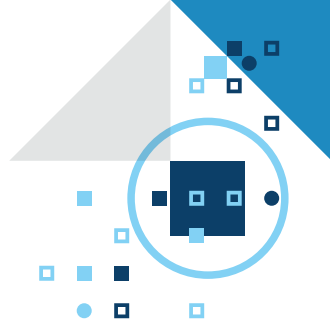


IBM Content 2014

Information. Insights. Results.



Top 5 reasons this is the must-attend event of 2014:

- 1 Get much, much more from your content:** See the latest solutions for analyzing big data, and discover how to put structured and unstructured content to work for you.
- 2 Leave the competition in the dust:** Find out how the content-driven insights you mine from big data can drive explosive growth and give your organization a serious edge.
- 3 Help your teams thrive:** Learn how to create an engaged, agile organization by enabling collaborative, mobile content experiences that empower your workforce.
- 4 Get an exclusive look at the future:** See how dynamic organizations are using content management technology solutions to transform their entire business.
- 5 Meet all the right people:** Join industry experts, solution partners and IBM leaders to get the best practices and real-world tips you need to stay ahead of the curve.



Mark Eaton, NBA All-Star with the Utah Jazz. See him in Chicago, Long Beach, New York and Washington, DC.



Alison Levine, author of *On the Edge: The Art of High-Impact Leadership*. See her in Austin, Columbus and Minneapolis.



Robert Tucker, president and founder of The Innovation Resource. See him in Toronto.

Content holds the keys to relevant action

In today's crowded, competitive marketplace, you've got a secret weapon at your disposal — but are you using it to its full advantage? It's the power trapped in the information across your organization, and it's time to put it to work for you. Information comes in more varieties and from more sources than ever before. Policies, statements, claims, deeds, test results, contracts, depositions, court documents — it's everywhere. Plus, most of it is unstructured and hard to put to use, especially if you don't have the right tools to manage it and put it to work for you.

At Content 2014, you'll find out how to turn big data into a huge advantage for your business. Learn new ways to gain insight from these internal and external sources of information to drive successful business outcomes, and see how you can turn content into a valuable asset to grow your business. Register for IBM Content 2014 today!

Get the details

IBM Content 2014 is coming to a location near you.

Register or learn more at: ibm.com/software/ecm/events/content2014

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