

# Enterprise Content Management Forum

**November 3 – 7**

Mandalay Bay | Las Vegas, Nevada

[ibm.com/events/ecmforum](http://ibm.com/events/ecmforum)





To remain competitive, clients everywhere constantly search for new ways to gain an edge on competitors and improve the way they do business. One important way is to rethink how to manage and mine the avalanche of content that surrounds them. Companies change old rules, redefine processes and uncover new opportunities with solutions that are reshaping entire industries. It's not enough to collect and control content. Companies have to understand – and even anticipate – the value of that content to achieve breakthrough results.

At the [Enterprise Content Management Forum](#), we will demonstrate how you can harness unstructured information to create differentiated value.

For many companies, the challenges are to discover the content that will provide the most value, recognize the trends and patterns to gain insight, and then to act by delivering solutions for better business outcomes while effectively disposing of the content that has no value.

To help address these needs, we have added a formal Solutions track to our elective sessions. The goal is to help you consolidate your product challenges into larger solutions that make sense for your industry.

The Solutions track joins our traditional capabilities that organizations typically rely on to meet their information goals: capture, activate, socialize, analyze and govern. Within these tracks, we explore how we can help you gain even more value from your content by identifying the right solution:

- **Document imaging and capture**
- **Advanced case management**
- **Social content management**
- **Content analytics**
- **Information lifecycle governance**
- **ECM general**
- **IBM ECM solutions**

In addition to the elective sessions, you can explore other areas meaningful to your business at the Enterprise Content Management Forum — the largest event in the world focusing on ECM! During this event, you gain unprecedented access to IBM professionals.

You can also hear from IBM clients who are solving the same challenges you face. In the EXPO area, interact with our subject matter experts and experience the incredible range of solutions delivered by IBM Business Partners. Our goal is to ensure that there is something for everyone at this premier conference.

Thank you for your interest in IBM Enterprise Content Management and enjoy the event.

Sincerely,

Doug Hunt  
Enterprise Content Management Business Leader

# Why attend the ECM Forum

During Information On Demand 2013, you have unprecedented access to IBM professionals to learn first-hand how to use content for greater insights and better outcomes.

The ECM Forum provides 250 specially designed technical and business sessions, labs and small group meetings. Spend your time most efficiently, learning about the IBM ECM solutions that are most applicable to your organization.

Besides conference activities, stop by ECM Central in the EXPO and consult with ECM experts, network with colleagues or just rest your feet. ECM Central includes our client reference lounge, where you can share advice and knowledge with your peers.

## Register Now



# Top 5

## Reasons to Attend:

1. Improve your skills
2. Gain insight into best practices
3. Explore new technologies – solutions and services that can help you
4. Network with peers, subject matter experts and industry leaders
5. Discover practical ‘next steps’ to improve, innovate and grow

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# Discover Information On Demand

If you are new to this conference, start your week with this educational, pre-conference session series that introduces you to a broad range of IBM products to help you decide which topics to explore further. Attend one or all three sessions. Each session has its own theme — Information Management, Business Analytics or Enterprise Content Management. With this foundation, you can get more value from other sessions during Information On Demand 2013.

## Week at a Glance

Sunday 11/03	Monday 11/04	Tuesday 11/05	Wednesday 11/06	Thursday 11/07	
<b>Registration</b> 7:30 a.m.–9:30 p.m.	<b>Registration</b> 6:30 a.m.–7:00 p.m.	<b>Registration</b> 6:30 a.m.–7:00 p.m.	<b>Registration</b> 6:30 a.m.–7:00 p.m.	<b>Registration</b> 6:30 a.m.–2:30 p.m.	<b>NOTE:</b>  All times listed are Pacific Standard Time. The time changes from PDT to PST at 2 a.m. on Sunday, November 3
	<b>Breakfast</b> 6:45 a.m.–7:45 a.m.	<b>Breakfast</b> 6:45 a.m.–7:45 a.m.	<b>Breakfast</b> 6:45 a.m.–7:45 a.m.	<b>Breakfast</b> 7:00 a.m.–8:00 a.m.	
	<b>General Session</b> 8:15 a.m.–9:45 a.m.	<b>General Session</b> 8:15 a.m.–9:30 a.m.	<b>General Session</b> 8:15 a.m.–9:30 a.m.	<b>Electives</b> 8:15 a.m.–9:30 a.m.	<b>Hands-on Lab hours</b> Monday through Thursday 10 a.m.–1 p.m. and 2 p.m.–5 p.m.
	<b>Electives</b> <b>BL Keynote</b> 10:15 a.m.–11:15 a.m.	<b>Electives</b> 10:00 a.m.–11:00 a.m.	<b>Electives</b> 10:00 a.m.–11:00 a.m.	<b>Electives</b> 10:00 a.m.–11:00 a.m.	
	<b>Electives</b> 11:30 a.m.–12:30 p.m.	<b>Electives</b> 11:15 a.m.–12:15 p.m.	<b>Electives</b> 11:15 a.m.–12:15 p.m.	<b>Electives</b> 11:15 a.m.–12:15 p.m.	<b>Drop-in Lab hours</b> Monday through Wednesday 9:30 a.m.–5:00 p.m. and Thursday 9:30 a.m.–4:00 p.m.
	<b>IM Keynote</b> 11:30 a.m.–12:45 p.m.		<b>BL Sessions End</b>		
	<b>Lunch</b> 12:30 p.m.–2:00 p.m.	<b>Lunch</b> 12:30 p.m.–2:00 p.m.	<b>Lunch</b> 12:30 p.m.–2:00 p.m.	<b>Lunch</b> "Next? Join the Conversation!" 12:30 p.m.–1:30 p.m.	<b>LEGEND:</b>  <b>BA</b> Business Analytics  <b>BL</b> Business Leadership  <b>ECM</b> Enterprise Content Mgt  <b>IM</b> Information Mgt  <b>BOFs</b> Birds of a Feather
	<b>BOFs</b> 12:45 p.m.–1:45 p.m.	<b>BOFs</b> 12:45 p.m.–1:45 p.m.	<b>BOFs</b> 12:45 p.m.–1:45 p.m.		
<b>Discover Information On Demand</b> 2:00 p.m. 3:00 p.m. 4:00 p.m.	<b>EXPO Open</b> 12:30 p.m.–3:30 p.m.	<b>EXPO Open</b> 12:30 p.m.–3:30 p.m.	<b>EXPO Open</b> 12:30 p.m.–3:30 p.m.		
	<b>Electives</b> <b>ECM Keynote</b> 2:00 p.m.–3:00 p.m.	<b>Electives</b> 1:45 p.m.–2:45 p.m.	<b>Electives</b> 1:45 p.m.–2:45 p.m.	<b>Electives</b> 1:45 p.m.–2:45 p.m.	
	<b>Electives</b> 3:30 p.m.–4:30 p.m.	<b>Electives</b> 3:00 p.m.–4:00 p.m.	<b>Electives</b> 3:00 p.m.–4:00 p.m.	<b>Electives</b> 3:00 p.m.–4:00 p.m.	
	<b>BA Keynote</b> 3:30 p.m.–5:00 p.m.	<b>Electives</b> 4:30 p.m.–5:45 p.m.	<b>Electives</b> 4:30 p.m.–5:45 p.m.	<b>Electives</b> 4:15 p.m.–5:15 p.m.	
<b>EXPO Grand Opening Reception</b> 6:00 p.m.–8:00 p.m.	<b>EXPO Reception</b> 5:00 p.m.–7:00 p.m.	<b>EXPO Reception</b> 5:00 p.m.–7:00 p.m.		<b>Conference Ends</b>	
<b>Community Receptions</b> 8:00 p.m.–10:00 p.m.	<b>OPEN Evening</b>	<b>Social Event</b> 7:00 p.m.–10:30 p.m.	<b>OPEN Evening</b>		

# General Sessions

Gain valuable insights as industry experts, fellow IBM clients, IBM Business Partners and IBM executives share their experience and guidance for managing big data and analytics at the speed of business.

## General Session—Day One Monday, November 4 8:15 a.m.–9:45 a.m.

New opportunities to transform an organization or an entire industry are emerging for organizations that embrace social media, mobile technology, cloud computing, and big data analysis. However, it requires focusing on the right strategies, investments and business outcomes. Information On Demand 2013 is the perfect place to learn the fastest route to turn big thinking into big impact for your organization.

Start your week by hearing, first hand, from business and IT leaders using IBM Big Data and Analytics for better insight and business outcomes. See the latest innovations that can help

## General Session—Day Two Tuesday, November 5 8:15 a.m.–9:30 a.m.

This session describes how leading organizations optimize business and IT investments using IBM Big Data and Analytics solutions. These solutions help unlock new opportunities to engage deeper with customers, optimize operations and infrastructure, identify threat and fraud and find entirely new sources of revenue.

## General Session—Day Three Wednesday, November 6 8:15 a.m.–9:30 a.m.

In Wednesday's session, top technology thought leaders discuss the exciting technologies that lie ahead and how you can stay ahead of your competition by positioning yourself for success today. With their insight, you'll begin to see opportunities instead of challenges and view the possibilities in a different way.

## Thursday Next Luncheon Join the conversation on Thursday, November 7, from 12:30 p.m. to 1:30 p.m.

Interact with top IBM technical luminaries in a fun, relaxed environment and discuss technology trends and future directions. This non-scripted, free-flowing event allows you to exchange ideas with some of the leaders in technology today.

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*“You’ll go home pumped up, ready to try out the new techniques and solutions discovered while attending the sessions. The Q & A at the end usually delivers rich insights.”*

**David Mould Ph.D.**  
Predictive Analytics Scientist  
MedeAnalytics

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# Keynote

Smarter content. New insights. Better outcomes.

Learn how to capture the value of unstructured information for new insights and better outcomes. IBM ECM solutions help organizations discover, recognize and act on critical content across the enterprise. Learn how companies outperform their peers by deriving new value from content, applying new models and achieving breakout performance.

We discuss specific examples of IBM and IBM Business Partner solutions in your industry that can help you transform your operations on a Smarter Planet®.

## Start Planning

Use the Session Preview tool to explore all the sessions at Information On Demand 2013. Search for sessions by program, track, date, topic, audience, or keyword to locate sessions that meet your interests. Start your planning today!

Visit: [ibm.com/events/iodsessionpreview](http://ibm.com/events/iodsessionpreview)

Note: Session details are subject to change.





# Sessions

## Enterprise Content Management tracks

ECM program sessions cover: document imaging and capture; advanced case management; social content management; content analytics and information lifecycle governance. Other activities include hands-on labs, Expert Exchange and Birds-of-a-Feather sessions.

### Advanced case management

Attendees learn how to combine information, process and people to provide a complete view of case information and achieve optimized outcomes.

Learn about the latest solutions and best practices for quickly using content and process management with advanced analytics, business rules, collaboration and social software to help drive better decisions.

#### Topics include:

- Case management
- Business process management
- Advanced analytics
- Business rules
- Collaboration
- Social software
- Mobile technology

### Content analytics

Learn how IBM Content Analytics unlocks new business insights within large volumes of unstructured content. Content analytics allows deep, rich text analysis of your information, helping organizations surface undetected problems, fix content-centric process inefficiencies, improve customer service and corporate accountability, reduce operating costs and risks and discover new revenue opportunities.

#### Topics include:

- Content analytics
- Business analytics
- Advanced analytics
- Enterprise search
- Content classification
- Natural language processing
- IBM Watson





## Document imaging and capture

These sessions describe how, as unstructured content grows exponentially, you need proven ways to harness content across your enterprise. Successful companies need to capture, manage and share content and automate related processes. IBM ECM content management products offer essential capabilities for production imaging and capture, enterprise report management, document management, and content consolidation.

### Topics include:

- Document capture
- Document imaging
- Enterprise report management
- Content management
- Enterprise content repositories
- FileNet
- Content Manager OnDemand
- Datacap

## Information lifecycle governance

These sessions describe how companies and their information governance leaders are rapidly working to define programs and improve processes that enable defensible disposal of unnecessary data. This effort can curb storage growth, dramatically lower IT and legal costs, and lower the organization's risk profile systemically.

Learn how to address these issues with a full range of Information Lifecycle Governance solutions using archiving, eDiscovery, and records and retention management.

### Topics include:

- Archiving
- eDiscovery
- Records management
- Retention management
- PSS systems
- Atlas
- StoredIQ
- Content collection
- Information economics

## Social content management

IBM Social Content Management provides content in context — to share ideas, identify experts, and access relevant knowledge via professional social networks. These sessions describe how social collaboration, business applications and office document management are evolving to provide you with the right solutions to improve efficiency and workforce productivity.

### Topics include:

- Social content
- Social collaboration
- Mobile document management
- Office integration
- Cloud computing

## Solutions

IBM ECM solutions help address the critical needs of an organization by meeting a wide range of business requirements in many industries, such as healthcare, banking, insurance, government, energy and utilities and many others. These sessions discuss the best practices to get the most benefit from your departmental or enterprise-wide solution.

We also discuss success stories from a variety of companies that have optimized and extended their IBM ECM solution for greater benefit.

### Topics include:

- Solutions and applications
- Intelligent Investigation Manager
- Patient care and insights
- Business value
- Industry examples

## General

The ECM General track is comprised of broad, cross-portfolio implementations that use multiple capabilities. These sessions discuss the best practices around core infrastructure improvements, integration, platform and repository issues, and other topics.

Regardless of your ECM entry point, there are important ways to optimize the value of your ECM investment across your organization.

### Topics include:

- Platform
- Repositories
- Integration
- Standardization
- Consolidation
- Cloud computing



# Explore

## More Opportunities at Information On Demand 2013

### Hands-On Lab sessions

Get classroom-quality training—featuring interactive, hands-on exercises and workshops—led by our highly experienced professional instructors. Choose from unique three-hour sessions that cover a wide range of products. If you can't find time in your conference schedule, consider the Drop-In Lab center and "drop in" when you are available!

### Drop-In Lab sessions

Designed for flexibility, the lab room is open from 9:30 a.m. to 5:00 p.m., Monday to Wednesday and 9:30 a.m. to 4:00 p.m. on Thursday. Come to Shorelines B in the Mandalay Bay Convention Center, and step through a lab with self-guided instructions that lead you through lab scenarios. You'll gain valuable insight into the features of the products—at your own pace.

### Usability Sandbox sessions

Use your experience with specific IBM products to help shape product direction. Usability experts lead you through interactive sessions, including test-driving prototypes, small-group design review and feedback sessions, and opportunities to vote on and prioritize user requirements.

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*"I've had the opportunity to attend several of IBM's IOD conferences – they have a great mixture of customer presentations, product demos and extensive peer networking. I really look forward to attending"*

**John Hassman**

Director, Marketing Analytics  
United Stationers

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### Business Analytics Forum

Business Analytics Forum offers rich content for the entire business analytics community. Whether you focus on business intelligence, financial performance management, predictive analytics, analytic applications or social media, it's the place to get the practical know-how you need to maximize the value of your deployments and perform your day-to-day job more effectively. Discuss implementation success stories, learn deployment best practices, and valuable tips, techniques, and innovative strategies to accelerate your business analytics initiatives.

### Information Management Forum

Building a flexible information management foundation is critical to meeting the needs of mission-critical applications. Learn how to be in the forefront of the latest market requirements such as big data and analytics, optimized systems, mobile, cloud, and governance.

### Business Leadership Forum

The Business Leadership Forum is a comprehensive, 2.5-day curriculum that engages executives, managers and key decision makers seeking to turn business strategies into results by leveraging big data and analytics. Learn innovative ideas and successful strategies on how to grow your business, reduce costs, manage risk and improve customer service.



# Networking

## with Peers and Experts

Gain inspiration and knowledge from face-to-face conversations.

### Grand Opening Welcome Reception

Information On Demand 2013 kicks off on Sunday, November 3, from 6:00 p.m. to 8:00 p.m. Raise a glass and enjoy hors d'oeuvres with fellow attendees, IBM Business Partners, developers, subject matter experts, and technology enthusiasts from around the globe. Explore the innovative, targeted solutions designed to help you solve the business and technology issues you face. All registered attendees are welcome.

### Community Receptions

Community receptions provide an opportunity to meet and chat with like-minded conference attendees following the Grand Opening Welcome reception, on Sunday evening. These open discussions help you choose agenda topics and areas to focus on at the conference, which can be by job, role or industry. Receptions are planned for the following communities:

- Business analytics
- Enterprise content management
- Information management

### EXPO Receptions

Be sure to attend the EXPO receptions on Monday and Tuesday from 5:00 p.m. to 7:00 p.m. to experience the EXPO while networking with your peers, IBM Business Partners and solution experts.

### Expert Exchange sessions

Focused on current topics, Expert Exchange sessions provide an interactive hour of attendee-driven discussion with experts from IBM and beyond. Now is the time to find the answers in a small group discussion driven by your questions and comments.

### Birds-of-a-Feather sessions

What better place to meet with those sharing common interests than over lunch? Birds-of-a-feather sessions (BOFs) are networking opportunities that allow attendees to discuss ideas and experiences related to a particular topic. Unlike a formal classroom setting, BOF discussion topics are assigned to specific tables in the conference dining hall. The agenda is spontaneous as you share the discussion among like-minded peers.

### Social Lounge

Visit the Information On Demand Social Lounge and discuss with peers and social luminaries topics such as big data, analytics, cloud computing and mobile technology. Attend an executive town hall forum, share your experiences with friends at the Instagram Photobooth, exchange ideas at one of the 'campfire' conversation areas or just recharge your electronic devices while exploring the digital conversation in real-time on streaming monitors. The social lounge can help connect you with peers or enable you to join the conversation — virtually.

## ECM Central

Drop by ECM Central in the EXPO and consult with ECM experts, network with peers or just rest your feet.

ECM Central includes the IBM client reference lounge, where you can share advice and knowledge with fellow IBM clients.



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*“Attending IOD is a high priority for me. Besides getting updates on the latest developments in software...the networking is fantastic – keeping in touch after meeting at IOD is invaluable.”*

**Lars Andersen**

Performance Management Specialist  
TOP-TOY

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### Community Receptions

Community receptions provide you the opportunity to meet and chat with like-minded conference attendees following the Grand Opening Welcome reception, on Sunday evening. Nibble on delicious desserts and sip coffee and beverages while you visit the receptions of your choice.

Learn about interest areas specific to each community. These open discussions help you choose agenda topics and areas to focus on at the conference, which can be by job role or industry.

Receptions are planned for the following communities:

- Business analytics
- Enterprise content management
- Information management

## Evening social event

# FUN.

After a day of world-class education and business sessions, unwind at the Evening Social Event on Tuesday, November 5, from 7:00 p.m. to 10:30 p.m. Grammy Award winning, indie-pop trio fun. will perform exclusively for you. Join your peers to hear hits like “We Are Young” – winner of the 2012 Song of the Year Grammy, “Some Nights” and “Carry On.”

Entertainment is proudly sponsored by IBM Business Partner, Rocket Software. Don't miss this great night of feasting, networking, and music!



# EXPO Highlights

See this year's sponsors!

With more than 350 IBM Business Partners and IBM exhibitors, the EXPO is open for business and ready to provide you with a comprehensive view of what is possible for your industry using leading-edge solutions and services. See products, services and solutions in action from the EXPO floor.

Visit our premiere Enterprise Content Management sponsors:



**PYRAMID SOLUTIONS**





### Grand Opening Welcome Reception

Join us for the grand opening of Information On Demand 2013 at the welcome reception on Sunday evening, November 3, from 6:00 p.m. to 8:00 p.m. in the EXPO.

Take this opportunity to network with your peers and IBM representatives while you preview the technology and exhibits in this premier exposition. Join in the festivities. Light refreshments and hors d'oeuvres will be served.

### Presentation Theaters

The theaters showcase IBM and IBM Business Partner solutions that help optimize your system performance and address your business issues. Presentations will be held during the open EXPO hours. Plan now to attend these valuable discussions.

### IBM Software Services and Support Experience

Discover how to speed your implementation, keep software solutions productive, and build your own skills and expertise. Services, education and support experts answer your questions and help you identify effective strategies to maximize the return on your IBM software solutions.

### Take 5 Lounge in the EXPO

Engage while you relax. The Take 5 Lounge is the place in the EXPO to sit back and relax while you network with like-minded professionals. Take advantage of this opportunity to network with other attendees from the technical community, including IBM champions and user group members. Visit one of our massage chair sponsors and treat yourself to a five-minute massage, a foot massage, or simply recharge your phone.

### IBM Business Partner Café

The IBM Business Partner Café is the place to network and meet with IBM program and product experts. Visitors can enjoy a fresh cup of coffee while talking with IBM subject matter experts who can offer the latest insights about the IBM Business Analytics, Information Management and Enterprise Content Management portfolios.

The Café is a convenient venue where IBM Business Partners can discuss programs, tools, offerings, and benefits that best align to your business priorities for 2014. The Café is also an ideal place for IBM Business Partners to network with fellow IBM Business Partners and the IBM team, discuss their plans, and hold one-on-one meetings.

### Demo Rooms and Lounges

There are a variety of demo rooms in the EXPO that offer “deep-dive” opportunities for the IBM products that most interest you. Take some time to visit these demo rooms while you are in the EXPO, or make an appointment to participate in a one-on-one, deep-dive demo.

### ECM Client Connections Corner

ECM clients are invited to visit the new ECM Client Connections Corner, conveniently located within ECM Central on the EXPO floor. Here clients can relax in a comfortable area, enjoy some light refreshments and take advantage of casual networking opportunities with IBM peers, colleagues and IBM ECM executives.



# Registration Information

Register NOW for the best deal!

## Conference Registration Fees

**Standard fee:** USD2,195 per person September 14 to November 7

Visit [ibm.com](http://ibm.com) for details on registration discount offers.

## Questions?

For all questions concerning registration, hotel and group discounts, please contact the registration/housing line at 800-227-4374 or 770-359-6591 Monday through Friday from 9:00 a.m. to 6:00 p.m.

ET or send an email to: [InformationOnDemand2013@meetingconsultants.com](mailto:InformationOnDemand2013@meetingconsultants.com)

## Destination Las Vegas

Join us at the Mandalay Bay Resort and Casino, one of the most luxurious and unique travel destinations Las Vegas has to offer. Offering a private 11-acre beach, world-class shops and dining, and the world-famous Shark Reef Aquarium, an exciting array of entertainment options awaits you.

### Hotels

The Mandalay Bay Resort and Convention Center is the site of this year's Information On Demand 2013 conference. Arrange your accommodations online as part of the registration process.

Conference hotel accommodations are limited and will be on a "first-come, first-served" basis.

We encourage you to register early to get the deepest conference registration discount and the best hotel accommodation.

**[Visit the conference site for details on hotel options and rates.](#)**

### Travel Discounts

**[Visit the conference site for details and promotion codes.](#)**







# Enterprise Content Management Forum

## InformationOnDemand2013

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