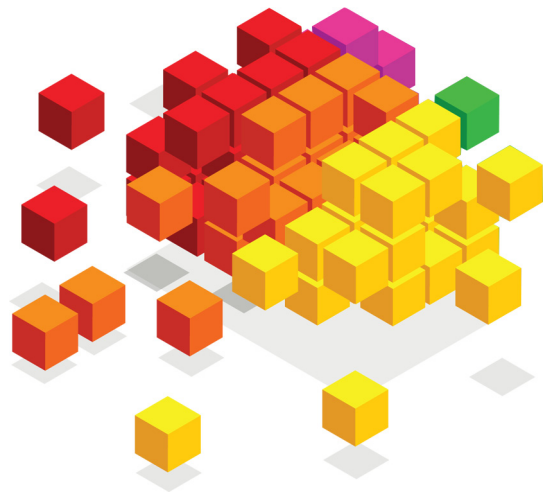


# Orlando

Putting Content to Work  
ECM UserNet 2011



May 19, 2011

Hilton Orlando  
Orlando, Florida

Welcome to the 2011 Orlando, Florida UserNet conference! This year's conference will have three distinct tracks. The addition of the business track, and RIM/legal track to our annual IT track will continue our tradition of hosting an exciting and worthwhile event by providing you with quality information on products and solutions as well as the opportunity to network with a broader set of your peers.

This is your user conference constructed around your comments, requests, and suggestions. In fact, each year your ideas and comments are used to improve this event. However, these improvements are only possible if we receive feedback from you, so please take a moment to fill out the event survey and feel free to stop any one of the IBM ECM representatives with your comment, suggestions, or just to say hi.

During varying times throughout the day, the exhibit hall will be open for you to visit and discuss your needs with partners and product experts. They are here to interact and provide you with solutions, so we encourage you to maximize your time here by taking full advantage of the many resources available this year. Please take a moment to acknowledge and thank our sponsors, for without their support, this event would not be as great as it is!

Thank you again for attending the 2011 Orlando area UserNet Conference.




## Don't miss the 2011 ECM UserNet Virtual Conference
















Recognizing that there's just no way to attend all the UserNet breakouts, plan now to attend the 2011 Virtual UserNet conference. An extension of the annual Regional UserNet event series, you will be able to:

- Interact with experts: **Four live sessions scheduled for June 21, 2011**
- Learn about leading industry solutions in the comfort of your own office
- Experience customized learning curriculum: You can select from more than 30 educational breakout sessions including presentations only available during the virtual conference.
- Network – Leverage the chat functions to share ideas for using information to drive ROI, reduce costs, manage risk and improve case management.
- **Attend for free!**

Register today at: <http://bit.ly/virtualUN>



 Business
  RIM & Legal
  IT
  Hands-On Lab
  Customer Presentation

Thursday, May 19 <sup>th</sup>			
9:00am - 10:15am	<b>General Session &amp; Keynote Address</b> Phillip Jones, Enterprise Content Management Executive		
10:15am	<b>Break &amp; Vendor Expo</b>		
10:45am - 11:35am	 Lake Hart How to Leverage Enterprise Content Management to Solve Today's Pressing Information Governance Problems	 Lake Concord What's New from IBM ECM for IBM FileNet P8 Customers	
11:35am	<b>Break</b>		
11:45am - 12:35pm	 Lake Hart IBM Watson and IBM Content Analytics	  Lake Concord Best Practices: How Viewpointe Uses IBM FileNet ECM, IBM CMOD and N Series Storage to Build Next-generation Content Management Services and Manage Petabytes of Data with Ease	  Lake Lucerne IBM Case Manager Hands-On Lab
12:35pm	<b>Lunch and Vendor Expo</b>		
2:15pm - 3:05pm	 Lake Hart Helping Your Legal Department Meet Information Obligations and Reduce Risks	 Lake Concord Social Business Meets Enterprise Content Management	  Lake Lucerne Datacap Taskmaster Capture Hands-On Lab
3:05pm	<b>Break</b>		
3:15pm - 4:05pm	 Lake Hart Records and Retention Management for Reduced Risk and Cost	 Lake Concord IBM FileNet Business Process Manager Product Update	
4:05pm	<b>Break</b>		
4:15pm - 5:05pm	 Lake Hart Office Document Management and SharePoint Update	 Lake Concord IBM FileNet System Monitor Product Update	
5:05pm	<b>Reception Sponsored by NetApp</b>		

# Ballroom/Exhibition Area

The General Session and exhibits will take place in Orange A/B located on the lower level.

The IBM ECM local user group would like to thank the sponsors who are participating this year. Without their involvement, this event would not be possible.

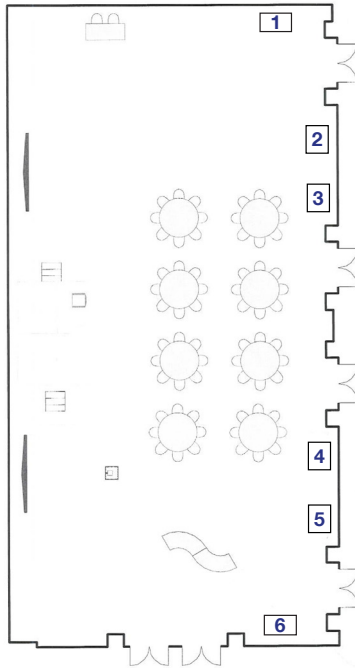
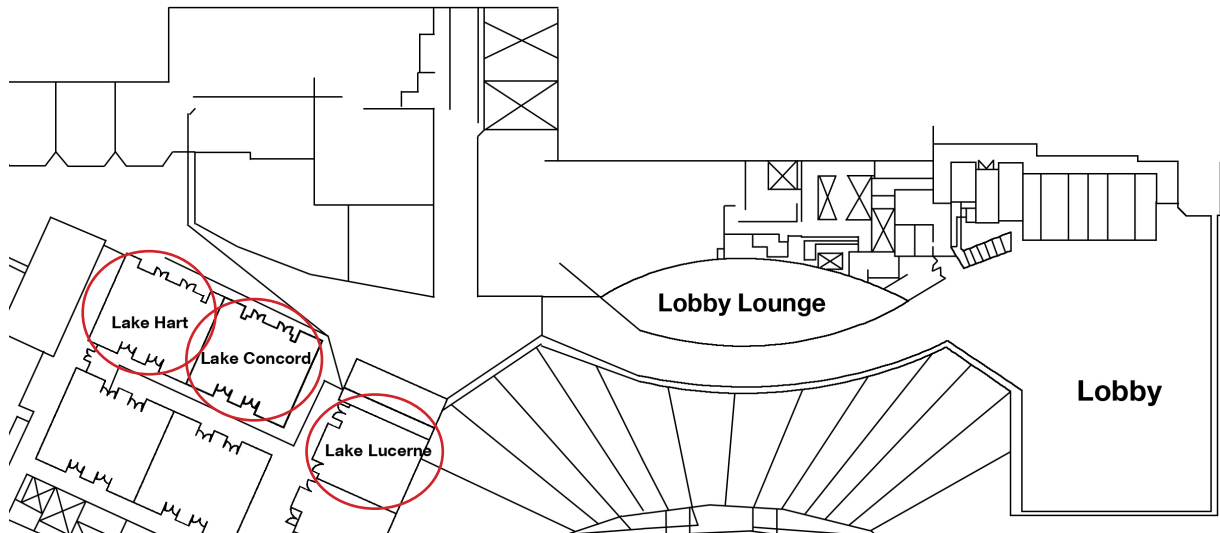


Exhibit #	Sponsor
1	Fairfax Data Systems, Inc.
2	Snowbound Software
3	NetApp
4	enChoice, Inc.
5	Tritek Solutions
6	Document Access Systems






# Breakout Locations








Breakouts take place in the following meeting rooms on the lobby level: Lake Lucerne, Lake Hart and Lake Concord.






# Presentation Information

Category	Breakout	Presenter(s)	Summary
Keynote	Does ECM Still Matter?	Phillip Jones	The business of enterprise content management has changed considerably. Today's businesses need faster, deeper business insight. But you can't have insight into your business without insight into your content. IBM commissioned three global studies of CEOs, CIOs and CFOs. The results will be discussed in the context of ECM, showing how business leaders can use the information today to help their companies stand out in a complex world. You will also learn practical advice involving the latest IBM ECM strategies around document imaging and capture; social content management; advanced case management; content analytics, and information lifecycle governance.
	Best Practices: How Viewpointe Uses IBM FileNet ECM, IBM CMOD and N Series Storage to Build Next-generation Content Management Services and Manage Petabytes of Data with Ease	Zev Rubenstein & Kevin Kearns	<p>To meet the record retention, compliance, archive and eDiscovery challenges facing businesses today, Viewpointe needed a robust, next-gen environment capable of extremely high transaction rates and nearly zero planned downtime with low management costs. Viewpointe created OnPointe™, the trusted solution for digital storage and records management. The first step in building OnPointe was to deploy a proof of concept (POC) utilizing IBM FileNet P8 ECM for a major U.S. bank. The goal was to create a hosted, managed solution that reduced cost, risk and cycle time for multiple bank data management applications. By implementing this POC in 2009, Viewpointe not only met its business requirements, but also leveraged unique development and test capabilities to bring its new OnPointe services online.</p> <p>Also, as service demands grew for its industry-leading Check Archive service, Viewpointe needed to enhance its core service offering to keep pace with the growing petabytes of data under management while concurrently optimizing both performance and cost. Their platform of choice was IBM Content Manager on Demand (CMOD) using IBM N-series storage to enable extremely high transaction rates and availability. Viewpointe found this combination of CMOD and N-series storage exceeded both their internal and customer expectations for data reliability, cost and performance.</p>
	Datacap Taskmaster Capture Hands-on Lab	Amit Saha & Mike Davis	IBM Datacap Taskmaster Capture is the latest addition to IBM's suite of ECM products, and with it, IBM has acquired an industry innovator in the intelligent capture arena. Datacap Taskmaster easily distributes content capture, be it paper, faxes or even emails; and it automatically classifies, separates and extracts important data elements. This lab will introduce you to some of Datacap's key differentiators, including fingerprinting technology and advanced data validation capabilities.
	Helping Your Legal Department Meet Information Obligations and Reduce Risks	Michele Kersey	<p>General Counsel today are ill equipped to manage their obligations for information and face a stark reality: too much risk. The litigation and discovery, privacy, and regulatory obligations for information have gotten infinitely more complex as companies expand globally to face new country legal obligations, US discovery rules change significantly, and information volume and diversity explode. Unfortunately, most corporate legal departments are not well versed in business process or information management and need expert guidance from seasoned project and information professionals. This session will help ECM leaders understand:</p> <ul style="list-style-type: none"> <li>• The causes and effects of too much information-based legal risk</li> <li>• The stakeholders in defining and meeting legal obligations for information</li> <li>• A process maturity model and assessment tool for determining and addressing the root causes within attendees' own organizations</li> <li>• Approaches to developing an internal business case and ROI model for systematically lowering legal risk</li> <li>• How attendees can build on their existing technology assets and skills to lower legal risks and</li> <li>• How IBM's ECM products drive a sizeable ROI from defensible disposal for the CIO and the enterprise</li> </ul>
	How to Leverage Enterprise Content Management to Solve Today's Pressing Information Governance Problems	Doug Magnuson	<p>This session will discuss some of the biggest enterprise information problems today and how seasoned ECM practitioners can leverage their expertise and advance their careers by tackling problems that cost organizations hundreds of millions each year. The results of a recent Compliance, Governance, and Oversight Council (CGOC) Information Governance Benchmark Report will be presented which highlight the gaps in information processes across business, legal, records and IT stakeholders, help quantify the impact on the enterprise, and provide guidance on mitigating the gaps and lowering total information and compliance costs. ECM leaders will learn how their skills can help legal and IT executives break through organizational and process barriers.</p> <p>A copy of the CGOC's "Information Governance Benchmark Report in Global 1000 Companies" will be provided to all attendees.</p>
	IBM Case Manager Hands-on Lab	Dan Wright	IBM Case Manager unites information, process, and people to provide a 360-degree view of case information. In addition to content and process management, IBM Case Manager utilizes advanced analytics, business rules, and collaboration to help drive more successful, optimized case outcomes. In this hands-on exercise, these capabilities will be explored as you perform the roles of several case workers.

Category	Breakout	Presenter(s)	Summary
	IBM FileNet Business Process Manager Product Update	Mike Fannon	This session will provide a comprehensive update of IBM FileNet Business Process Manager (FileNet BPM) with a focus on the newly released version 5.0. We will cover all major components, including the Java process engine implementation, process designer, widgets and mashups, eforms, Business Process Framework and Cognos Real Time Monitor (formerly CognosNOW!). In addition we will discuss considerations for customers interested in implementing IBM Case Manager with FileNet BPM.
	IBM FileNet System Monitor Product Update	Steve Bass	Learn about important new capabilities introduced with FSM 4.5. And discover new ways that FSM can monitor your infrastructure with Business Views. IBM FileNet System Monitor proactively monitors the health of IBM FileNet Systems to increase uptime and reduce your Total Cost of Ownership. Meet your service level agreements, and provide unique visibility to Line of Business owners within your organization. FileNet System Monitor (FSM) is the tool of choice for monitoring of the ECM platform. Reduce problem diagnosis and resolution time while providing a single point for control for a distributed system.
	IBM Watson and IBM Content Analytics	Paul O'Hagan	Between February 14 & 16, an IBM computer called "Watson" competed on Jeopardy!, beating two of the show's most successful contestants--Ken Jennings and Brad Rutter. More than just a game player, Watson is a breakthrough in the scientific field of open-domain Deep Question Answering and Natural Language Processing (NLP). Come learn how you can leverage IBM Content Analytics and the same NLP technology found in Watson to develop answers to your critical business questions.
	Office Document Management and SharePoint Update	Steve Studer	SharePoint and Office Document Management are very popular topics these days. Learn how IBM can enable and extend Microsoft SharePoint and Office Document Management to leverage high value content combined with a comprehensive ECM application support. This session will cover SharePoint (WSS 3.0, MOSS 2007 & SharePoint 2010) Office 2003-Office 2010, CMIS and more.
	Records and Retention Management for Reduced Risk and Cost	Michele Kersey	Records and information management leaders today need to meet and prove compliance with regulatory obligations, and also need to manage retention across business units and information sources. This session will help ECM and Records Information Management leaders learn more about how to extend their skills and technology assets to manage more information in concert with information and records policies to lower risk and cost, including: <ul style="list-style-type: none"> <li>Managing the complete records lifecycle, including records declaration, file plan design, classification, physical records, federation, disposition and more</li> <li>Developing the business case for records management and for value-based retention</li> <li>Managing records and retention for all information</li> <li>Special challenges in managing a global information initiative</li> <li>How to extend existing investments in IBM's ECM products to lower information cost and risk</li> </ul>
	Social Business Meets Enterprise Content Management	Steve Studer	Social and collaborative tools integrated with enterprise content are transforming how people interact, work and leverage information. As the market leader in ECM software, IBM is bringing social business capabilities to high-value, content-related applications and use cases. Join us in learning how IBM's social software and ECM portfolio together are enabling organizations to make better decisions faster by connecting people to content--and driving real business results.
	What's New from IBM ECM for IBM FileNet P8 Customers	John Tipton	In this session, you will hear the latest updates on IBM ECM products, including new releases as well as new capabilities in existing products such as IBM FileNet Content Manager, Case Management, Production Imaging, Content Manager OnDemand, and Compliance and Analytics suites.



## Diamond Level Sponsors

	<p>NetApp creates innovative storage and data management solutions that deliver outstanding cost efficiency and accelerate business breakthroughs. Our dedication to the principles of simplicity, innovation, and customer success has made us one of the fastest-growing storage and data management providers today.</p> <p>Customers around the world choose us for our “go beyond” approach and broad portfolio of solutions for server-to-storage virtualization, business applications, data protection, and more. Our solutions provide nonstop availability of critical business data and simplify business processes so companies can deploy new capabilities with confidence and get to revenue faster than ever before.</p> <p>Discover our passion for helping companies around the world go further, faster at <a href="http://www.netapp.com">www.netapp.com</a>.</p>
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## Silver Level Sponsors

 <p><b>DOCUMENT ACCESS SYSTEMS</b> Enterprise Content Management</p>	<p>Document Access Systems (DAS) has been a fully certified FileNet ValueNet Partner since 1994. DAS is dedicated exclusively to the ECM marketplace, having performed over 350 successful implementations. DAS' core competencies include system upgrades (P8, CS, &amp; IS), data and media migrations to P8 from CS &amp; IS, workflows (BPM &amp; eProcess), eForms, records manager, and capture (Datacap). DAS has developed several industry specific solutions, including “Logistics Billing” which provides transactional detail support for invoices across disparate systems. DAS has also developed a number of utilities to support FileNet implementation including Indexer, Ingester, and an export/migration tool. With extensive cross-industry expertise and experience, DAS provides a full range of professional services including consulting and solution assessments, design and implementation plans, project management, installation, implementation, integration, training, and annual maintenance and support. DAS is a nationally acclaimed industry award winning solution provider.</p>
	<p>An IBM Premier Business Partner, enChoice® offers the most comprehensive range of enterprise content management solutions and services available, from system design and installation to deployment, hosting, and single-point-of-contact support. Solutions are offered for a wide range of business needs including content management, business process management, records management, and data protection. The company delivers fast ROI by leveraging KwikWork®, its award-winning universal user interface, to deploy IBM® FileNet® P8 quickly, easily, and cost-effectively. It is also the only company offering business continuity solutions such as CYA SmartRecovery™, its application-aware hot backup and granular recovery solution for P8 that maximizes availability while providing complete protection from all types of information loss and corruption. enChoice is a recipient of the 2009 IBM Most Distinguished Achievement Award, and possesses unrivaled ECM expertise, with over 500 implementations and 200 certifications.</p>
	<p>We are a solution provider specializing in ECM.</p> <p>We provide our customers with the ability to leverage ECM technology to reduce operational costs, streamline operations, and focus on the growth of their business. Our Services are designed to:</p> <ul style="list-style-type: none"> <li>• Migrate you to the FileNet ECM platform</li> <li>• Consult with your IT and Business Users to determine how a FileNet ECM solution may best be used to solve a particular specific needs</li> <li>• Implement your FileNet system to the needs of your environment</li> <li>• Develop and Integrate a FileNet solution into your core business systems</li> <li>• Support your FileNet ECM system from required upgrades to production support</li> </ul> <p>Let our Fairfax ECM services help you focus on the growth of your business by driving revenue rather than spending time on developing and maintaining your ECM.</p> <p>Why Wait? “Intelligent Capture Solutions Are Here.” Come find out how we are leveraging IBM's newly acquired DataCap Product!</p>
	<p>VirtualViewer®, Snowbound's pure HTML Zero Footprint viewer makes reviewing, collaborating, and processing documents quick and easy. It gives you anytime, anywhere access to your documents whether on your computer or on the go with your mobile device. VirtualViewer integrates with your IBM and FileNet application(s) to provide a universal User Interface for users to quickly and securely view, annotate, redact, and manipulate multiple formats including: PDF, Word, Excel, IBM ImagePlus MO:DCA (AFP, IOCA, MMR, PTOCA), TIFF, and more. VirtualViewer is the only pure HTML viewing solution you need to view virtually ANY document or image format, on ANY platform, anywhere. Complimentary trials/demos available at <a href="http://www.snowbound.com">www.snowbound.com</a>.</p>
	<p>TriTek Solutions, an IBM ECM Software partner since 1998 and Premier PartnerWorld member, has become the leader in the design, development and delivery of Enterprise Content and Business Process Management solutions. Offering industry-specific applications for the financial services, insurance, utilities and government verticals, TriTek is dedicated to solving the greatly varied and complex business problems of its customers. Having earned the distinguished honor of IBM FileNet North American Partner of the Year three of the past 7 years, TriTek's community-wide leadership status in the implementation of IBM FileNet-based ECM and BPM solutions is consistently recognized.</p>

# IBM® System Storage™ N series

Fast, Efficient Storage Solutions for IBM Enterprise Content Management



Learn About  
**Hot Backup**  
For IBM FileNet  
Content Manager  
And CMOD

**Visit the NetApp booth to see how IBM N series can help you reduce risk, cost and complexity for your Enterprise Content Management environment.**

IBM ECM applications on IBM N series storage require half the storage space, increase business agility, and reduce risk compared to traditional solutions.

- Unified storage reduces complexity for ECM deployments with a single IBM storage platform for database, index, BPM, content, and compliance.
- Reduce business interruptions with **unique hot backup** and application-consistent recovery capability for the *entire* IBM ECM application, even if federated.
- Use up to 50% less storage end-to-end for IBM ECM environments.
- IBM N series includes deduplication and compression to help you store more data using less disk, and even works for file versioning and compliance content!
- Supports FileNet P8, FileNet IS, Content Manager and CMOD.

**Attend the Viewpointe Customer Case Study sessions for more information!**

Visit the IBM N series Community to download more information: [www.netapp.com/ibmnseries](http://www.netapp.com/ibmnseries)

