Content Management University

CM101

Agenda

Time	Topic
9:00	**Class Opening, Logistics, Introductions** ►Students' introductions
9:20	**IBM DM Strategy** ►CM business potential
10:30	**Signature Sales Method (SSM) Overview** ►Successful selling
	Break
10:45	**Business Partner Support** ►StartNOW
11:15	**Overview of CM Solution Areas (part 1)**
12:00	**Lunch**

1:00	**Overview of CM Solution Areas (part 2)**
	► Pains, Visions, Technologies
	  - Content Manager
	  - Content Manager OnDemand
	  - VideoCharger
	  - EIP

4:00	**End of Day**