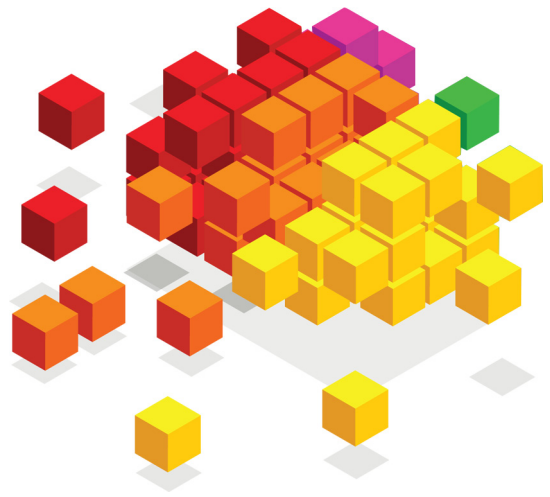


# Columbus

Putting Content to Work  
ECM UserNet 2011



May 17, 2011

SMG/Greater Columbus Convention Center  
Columbus, Ohio

My fellow IBM Enterprise Content Management colleagues,

Welcome to the annual 2011 Columbus UserNet conference here in Columbus, Ohio. This is the fourth year for this event here in Ohio. Our event through the day will be an exciting and worthwhile conference, full of information on products and solutions along with plenty of opportunities to network with your peers.

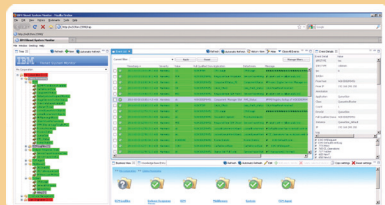
The board feels strongly that this is your conference and we have constructed this event around your feedback, requests and suggestions. This year we are introducing some new ideas and also keeping with some tried and true ones that have worked well in the past. But we can only do better when we hear from you, so please take the time to fill out the surveys, and know that you are always welcome to stop one of the board members or any of your IBM ECM representatives with suggestions.

At various times during the conference, our exhibit hall will be open for you to pass through and have discussions with partners and product experts. Please take time to 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. In addition to the exhibits, we've lined up many interesting breakout sessions, based on the feedback that you provided. As you take advantage of these, please take the effort to fill out the feedback sheets, so we know what works well and can continue to provide top notch events like this.

Your User Group Board

Ron Wilinski, State of Ohio, Board President

## SERVICE LEVEL MANAGEMENT FOR ENTERPRISE ECM PLATFORMS

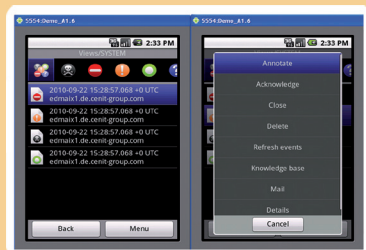


### PROACTIVE MONITORING OF ECM PLATFORMS WITH IBM FILENET SYSTEM MONITOR

- IBM ECM Applications
- Middleware & Infrastructure
- Input & Output Management connected to ECM

### SERVICE QUALITY MONITORING FROM ENDUSER PERSPECTIVE

- Availability and response times for endusers
- For all ECM frontends, use cases and locations



### CENIT VALUEPACK FOR FSM

- Autodiscovery of HW-/SW configuration of ECM systems – accurate & up to date
- Mobile App for Smartphones - direct Access to FSM Consoles  
➔ Android, Blackberry, Nokia Symbian, Windows Mobile

cenit

Contact USA: Tom Bailey, 603 625 2501, CENIT North America, Auburn Hills, MI, [www.cenit.de/fsminfo](http://www.cenit.de/fsminfo)  
Contact worldwide: Roland Merkt, +49 711 7825 3285, CENIT AG, Stuttgart, Germany

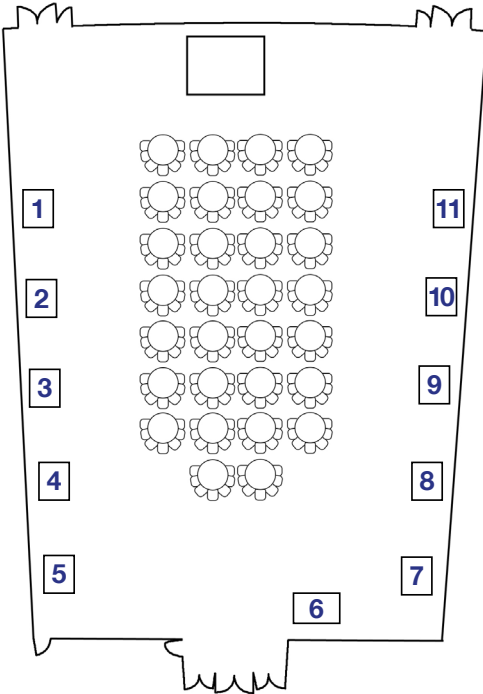


|          |             |    |              |                       |
|----------|-------------|----|--------------|-----------------------|
| Business | RIM & Legal | IT | Hands-On Lab | Customer Presentation |
|----------|-------------|----|--------------|-----------------------|

| Tuesday, May 17 <sup>th</sup> |   |   |  |   |  |  |
|-------------------------------|---|---|--|---|--|--|
| 9:00am - 10:15am              | <b>General Session &amp; Keynote Address</b><br><b>Phillip Jones, Enterprise Content Management Executive</b><br>Ballroom 2 |   |  |   |  |  |
| 10:15am                       | <b>Break &amp; Vendor Expo</b>  |   |  |   |  |  |
| 10:45am - 11:35am             | <b>Room C123</b><br>Advanced Case Management in Government: The Roadmap for Effectiveness and Efficiency                    | <b>Room C124</b><br>Improving Enterprise Asset Management with FileNet                          | <b>Room C220</b><br>Going Beyond Claims with ECM   | <b>Room C125</b><br>How to Leverage Enterprise Content Management to Solve Today's Pressing Information Governance Problems | <b>Room C211</b><br>What's New from IBM ECM for IBM FileNet P8 Customers | <b>Room C210</b><br>What's New from IBM ECM for IBM Content Manager Customers  |
| 11:35am                       | <b>Break</b>  |   |  |   |  |  |
| 11:45am - 12:35pm             | <b>Room C123</b><br>IBM's Advanced Case Management - Delivering Better Customer Outcomes                                    | <b>Room C124</b><br>IBM Watson and IBM Content Analytics  | <b>Room C125</b><br>Too Much Content: Addressing the Challenges Faced by Today's Organizations | <b>Room C210</b><br>IBM Document Capture Strategy and Product Update  | <b>Room C221</b><br>IBM Case Manager Hands-On Lab                        | <b>Room C211</b><br>Best Practices: Building a Next-generation Information and Records Management Archive Using IBM FileNet P8, IER and N Series Storage |
| 12:35pm                       | <b>Lunch and Vendor Expo</b><br>Ballroom 2  |   |  |   |  |  |
| 2:15pm - 3:05pm               | <b>Room C124</b><br>Unlock Valuable Insight from Enterprise Content with Content Analytics                                  | <b>Room C125</b><br>Helping Your Legal Department Meet Information Obligations and Reduce Risks | <b>Room C211</b><br>Production Imaging Edition and other IBM Imaging Solutions Update          | <b>Room C123</b><br>IBM Case Manager Product Update   | <b>Room C221</b><br>Datacap Taskmaster Capture Hands-On Lab              | <b>Room C210</b><br>Teaching an Elephant to Dance: Using IBM CMOD to Manage Petabytes of Data with Ease  |
| 3:05pm                        | <b>Break</b>  |   |  |   |  |  |
| 3:15pm - 4:05pm               | <b>Room C123</b><br>How Marketing, Product Mgmt, Facilities, Customer Service and HR Organizations Use IBM ECM...           | <b>Room C125</b><br>Records and Retention Management for Reduced Risk and Cost                  | <b>Room C124</b><br>Create Rapid Business Insight with Content Analytics                       | <b>Room C211</b><br>IBM FileNet Business Process Manager Product Update   | <b>Room C210</b><br>IBM Content Manager OnDemand Product Update          | <b>Room C220</b><br>Social Business Meets Enterprise Content Management  |
| 4:05pm                        | <b>Break</b>  |   |  |   |  |  |
| 4:15pm - 5:05pm               | <b>Room C125</b><br>Reducing the Costs of Explosive Information Growth with a Smarter Approach to Archiving                 | <b>Room C123</b><br>Information Lifecycle Governance Tech Talk and Product Update               | <b>Room C124</b><br>Create Content Analytic Solutions that Deliver Deep Business Insight       | <b>Room C210</b><br>Office Document Management and SharePoint Update  | <b>Room C211</b><br>IBM FileNet Content Manager Update                   |  |
| 5:05pm                        | <b>Reception Sponsored by NetApp</b><br>Ballroom 2  |   |  |   |  |  |

# 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         |  |
| 2         | JSymmetric, Inc.                           |
| 3         | Fairfax Data Systems, Inc.                 |
| 4         | ECMG (Enterprise Content Management Group) |
| 5         | Snowbound Software                         |
| 6         | NetApp                                     |
| 7         | Cenit North America                        |
| 8         | enChoice, Inc.                             |
| 9         | ASE Technologies                           |
| 10        | Softech & Associates, Inc.                 |
| 11        | The Dayhuff Group                          |

## 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>



# Meeting Locations

## General Session

The General Session and exhibits will take place in Ballroom 2

## Breakouts

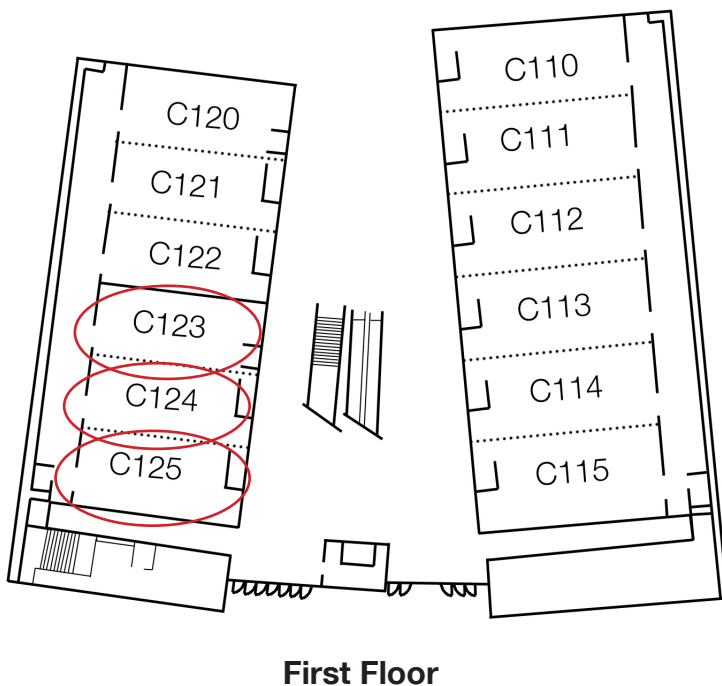
Breakouts take place in the following meeting rooms:

### First Floor

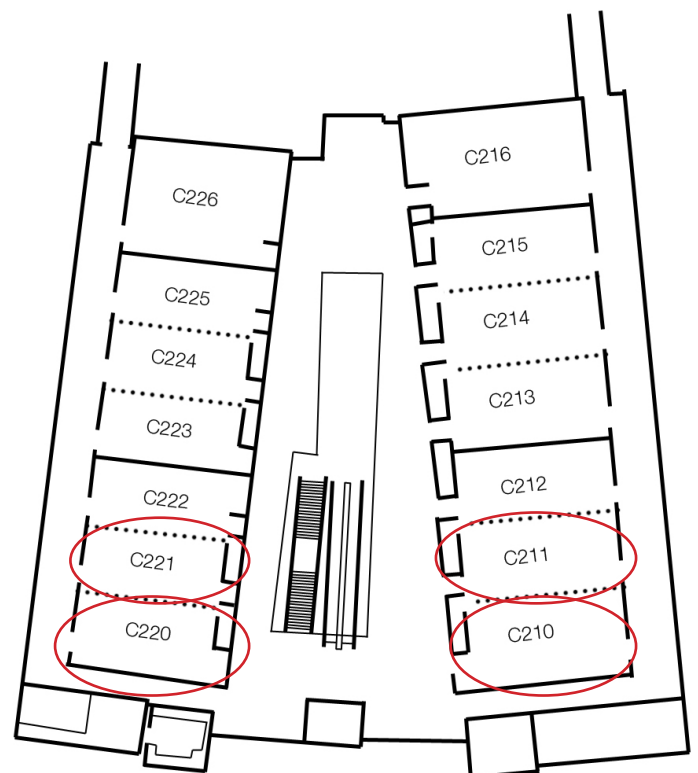
- Columbus C123
- Columbus C124
- Columbus C125

### Second Floor

- Columbus C210
- Columbus C211
- Columbus C220
- Columbus C221









**First Floor**


















**Second Floor**

# Presentation Information

| Category  | Breakout   | Presenter(s)                 | Summary  |
|---|--|------------------------------|--|
| Keynote   | Does ECM Still Matter?   | Philip Jones                 | 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 | 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. |
|  | 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 & Bruce Foster     | 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.  |
|  | 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.   |











| Category  | Breakout  | Presenter(s)                      | Summary  |
|---|---|-----------------------------------|--|
|    | Helping Your Legal Department Meet Information Obligations and Reduce Risks   | Genifer Graff                     | <p>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:</p> <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 | Dan Bigos                         | <p>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.</p>  |
|  | How to Leverage Enterprise Content Management to Solve Today's Pressing Information Governance Problems   | Doug Magnuson                     | <p>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.</p> <p>A copy of the CGOC's "Information Governance Benchmark Report in Global 1000 Companies" will be provided to all attendees.</p>   |
|  | IBM's Advanced Case Management - Delivering Better Customer Outcomes  | Dave Yockelson                    | <p>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.</p>  |
|  | IBM Case Manager Hands-on Lab   | Anthony Cianferra & Harry Carollo | <p>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.</p>  |
|  | IBM Case Manager Product Update   | Dave Yockelson                    | <p>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.</p>   |
|  | IBM Content Manager OnDemand Product Update   | Neil Parrott                      | <p>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.</p>   |


| Category  | Breakout  | Presenter(s)   | Summary  |
|---|---|----------------|--|
|    | IBM Document Capture Strategy and Product Update                  | Tom Simalchik  | 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.  |
|    | IBM FileNet Content Manager Update                                | Henry Corollo  | 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.<br><br>* restricted use license terms apply |
|   | 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.   |
|  | 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     | Doug Magnuson  | 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).   |
|  | 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 | Tom Simalchik  | 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.  |





| Category  | Breakout  | Presenter(s)                 | Summary   |
|---|---|------------------------------|---|
|    | Records and Retention Management for Reduced Risk and Cost                              | Genifer Graff                | <p>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:</p> <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 | Genifer Graff                | <p>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:</p> <ul style="list-style-type: none"> <li>The problems presented by explosive information growth across multiple information 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>  |
|    | Social Business Meets Enterprise Content Management                                     | Steve Studer                 | <p>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.</p>   |
|    | Teaching an Elephant to Dance: Using IBM CMOD to Manage Petabytes of Data with Ease     | Nathan Walker & Kevin Kearns | <p>As service demands grew, Viewpoint 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, Viewpoint began transitioning to new IBM N series storage. At this time we have migrated approximately half of the 25 petabytes of check images Viewpoint 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.</p>  |
|  | Too Much Content: Addressing the Challenges Faced by Today's Organizations              | Doug Magnuson                | <p>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:</p> <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                  | Paul O'Hagan                 | <p>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.</p>   |
|  | What's New from IBM ECM for IBM Content Manager Customers                               | Steve Studer                 | <p>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.</p>   |
|  | What's New from IBM ECM for IBM FileNet P8 Customers                                    | Kenneth Crum                 | <p>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.</p>  |




## Diamond Level Sponsors

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|  | <p>NetApp creates innovative storage and data management solutions that deliver outstanding cost efficiency and accelerate business breakthroughs. Our dedication to the principles of simplicity, innovation, and customer success has made us one of the fastest-growing storage and data management providers today.</p> <p>Customers around the world choose us for our “go beyond” approach and broad portfolio of solutions for server-to-storage virtualization, business applications, data protection, and more. Our solutions provide nonstop availability of critical business data and simplify business processes so companies can deploy new capabilities with confidence and get to revenue faster than ever before.</p> <p>Discover our passion for helping companies around the world go further, faster at <a href="http://www.netapp.com">www.netapp.com</a>.</p> |
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## Gold Level Sponsors

|  |   |
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|  | <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> |
|--|---|

## Silver Level Sponsors

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|   | <p>Riptide Server provides P8 users with a powerful server-side output management solution. With Riptide, users can output disparate document types to email, fax or printers without the document’s originating application. The Riptide API provides 3rd party applications with complete control of the output process and can combine content from the repository, file system and local client. Integrate Riptide with WorkPlace or WorkPlace XT with Riptide’s Connector. Set up server-side batch output processes, build packets with cover pages or simply provide users with an easier, more efficient means to output content. Riptide is one click output for P8!</p>  |
|  <p>CONNECTING CONTENT   DRIVING PERFORMANCE</p> | <p>The Dayhuff Group works with companies to provide secure and fast access to provide secure and fast access to corporate information assets.</p> <p>Our solutions, built on IBM ECM portfolio, reduce risk, increase confidence, and lower the cost of providing trustworthy information to employees and customers. Some of our solutions include:</p> <ul style="list-style-type: none"> <li>• Legacy Data Retention – not knowing what content you have is the biggest obstacle to proper management and risk mitigation. With LDR you can discover, categorize and catalog all of the valuable information assets in your organization.</li> <li>• Mergers and Acquisitions – Using teams of people to sift through corporate documents to determine what information is pertinent is costly and time consuming. Our solution can reduce the cost and time by better than 80%.</li> <li>• Retail Vendor Management (RVM) – Reduce the cost of managing thousands of vendor contracts and make more on your trade fund with RVM.</li> </ul> |
|  <p>Enterprise Content Management Group</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>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>We are a solution provider specializing in ECM.</p> <p>We provide our customers with the ability to leverage ECM technology to reduce operational costs, streamline operations, and focus on the growth of their business. Our Services are designed to:</p> <ul style="list-style-type: none"> <li>• Migrate you to the FileNet ECM platform</li> <li>• Consult with your IT and Business Users to determine how a FileNet ECM solution may best be used to solve a particular specific needs</li> <li>• Implement your FileNet system to the needs of your environment</li> <li>• Develop and Integrate a FileNet solution into your core business systems</li> <li>• Support your FileNet ECM system from required upgrades to production support</li> </ul> <p>Let our Fairfax ECM services help you focus on the growth of your business by driving revenue rather than spending time on developing and maintaining your ECM.</p> <p>Why Wait? "Intelligent Capture Solutions Are Here." Come find out how we are leveraging IBM's newly acquired DataCap Product!</p>   |
|  | <p>JSYMMETRIC, Inc. was founded by technical consultants who enjoy the challenge of solving business problems with technology. Our highest priorities are our clients and consultants and this fact guides our every action. Our core competencies are with IBM software and our ability to integrate software systems successfully into your environment.</p> <p>At JSYMMETRIC, we offer technical expertise and experience. Our consultants are renowned experts in the technical community and each consultant averages nearly 10 years experience. Our consulting teams align with your organization's staff, goals and priorities. In short, JSYMMETRIC integrates our team with yours and provides technology expertise for your projects, your way.</p> <p>JSYMMETRIC was named one of the fastest-growing companies in the United States by Inc. magazine's annual Inc. 500 ranking. The software systems integration company ranked #200 on the list with sales growth of 1008.7% over the past three years, and #20 among IT Services companies.</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>   |
|  | <p>Softech &amp; Associates is an IBM FileNet Business Partner that has been implementing FileNet ECM solutions and providing FileNet migrations since 1994. Softech is a leading provider of flexible client configurable document imaging and workflow solutions and tools that allow IBM ECM customers to better leverage their investment.</p> <p>Softech provides consulting services expertise in IBM ECM solution design and architecture, system installation, implementation, application development, release upgrades, FileNet P8 migrations, high-speed document import/export, volume image conversions, media migration, system conversion and FileNet application, database and hardware platform migrations. As an authorized IBM FileNet Technical Support Provider Softech provides direct customer support to FileNet clients.</p> <p>Softech is ready to assist customers that require upgrades to their FileNet systems (Image Services/P8 Content Manager), migration from FileNet Report Manager to IBM CMOD or migration of archived data out of your OSAR to NetApp, MSAR or CSAR. <a href="http://www.softechis.com">www.softechis.com</a></p> |

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