



## come see our sessions...or chat with our analysts

(users/customers only for analyst office hours, please, no vendors!)

### Enterprise Content Management

#### **Strategic Patterns in ECM | Tuesday @ 4:30 p.m.**

This session will debunk some of the marketing hype in the industry and in particular set buyers of technology up with a solid foundation to approach and evaluate vendors, and ECM strategies. In this session we look at some of distinctly different patterns of usage we see in today's market.

#### **ECM Marketplace, Circa 2008 | Wednesday @ 10:10 a.m.**

In this session we will look at current trends in the vendor marketplace, and how they will play out in 2008 and beyond. We will also subdivide the sector both by technology orientation and geographic dominance, and give our honest and independent opinion on the vendors in this space.

#### **Fix Your ECM Problem | Wednesday @ 4:30 p.m.**

Stump the ECM Consultant and win a free iPod! Bring your toughest, thorniest, most intractable ECM technology conundrum or ECM project challenge to the session. A team of experienced consultants will compete to offer you the best advice in 2 minutes or less. The attendee who most successfully stumps the consultants wins an iPod.

### Enterprise Search • Business Process Management • Web Content Management

#### **Taxonomies for Smarties | Tuesday @ 1:30 p.m.**

You've heard the hubbub about hierarchies, you've seen the torrent of tagging on many a public web site. But what's in it for you? While everyone agrees that taxonomies are critical to effective document and web content management, useful portals, and good search results, as well as essential to proper records management, there's many of you out there who just want to have the baseline of knowledge you need to talk taxonomy.

#### **The Future of Search | Wednesday @ 1:30 p.m.**

As the volume of digital content expands, search technology remains at the forefront of information management planning. But is search technology really keeping up? Will simple appliances like Google's Appliance solve your complex enterprise search needs? Join an independent search technology analyst to review the current technology landscape and assess your options for selecting new search technology -- or making better use of what you have already. We'll also look at what's in store for search in the coming months and years.

#### **Analyst | Specialties | "Office" Hours**

**Tony Byrne | WCM, Portals, Web Analytics**  
*Wednesday 10 a.m. – noon*

**Theresa Regli | Enterprise Search, DAM & Taxonomy**  
*Thursday 10 a.m. – noon*

#### **Everything you wanted to know about BPM but were afraid to ask | Tuesday @ 11:10**

What's s are the differences between workflow, routing and BPM? Which one do I need? What ever happened to good old workflow, why is everything a BPM system now? If you are pondering these kind of questions then this session will be of help to you.

#### **The New Web Publishing Environment** **Tuesday @ 2:30 p.m.**

Web publishing environments are evolving quickly. A new breed of Web manager is emerging to link content management more closely to website visitor satisfaction, and a growing interest in user-generated content is inverting notions of information consumers and producers. These new operational and business approaches are putting stress on traditional web content management technologies, particularly around classification, usability, reporting, and legacy architectures that assume one-way publishing. Come learn from new CMS Watch research that outlines how enterprises and vendors alike are adapting.

**Alan Pelz-Sharpe | ECM & BPM**  
*Wednesday 1 – 3 p.m.*

**Jarrod Gingras | WCM & BPM**  
*Tuesday 10 – 11 a.m., 2 – 4 p.m.*

**Kas Thomas | WCM**  
*Wednesday 3 – 5 p.m.*