



PROGRAM AGENDA

SEPTEMBER 28, 2010

BOSTON

8:00 - 8:30	Registration, Breakfast, & Product Demonstrations	
8:30 - 9:20	<p>Opening General Session – Presented by John Mancini, President, AIIM Using results from the latest end user research, Mr. Mancini will describe the disruptive forces that are changing the Enterprise Content Management landscape. Benchmark your organization against these key business drivers.</p> <p>Tools & Resources to Help your Journey Meet industry experts that can help you determine your business requirements and take advantage of our seminar reference tools to affirm best practices including a test-drive of AIIM's certificate training programs, courtesy of Fujitsu.</p>	
9:20 - 9:55	<p>Product Demonstrations Take this time to visit the Solution Providers around the room.</p>	
10:00 - 10:25	<p>CASE STUDY 1A 8 Things You Should Know About Open Source <i>Presented by Nuxeo</i></p>	<p>CASE STUDY 1B 8 Ways Your Organization Can Improve Efficiency, Increase Productivity and Reduce Risk <i>Presented by KnowledgeLake</i></p>
10:30 - 10:55	<p>CASE STUDY 2A Taming the Paper Tiger – Automating Your Paper by Combining Capture and Microsoft SharePoint <i>Presented by Eastman Kodak</i></p>	<p>CASE STUDY 2B 8 Things That Can Help Make Your Information Work for You <i>Presented by Iron Mountain</i></p>
11:00 - 11:25	<p>CASE STUDY 3A Document-Driven Business Process Automation: Your Onramp to Enterprise Applications <i>Presented by Kofax</i></p>	<p>CASE STUDY 3B 8 Things You Need to Know About Cloud Content Management <i>Presented by Box.net</i></p>
11:25 - 11:55	Snack Break & Product Demonstrations	
12:00 – 12:25	<p>CASE STUDY 4A Integrating Content Management With Your Key Business Processes <i>Presented by Oracle</i></p>	<p>CASE STUDY 4B Got Hope? ECM Vendor Viability in the SharePoint Era <i>Presented by Hyland Software</i></p>
12:30 – 12:55	<p>CASE STUDY 5A 8 Content Types That Demand Governance <i>Presented by Open Text</i></p>	<p>CASE STUDY 5B Information Governance for Your Enterprise <i>Presented by HP</i></p>
12:55 - 1:45	Luncheon Roundtables, Product Demonstrations and Prize Drawings	
1:45 – 2:20	<p>Closing General Session – Presented by John Mancini, President, AIIM What's the prescription for Information Management success amidst this disruption? AIIM takes you through the 8 Factors to consider in achieving organizational efficiency, improved productivity and reduced risk. This session will include a foreword, courtesy of Smartlogic.</p>	

Visit These Sponsors in the DEMO Room

AnyDoc Software, Box.net, Canon, Docigroup, Eastman Kodak, Fujitsu, HP, Hyland Software, Imaging 411, Iron Mountain, KnowledgeLake, Kofax, MaxxVault, mindSHIFT, Nuxeo, Open Text, Oracle, and Smartlogic.
Please also visit Duff & Phelps in the Consultants Corner.

BREAKOUT SESSIONS

<p>Education Foreword "Capture. Collaborate. SharePoint®. " <i>Presented by Fujitsu</i></p> <p>Given volume and cost, capture is a critical role in your ECM strategy. Investment in capture is strategic to leveraging your investment in SharePoint®. Pairing capture and collaboration will help you access all of your information, maximize the use of corporate data, and execute more accurately, consistently and productively.</p>	<p>Keynote Foreword 8 Things to Consider When Using Semantics in Your Information Management Strategy <i>Presented by Smartlogic</i></p> <p>Semantic technology promises to deliver major improvements in how end users find, use and interact with content. Learn the "8 things to consider when using semantics in your information management strategy" like NASA, Bank of America, NHS, RTI, RBS, and Ford Foundation did.</p>
<p>CASE STUDY 1A 8 Things You Should Know About Open Source <i>Presented by Nuxeo</i></p> <p>Recent market surveys confirm: open source enterprise content management is on the rise. But what is open source ECM? This session will outline key factors that information architects should consider when looking at ECM technologies. Beyond the cost savings, open source ECM sets the stage for a new generation of innovative platforms to meet content management challenges.</p>	<p>CASE STUDY 1B 8 Ways Your Organization Can Improve Efficiency, Increase Productivity and Reduce Risk <i>Presented by KnowledgeLake</i></p> <p>Are you aware of what SharePoint needs to be effective enterprise content management? During this session, you'll learn what features are needed to not only build a document management solution but how to design it so workers love to use it. Join us as we reveal how to empower your knowledge workers to become part of the SharePoint revolution -- not victims of a weak ECM strategy.</p>
<p>CASE STUDY 2A Taming the Paper Tiger -- Automating Your Paper by Combining Capture and Microsoft SharePoint <i>Presented by Eastman Kodak</i></p> <p>Learn about the solutions that can be used by any business to increase profitability, reduce costs while maintaining compliance efforts. You will hear how companies have implemented SharePoint solutions and integrated them with their traditional legacy based ECM systems to create a comprehensive document capture strategy.</p>	<p>CASE STUDY 2B 8 Things That Can Help Make Your Information Work For You. <i>Presented by Iron Mountain</i></p> <p>When confronted with information management challenges over the course of many years, most organizations have operated on a reactive basis—developing ad hoc solutions to specific problems as they arise. And because of this, many programs are rife with duplicate capabilities, non-standard approaches and process inefficiencies. That's where working with a knowledgeable partner can make all the difference—providing a means to quickly reach to a new level of information management capability without a major up-front investment in software, hardware, and in-house skills.</p>
<p>CASE STUDY 3A Document-Driven Business Process Automation: Your Onramp to Enterprise Applications <i>Presented by Kofax</i></p> <p>Learn how document and information capture has evolved over the years from labor intensive document scanning and indexing to intelligent document capture, classification, information transformation and process automation. See why it's important to capture documents from any source, in any format, and make them available for business processes in a consistent and fully automated way, faster and with more accuracy. Learn how to eliminate paper as soon as it enters your organization and turn it into process ready information to improve operational efficiency and customer service, reduce cost, and achieve a high return on your investment.</p>	<p>CASE STUDY 3B 8 Things You Need to Know About Cloud Content Management <i>Presented by Box.net</i></p> <p>Like it or not, business is changing. Rapidly. Your employees are more web-savvy than ever before, and they have access to free tools online that help them share and collaborate painlessly within and beyond the firewall. Enter cloud content management, a web-based approach to managing, collaborating and sharing business content that is built for the realities of today's web-centric paradigm. We'll give you eight reasons why the platform your employees want to be using is the one you should be deploying, adding an essential layer to your existing ECM infrastructure.</p>
<p>CASE STUDY 4A Integrating Content Management with Your Key Business Processes <i>Presented by Oracle</i></p> <p>This session will explain how companies can optimize their core business processes like accounts payable, human resource management and call centers with content management. Come learn how users are able to find, access, and update content, documents and images from enterprise applications like Siebel, PeopleSoft, JD Edwards, and Oracle E-Business Suite, and how the results have raised productivity, reduced risk and lowered process costs – in some cases as much as 90%.</p>	<p>CASE STUDY 4B Got Hope? ECM Vendor Viability in the SharePoint Era <i>Presented by Hyland Software</i></p> <p>SharePoint is redefining the enterprise content management market. Can "traditional" ECM vendors remain viable in the face of SharePoint's overwhelming popularity? This session helps you understand where SharePoint poses a competitive threat to traditional ECM vendors and where it provides opportunities for them to add value.</p>
<p>CASE STUDY 5A 8 Content Types That Demand Governance <i>Presented by Open Text</i></p> <p>When considering an information governance strategy and project, it's not uncommon for companies to consider first the information source posing the most immediate cost and risk - mismanaged email. But today, organizations are burdened by poor information management practices that don't span just their legacy systems - like file shares - but also those which impair their capacity to control emerging and evolving content types like web and social media. Join this session for a general overview of eight critical content types that demand governance and the strategies organizations should consider.</p>	<p>CASE STUDY 5B Information Governance for Your Enterprise <i>Presented by HP</i></p> <p>The reality of today's enterprise includes expedient and continuing information growth, adhering to regulatory compliance and fulfilling legal discovery. Dispersed content across the corporation in both physical and electronic form, poses challenges that drive up costs and increase the risk to business. Now consider how SharePoint fits into this picture.</p>