 414</b> IBM Document Capture Strategy and Product Update	
12:05pm	<b>Lunch sponsored by CENIT North America</b>						
1:05pm - 1:55pm	<span style="color: orange;">●</span> <b>Governor's Ballroom</b> Business Roundtable Topics: Operational Efficiency Compliance Case Management Single View of Customer Document Management & Imaging Moderated by InformationWeek	<span style="color: blue;">▲</span> <b>Room 614</b> Reducing the Costs of Explosive Information Growth with a Smarter Approach to Archiving	<span style="color: green;">■</span> <b>Room 416</b> Social Business Meets Enterprise Content Management	<span style="color: green;">■</span> <b>Room 615</b> Create Content Analytic Solutions that Deliver Deep Business Insight	<span style="color: green;">■</span> <b>Room 616B</b> Service Level Management for Mission-critical ECM Applications	<span style="color: green;">■</span> <span style="color: purple;">◆</span> <b>Room 617</b> Automating Tax Document Processes and Lifecycle with P8 eForms and BPM	
1:55pm	<b>Break</b>						
2:05pm - 2:55pm	<span style="color: orange;">●</span> <b>Governor's Ballroom</b> Business Roundtable Topics: Operational Efficiency Compliance Case Management Single View of Customer Document Management & Imaging Moderated by InformationWeek	<span style="color: green;">■</span> <b>Room 416</b> Information Lifecycle Governance Tech Talk and Product Update	<span style="color: green;">■</span> <b>Room 615</b> IBM FileNet Content Manager Update	<span style="color: green;">■</span> <b>Room 614</b> IBM Content Manager OnDemand Product Update	<span style="color: green;">■</span> <b>Room 619</b> Create Rapid Business Insight with Content Analytics		
2:55pm	<b>Closing Session</b> Governor's Ballroom A-C						



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**Advanced Case Management / Process Management**

Adjacent provides certified experts for advanced case management and business process analysis and design with the goal of delivering creative and innovative solutions leveraging IBM Case Manager and IBM FileNet Business Process Management frameworks.

**Records & Compliance Management**

In today's strict regulatory and compliance environment, having complete control of documents throughout their life cycle is critical. Adjacent can help develop an effective records and compliance management framework and implementation plan to address complex physical and electronic records management and document retention issues.

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- ❖ InfoSphere Enterprise Records Consulting & Implementation
- ❖ Content Collector and eDiscovery
- ❖ Custom Development in .Net & Java
- ❖ Legacy System Conversions
- ❖ Legacy System Image-Enablement and Integration
- ❖ Kofax and IBM Datacap Solutions















# Breakout Session Information










Category	Breakout	Speaker(s)	Summary
	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.
	Automating Tax Document Processes and Lifecycle with P8 eForms and BPM	Robert Dees, Georgia Pacific	<p>Georgia-Pacific's Tax Department was struggling under a mountain of tax returns, extensions, notices, audits and related paperwork generated for the Filing and Records Management requirements of Federal, State and Local jurisdictions. Following an IT and Tax joint assessment of the department, leadership approved a multi-phased / multi-year project based on the FileNet P8 platform. The successful project has automated almost all paper centric manual processes, making them on-line and paper-free including a back-file conversion/import of recent years of paper and electronic files.</p> <p>This presentation/demonstration will detail the workflow and eForm enabled Review and Finalization process highlighting a combination of technologies and capabilities built with FileNet P8 WorkplaceXT, BPM, eForms and custom data/reporting. We will examine the improved day-to-day experience of a member of the GP Tax Department and of the technologies utilized including how automated lookups and updates to systems external to P8 were facilitated by P8 eForms and BPM integration capabilities.</p>
	Best Practices: Building a Next-generation Information and Records Management Archive Using IBM FileNet P8, IER and N Series Storage	Nathan Walker & 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.
	Compliance Roundtable	Alan Horton-Bentley	Roundtable discussion with your peers, industry and product experts
	Case Management Roundtable	David Brazier	Roundtable discussion with your peers, industry and product experts
	Create Content Analytic Solutions that Deliver Deep Business Insight	Rashmi Vittal	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	Rashmi Vittal	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 & Chris Van Meter	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.
	Document Management & Imaging Roundtable	Reginald Twigg	Roundtable discussion with your peers, industry and product experts

Category	Breakout	Speaker(s)	Summary
	ECM in the Cloud	Rich Downing Adjacent Technologies	The benefits of hosted enterprise content management services are both undeniable and compelling. Join us for a discussion of why the Cloud is sure to be the future standard of ECM, and may be the best approach for today's implementations as well. We will present comparisons of Cloud versus Traditional ECM, including; security, performance, installation, solution development, conversions, time-to-production, content ingestion, systems integration, hardware upgrades, software upgrades, maintenance & support, high availability, and disaster recovery. This session is for you, especially if you think ECM in the Cloud is not secure, confusing, scary, or something for way down the road. It is already here, it works, it's smart, and we will show you why!
	Helping Your Legal Department Meet Information Obligations and Reduce Risks	Michele Kersey & Rob Constable	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: <ul style="list-style-type: none"> <li>• The causes and effects of too much information-based legal risk</li> <li>• The stakeholders in defining and meeting legal obligations for information</li> <li>• A process maturity model and assessment tool for determining and addressing the root causes within attendees' own organizations</li> <li>• Approaches to developing an internal business case and ROI model for systematically lowering legal risk</li> <li>• How attendees can build on their existing technology assets and skills to lower legal risks and</li> <li>• How IBM's ECM products drive a sizeable ROI from defensible disposal for the CIO and the enterprise</li> </ul>
	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	David Brazier	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	Michele Kersey	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	Doc Mills	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 Manager 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	Jory Pai & Brian Brown	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	Doc Mills	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 Manager, including IBM Content Analytics, ILOG JRules, Sametime, and WebSphere Process Server integration.










Category	Breakout	Speaker(s)	Summary
	IBM Content Manager OnDemand Product Update	Neil Parrott & Louise Hawley	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	Reginald Twigg	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	Doc Mills	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.
	IBM FileNet Content Manager Update	Rob Finn	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	Rashmi Vittal	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.
	Improving Enterprise Asset Management with FileNet	Tom Marshall	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.
	Information Lifecycle Governance Tech Talk and Product Update	Michele Kersey & Rob Constable	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).
 	Leaving the Caveman Behind - Transforming Content on the Go	Donna Rose, CRM Corporate Records Manager, Apache Corporation & Russell Raff, CDIA Principal, ECMG	While it would be nice if we could all stay back in the cave, admiring our beautiful content displayed on the walls of our environment, we DO need to make these knowledge-sources a bit more mobile!  Fortunately, that does not mean lugging lumps of rock around with us! But it has not been simple either – until recently.  Mergers, acquisitions, divestitures – all these activities involve large numbers of content-based transactions. This presentation describes how Apache Corporation has applied standardized procedures and tools to non-standardized sources of content.

Category	Breakout	Speaker(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.
	Operational Efficiency Roundtable	Tom Marshall	Roundtable discussion with your peers, industry and product experts
	Production Imaging Edition and Other IBM Imaging Solutions Update	Reginald Twigg	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	Michele Kersey	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: <ul style="list-style-type: none"> <li>Managing the complete records lifecycle, including records declaration, file plan design, classification, physical records, federation, disposition and more</li> <li>Developing the business case for records management and for value-based retention</li> <li>Managing records and retention for all information</li> <li>Special challenges in managing a global information initiative</li> <li>How to extend existing investments in IBM's ECM products to lower information cost and risk</li> </ul>
	Reducing the Costs of Explosive Information Growth with A Smarter Approach to Archiving	Rob Constable	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: <ul style="list-style-type: none"> <li>The problems presented by explosive information growth across multiple informatio types</li> <li>The challenges with first-generation email archiving solutions</li> <li>How to extend an IBM ECM foundation with a smarter approach to archiving</li> </ul>
	Service Level Management for Mission-critical ECM Applications	Roland Merkt, Head of Systems Management & Tom Bailey, Business Development FSM CENT	Cenit presents two case studies of a FileNet P8 and an IBM Content Manager 8 customer using IBM FileNet System Monitor (FSM) to manage Service Levels for their ECM applications. FSM is not only used to manage the core IBM ECM components, but also Input & Output Management as well as homegrown applications connected with IBM ECM, so that the entire document process is managed in one Single Point of Control. Additionally Cenit presents value-adding solutions for FSM: 1. ServiceTracer allows to monitor end user response times and provide the events to FSM, so that the ECM administrators get a picture perfect view of their ECM backend and frontends. 2. Cenit's ValuePack for FSM provides a mobile GUI for smartphones and an autodiscovery of the hardware and software configuration of systems managed with FSM, which can be used for troubleshooting and the planning of changes.
	Single View of Customer Roundtable	Campbell Robertson	Roundtable discussion with your peers, industry and product experts
	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 on Demand (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.



Category	Breakout	Speaker(s)	Summary
	Too Much Content: Addressing the Challenges Faced by Today's Organizations	Ken Poe	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: <ul style="list-style-type: none"> <li>The causes and effects of too much content</li> <li>The stakeholders who have a role in determining what to dispose of and when</li> <li>A process maturity model and assessment tool for determining and addressing the root causes within attendees' own organizations</li> <li>Approaches to developing an internal business case and ROI model for defensible disposal</li> <li>How attendees' can build on their existing technology assets and skills to break the cycle of data accumulation and lower enterprise information costs</li> <li>How IBM's ECM products drive a sizeable ROI from defensible disposal for the CIO and the enterprise</li> </ul>
	Unlock Valuable Insight from Enterprise Content with Content Analytics	Rashmi Vittal	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	Rusty Brown	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: <ul style="list-style-type: none"> <li>Improving liquidity via profitable and controlled growth</li> <li>Regaining investor and client trust by reducing risk and increasing transparency</li> <li>Reducing costs by improving efficiency</li> </ul> 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.

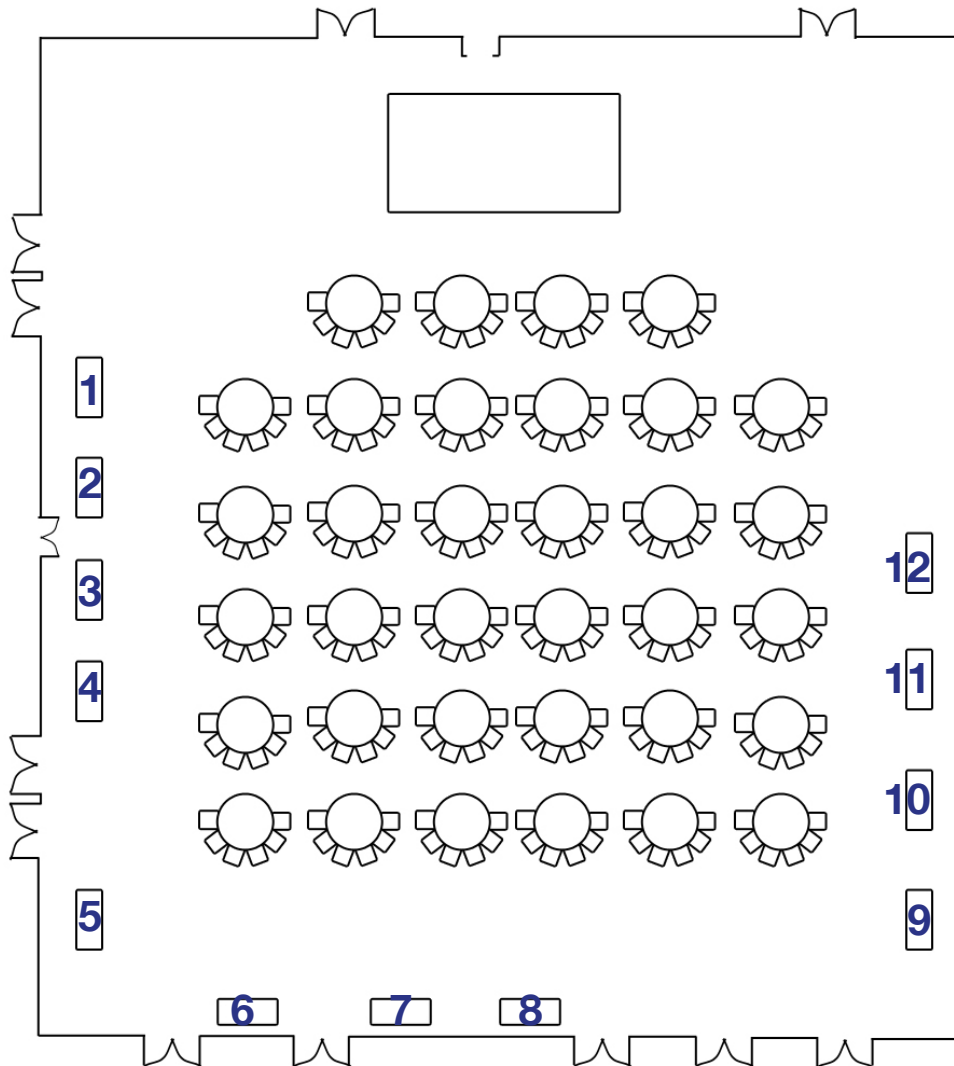






Exhibit #	Sponsor	Exhibit #	Sponsor
1	Document Access Systems	7	ECMG (Enterprise Content Management Group)
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3	enChoice	9	Snowbound Software
4	Content Silo, Inc.	10	Integro
5	Adjacent Technologies	11	Datawatch Corporation
6	CENIT North America	12	



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## Platinum Level Sponsors

	<p>Adjacent Technologies is an IBM FileNet ValueNet and Kofax Certified Solutions Provider. Founded in 2001, we are based in Austin, TX and serve governmental and private sector entities. We employ a highly experienced team of certified professionals in the design and implementation of full lifecycle ECM solutions.</p> <p>Our Services range from consulting engagements to turn-key solutions in advanced case management, business process automation, records and compliance management, host system integration, system conversions, and recovery strategies.</p> <p>Additionally, Adjacent offers a completely integrated IBM FileNet product line delivered in a Software-as-a-Service (SaaS) model. Because there is no hardware or software to install, we can focus our professional services building robust applications that solve your actual business problems.</p> <p>Our goal is to help organizations better manage the information associated with their business processes, resulting in higher productivity, competitive advantages, costs reductions, and a positive impact to their bottom-line.</p>
	<p>CENIT is specialized in Service Level Management for IBM ECM, providing IBM FileNet System Monitor (FSM) implementations, trainings and value-adding solutions for enduser performance management and configuration management. CENIT projects are turnkey implementations tailored to customer-specific needs, enriched with CENIT Best Practices. Focusing on Service Level Management CENIT's FSM implementations go beyond the core IBM ECM components, covering all applications and systems that build the IT Service ECM / BPM – including 3rd party and homegrown solutions e.g. for Input &amp; Output Management. Value-adding solutions enrich the functionality of FSM: ServiceTracer provides the ECM administrators with insight into their enduser's service quality experience by measuring response times for ECM frontend applications for typical use cases in any location. The CENIT ValuePack extends FSM with an autodiscovery of the ECM platform's hardware &amp; software configuration and mobile applications to access the FSM Console with smartphones. <a href="http://www.cenit-group.com">www.cenit-group.com</a></p>
	<p>ECMG, LLC (Enterprise Content Management Group, LLC) provides innovative software and world-class consulting services focused exclusively on Enterprise Content Management (ECM) and Content Exchange. Founded in 2005 by ECM professionals, ECMG has developed an experience base and demonstrated best practices on all the major ECM platforms. ECMG's Content Transformation Suite (CTS) is a standards-based suite of tools and XML-based models that enable content exchange. CTS allows IT professionals to maximize their ECM investments by facilitating the core practices of Content Exchange such as content migration, taxonomy mapping, metadata transformations, universal bulk loading, and more. ECMG and CTS are used extensively within the Energy, Oil and Gas, Utilities, Financial, Manufacturing and Government sectors. For more information please contact us at <a href="http://www.ecmg.com">www.ecmg.com</a>.</p>

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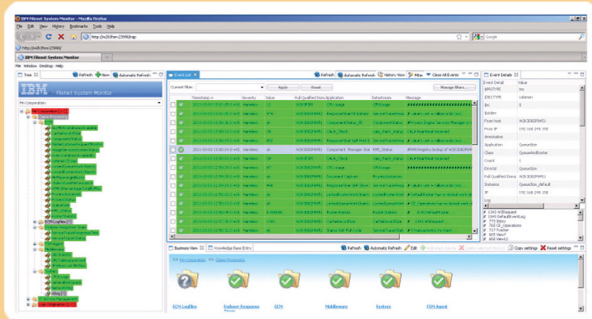
	<p>ContentSilo's ENTERPRISE REPORTS for P8 provides 'Off the Shelf' reporting capabilities for the P8 suite of products including, Content Manager, Image Manager, Process Manager, Records Manager and Capture. The robust application architecture provides canned reports, batch reports, ad-hoc reports, and allows companies to define/design custom reports.</p> <p>In addition to its product offerings, ContentSilo specializes in providing unique services such as, ECM Roadmap/Strategy, P8 system installations and upgrades, and Non-standard SSO solutions for P8.</p> <p>ContentSilo has offices in Houston, Texas, Lisle, Illinois, and Dehradun, India.</p>
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## Silver Level Sponsors

	<p>Datawatch Corporation operates under an entirely different paradigm than traditional decision support solutions: in most cases, all of the information required to make business decisions is available in existing reports and business documents. So why ignore them?</p> <p>Monarch Report Mining Server (RMS) transforms any report management and archive system into a dynamic information analytics solution by unlocking the vast amounts of valuable corporate data locked in your stored, static reports. Deliver the self service information your users need in the format they want while significantly reducing demands upon your IT department. And you can do it without the time and expense of new report writing, building data warehouses or forcing end users to learn new data analysis tools! Stored reports, statements, invoices, log files, PDF files and more can be securely accessed and transformed at any time by authorized users with one click into live online data in the format they want.</p>
 <p><b>DOCUMENT ACCESS SYSTEMS</b> Enterprise Content Management</p>	<p>Document Access Systems (DAS) has been a fully certified FileNet ValueNet Partner since 1994. DAS is dedicated exclusively to the ECM marketplace, having performed over 350 successful implementations. DAS' core competencies include system upgrades (P8, CS, &amp; IS), data and media migrations to P8 from CS &amp; IS, workflows (BPM &amp; eProcess), eForms, records manager, and capture (Datacap). DAS has developed several industry specific solutions, including "Logistics Billing" which provides transactional detail support for invoices across disparate systems. DAS has also developed a number of utilities to support FileNet implementation including Indexer, Ingester, and an export/migration tool. With extensive cross-industry expertise and experience, DAS provides a full range of professional services including consulting and solution assessments, design and implementation plans, project management, installation, implementation, integration, training, and annual maintenance and support. DAS is a nationally acclaimed industry award winning solution provider.</p>
	<p>An IBM Premier Business Partner, enChoice® offers the most comprehensive range of enterprise content management solutions and services available, from system design and installation to deployment, hosting, and single-point-of-contact support. Solutions are offered for a wide range of business needs including content management, business process management, records management, and data protection. The company delivers fast ROI by leveraging KwikWork®, its award-winning universal user interface, to deploy IBM® FileNet® P8 quickly, easily, and cost-effectively. It is also the only company offering business continuity solutions such as CYA SmartRecovery™, its application-aware hot backup and granular recovery solution for P8 that maximizes availability while providing complete protection from all types of information loss and corruption. enChoice is a recipient of the 2009 IBM Most Distinguished Achievement Award, and possesses unrivaled ECM expertise, with over 500 implementations and 200 certifications.</p>
	<p>Integro is an award-winning IT consultancy and software developer specializing in eDiscovery, email management, records management, and information lifecycle governance solutions on the IBM/FileNet platform. As a Premier IBM Business Partner and leading specialist, Integro has designed and delivered hundreds of successful solutions for customers. Integro's solutions directly impact the bottom line, drastically reducing eDiscovery and IT management costs, minimizing risk, ensuring regulatory compliance, and boosting user productivity.</p> <p>Integro's product, Integro Email Manager (IEM), performs Information Lifecycle Governance of non-records and classification of records through 'autoclassification with human oversight'. IEM addresses the critical need in today's enterprises to keep the email that is important for business and legal obligations, and eliminate the costs and risk exposure associated with day-to-day email.</p>
	<p>Miria Systems and Sword-CTSpace are working together to deliver the right mix of people having the business knowledge and technical experience necessary to assist your organization in the deployment of Engineering Document and Drawing Management solutions.</p> <p>Sword's Fusion Enterprise supports distributed project and owner teams, automating key project document control procedures using 100% web-based software. Fusion Enterprise ensures that all project information is captured, processed and delivered rapidly. The solution's advanced transmittal and distribution management tools replace slow, repetitive clerical processing.</p> <p>Miria is an IBM Premier Business Partner and FileNet ValueNet/Support Provider, with offerings focused on Asset Management for the Energy / Utilities market including engineering document management, work order management, and environmental compliance.</p> <p>Sword and Miria deliver high-value business applications to the world's largest companies. Both companies, leaders in Business Process Improvement, help their customers across regulated industries optimize performance, increase efficiencies and maximize ROI.</p>
	<p>VirtualViewer®, Snowbound's pure HTML Zero Footprint viewer makes reviewing, collaborating, and processing documents quick and easy. It gives you anytime, anywhere access to your documents whether on your computer or on the go with your mobile device. VirtualViewer integrates with your IBM and FileNet application(s) to provide a universal User Interface for users to quickly and securely view, annotate, redact, and manipulate multiple formats including: PDF, Word, Excel, IBM ImagePlus MO:DCA (AFP, IOCA, MMR, PTOCA), TIFF, and more. VirtualViewer is the only pure HTML viewing solution you need to view virtually ANY document or image format, on ANY platform, anywhere. Complimentary trials/demos available at <a href="http://www.snowbound.com">www.snowbound.com</a>.</p>



# SERVICE LEVEL MANAGEMENT FOR ENTERPRISE ECM PLATFORMS

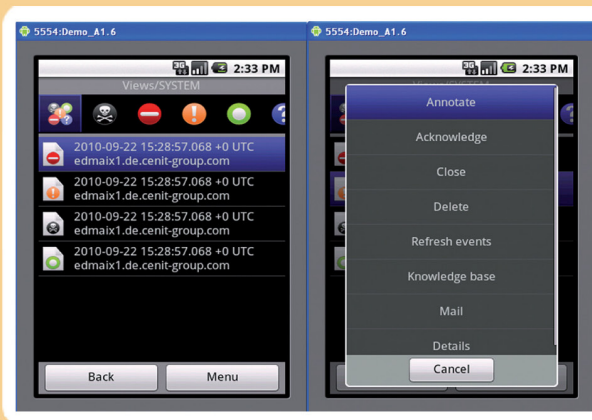
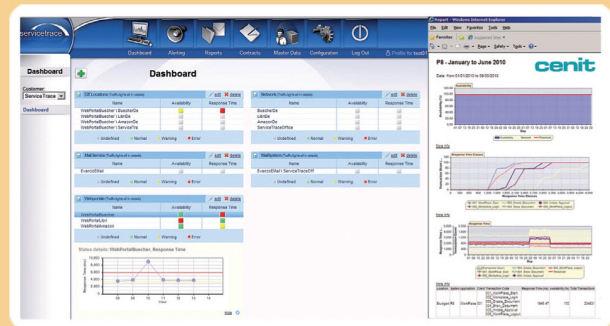


## PROACTIVE MONITORING OF ECM PLATFORMS WITH IBM FILENET SYSTEM MONITOR

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