



ECM: Content Analytics

Session Highlights

Please note: This document is accurate at the time of publication, but is subject to change. Please check the conference [website](#) for the most current agenda.

Monday, October 24

	8:15 – 9:45 AM	Opening General Session
ECA-1697A	10:15 AM - 11:15 AM Mandalay Bay South Convention Center - Lagoon L	Social Content and Collaboration Drives Need to Tap Value in Enterprise Content with IBM Content Analytics
ECA-1105A	10:15 AM - 11:15 AM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Beyond IBM Watson: IBM Content Analytics Today
ECA-1419B	11:30 AM - 12:30 PM Mandalay Bay South Convention Center - Lagoon B	IBM Medical Records Text Analytics Solution Helps UNC Health Care Improve the Quality of Hospital Discharges
ECA-1720A	11:30 AM - 12:30 PM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Analytics and the Enterprise Search Experience: Making Search Even Better
ECA-1105B	02:15 PM - 03:15 PM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Beyond IBM Watson: IBM Content Analytics Today

■ Special / Other Events	■ Business Leadership
■ Technical Elective Sessions	■ Hands-On Labs



October 23–27, 2011

Mandalay Bay | Las Vegas, Nevada



ECA-3978A	03:45 PM - 05:00 PM Mandalay Bay South Convention Center - Reef C	IBM Content Analytics and IBM OmniFind
ECA-1720B	03:45 PM - 05:00 PM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Analytics and the Enterprise Search Experience: Making Search Even Better
ECA-4219A	05:30 PM - 06:00 PM Mandalay Bay South Convention Center - IBM Business Partner EXPO Theater	Optimizing the Value of Enterprise Content Management with Datawatch Report Analytics
	5:00 – 7:00 PM	EXPO Reception

Tuesday, October 25

	8:15 – 9:30 AM	Opening General Session
ECA-1258A	09:45 AM - 12:45 PM Mandalay Bay South Convention Center - Shorelines B Lab Room 1	Advanced Text Mining with IBM Content Analytics
ECA-1105C	01:45 PM - 02:45 PM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Beyond IBM Watson: IBM Content Analytics Today
ECA-1410B	03:00 PM - 04:00 PM Mandalay Bay South Convention Center - Lagoon J	IBM Content Analytics Helps BJC HealthCare Improve Health Care through Better Research

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ECA-1699A	03:00 PM - 04:00 PM Mandalay Bay South Convention Center - Lagoon A	Create Rapid Business Insight with IBM Content Analytics
ECA-1720C	03:00 PM - 04:00 PM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Analytics and the Enterprise Search Experience: Making Search Even Better
ECA-1710A	04:30 PM - 05:45 PM Mandalay Bay South Convention Center - Lagoon B	The Business Case for Advanced Content Classification
ECA-1105D	04:30 PM - 05:45 PM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Beyond IBM Watson: IBM Content Analytics Today
	5:00 – 7:00 PM	EXPO Reception
	7:00 – 11:00 PM	Networking Event

Wednesday, October 26

	8:15 – 9:30 AM	General Session
ECA-1105G	10:00 AM - 11:00 AM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Beyond IBM Watson: IBM Content Analytics Today
ECA-1720F	11:30 AM - 12:30 PM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Analytics and the Enterprise Search Experience: Making Search Even Better

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ECA-4024A	12:30 PM - 01:30 PM Mandalay Bay South Convention Center - Bayside Dining - Enterprise Content Management BoF Tables	IBM Content Analytics: What Are Your Top Needs?
ECA-1888A	02:00 PM - 03:00 PM Mandalay Bay South Convention Center - Lagoon F	What Can IBM Watson Really Do?
ECA-1105F	02:00 PM - 03:00 PM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Beyond IBM Watson: IBM Content Analytics Today
ECA-2481A	03:15 PM - 04:15 PM Mandalay Bay South Convention Center - Lagoon A	How IBM Content Analytics Is Transforming the Voice of the Customer
ECA-3684B	03:15 PM - 04:15 PM Mandalay Bay South Convention Center - Lagoon L	Technical Preview of IBM Content Analytics-Next Release
ECA-1720E	03:15 PM - 04:15 PM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Analytics and the Enterprise Search Experience: Making Search Even Better
ECA-2051B	04:30 PM - 05:45 PM Mandalay Bay South Convention Center - Lagoon L	Customer Case Study: IBM InfoSphere Content Assessment with Text Analytics
ECA-1105K	04:30 PM - 05:45 PM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Beyond IBM Watson: IBM Content Analytics Today

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Thursday, October 27

ECA-1861A	08:15 AM - 09:30 AM Mandalay Bay South Convention Center - Lagoon H	Smarter Government with IBM Content Analytics: Law Enforcement and Fraud Analytics Case Studies
ECA-1740A	08:15 AM - 11:15 AM Mandalay Bay South Convention Center - Shorelines B Lab Room 1	IBM LanguageWare Workbench Modeling: A Hands-On Lab
ECA-1720G	10:00 AM - 11:00 AM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Analytics and the Enterprise Search Experience: Making Search Even Better
ECA-1105I	11:30 AM - 12:30 PM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Beyond IBM Watson: IBM Content Analytics Today
ECA-1789A	02:00 PM - 03:00 PM Mandalay Bay South Convention Center - Lagoon B	Content Enabling Integration Processes and Applications with IBM Content Analytics
ECA-1720H	02:00 PM - 03:00 PM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Analytics and the Enterprise Search Experience: Making Search Even Better

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ECA-1981A	03:30 PM - 04:30 PM Mandalay Bay South Convention Center - Lagoon F	An Introduction to IBM LanguageWare Resource Workbench with IBM Content Analytics
ECA-1105J	03:30 PM - 04:30 PM Mandalay Bay South Convention Center - Mandalay Bay J ECM Station 1	Beyond IBM Watson: IBM Content Analytics Today

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