



Join us at the
Enterprise Content Management Forum
 at **InformationOnDemand2013**



November 3-7, 2013
 Mandalay Bay | Las Vegas, Nevada



Social Content Management at Information On Demand 2013

Why choose the SCM track:

Are you the CIO, IT Director, or line of business owner for your organization? Do you need a more effective way to collaborate, leverage expertise and business critical knowledge from any device on any platform? If so, then the Social Content Management (SCM) track in the ECM Forum is right for you. IBM SCM enables users to collaborate on trusted content through business social networking.

See how Content Navigator delivers trusted content to smart devices and tablets across IBM and CMIS compliant repositories.

Learn how you can leverage your investments and improve productivity through a single offering that delivers a user experience for business users and knowledge workers alike.

Listen to these customer speakers:

- United Nations:** Michael Ibach, Director of ECM Solutions.
- Prudential:** Michael Boatwright, VP of Information Systems.
- Security First:** Michael Veenswyk, CEO Integritie & The Security First Story.

Don't miss our EXPO and Demo Gallery:

Context is the key to bringing relevance to content. See what SCM is all about through:

- Content Navigator, what mobile ECM should be: "native" and custom via IBM Worklight
- The Navigator Experience Platform – "next gen" app dev for mobile, web & desktop
- Secure File Transfer integrated with Navigator: IBM QuickFile
- Real Business Results with Social Content: Connections & Content Navigator

Join the conversation:

Working Social: It Is Not Just About the Conversations:
 Monday/11:30 or Tuesday/3:00PM

- Working Social is an interactive panel discussion with John Mancini, President of AIIM, Richard Medina and Joe Shepley from Doculabs. This event will literally "connect" the audience to the subject matter experts with a compelling dialog on the important of business social networking and enterprise content. Don't miss this special opportunity.

Plan to attend these top sessions:

M	08:15	ECM in the General Session
M	02:00	ECM Keynote: Smarter Content. New Insights. Better Outcomes.
M	03:30	IBM ECM Products & Strategy
T	10:00	Getting Beyond Good Enough with Microsoft SharePoint
W	08:15	ECM in the General Session
W	11:15	Prudential: Using the Best of Both Worlds, Content and Social
W	01:45	Global Social Collaboration and Content Management - The United Nations Story

View the entire [IBM ECM SCM Agenda](#)

Use the [Session Builder Tool](#) to create your personal agenda

See these Business Partner solutions:

- Genus:** "YouTube for the Enterprise" with Media Upshot and IBM.
- Integritie:** Integritie SMC4 and IBM ECM delivers Social Media Compliance
- Elinar:** Demonstrates the power of "Navigator Experience Platform"

Meet 1:1 with IBM Executives:

Take advantage of a unique opportunity to meet 1:1 with IBM executives, subject matter experts and innovative IBM Business Partners.

Talk strategy with ECM business leaders, such as Doug Hunt, John Murphy and Carol.Z. Taylor. Or take a deep dive into SCM with experts from our product and technical teams, including Ian Story, Cengiz Satir and Steve Studer. Don't miss out!

Ask your Sales Rep or Business Partner to book a meeting.

See you at the ECM Forum!

Come learn how IBM solutions across ECM, Information Management and Business Analytics can help harness the value of unstructured information for new insights and better business outcomes.

The ECM Forum at Information On Demand 2013 is the perfect venue for you to learn how by putting the right content in motion – capturing, activating, socializing, analyzing and governing – professionals across all industries can transform their business.