

Top five reasons to attend

- 1 Uncover new insights:** Learn new ways to better analyze structured and unstructured content and use it to drive smarter business decisions.
- 2 Spot new opportunities:** Leverage your content for what it is—a powerful asset that can help you solve specific business challenges.
- 3 Inspire action:** Improve IT operations and empower people by seamlessly connecting them to the right information at the right time.
- 4 Get educated:** Discover how leading organizations are extracting more value out of their content to gain a competitive edge.
- 5 Join the conversation:** Network with peers, meet with industry experts and get best practices.

It's time to turn information into advantage

Join us at *Content in Motion 2013* and learn how to harness the massive amount of content within your organization into tangible business value.

Content exists in many forms, including social media, emails, call logs, casual conversations and videos. The difference between you and the competition is the ability to harness that information and get it to the right people and processes at the right time to fuel strategic business decisions.

With an explosion of information impacting your organization, now is the time to put your content to work for your business and act on new insights for better outcomes.

Unleash the power of content.

Content in Motion 2013 is coming to a location near you. Register or learn more at:

ibm.com/solutionsconnect/be/ecm

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