Content Management University CM101 s), 11

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Agenda

Time	Topic
9:00	Class Opening, Logistics, Introductions Students' introductions
9:20	IBM DM Strategy ►CM business potential
10:30	Signature Sales Method (SSM) Overview Successful selling
	Break
10:45	Business Partner Support StartNOW
11:15	Overview of CM Solution Areas (part 1)
12:00	Lunch
1:00	Overview of CM Solution Areas (part 2) Pains, Visions, Technologies Content Manager Content Manager OnDemand VideoCharger EIP
4:00	End of Day