

ECMWest CONFERENCE & EXPOSITION

Powered by AIIM - the ECM Association

November 6 - 8, 2006

San Jose McEnery Convention Center
San Jose, California

Creating Business Value from Your Information Assets



FREE EXPO HALL PASS!

See page 19
for details.

**Expert Insights and Advice from
the World's Leading Body of
Content and Information
Management Professionals:**

- Data Capture & Storage
- Enterprise Information Integration
- Business Process Management
- Search & Retrieval
- Email Management
- Records Management & Compliance

KEYNOTES



Tuesday,
November 7

John Patrick

President, Attitude
LLC & Former Vice
President, Internet
Technology, IBM

Wednesday,
November 8

John Mancini

President,
AIIM - The ECM
Association



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or call 877-232-0132

WELCOME TO ECM WEST!

ECM West Brings the World of Enterprise Content & Information Management Right to Your Doorstep.

Powered by AIIM - The ECM association, the conference is designed, developed and delivered by the world's largest and most influential body of information management experts.

Like its east coast counterpart—the AIIM Conference & Expo—ECM West exposes you to the state of the art in data capture, storage, and management, as well as several additional tracks designed to help you create real and measurable business value from your information assets. From compliance and standards to information integration, access and findability, ECM West delivers the insight and advice you need to navigate the increasingly broad and complex universe of Enterprise Content Management.

The ECM West Exhibit Hall provides you the forum to meet face-to-face with leading suppliers who will be demonstrating their hottest products and technologies.

You'll discover winning strategies while networking with your peers and other industry leaders. There is no better place than ECM West to compare, contrast, and evaluate ECM solutions.

Attend and Choose from Dozens of Sessions Taking Place Across Seven Information-Rich Tracks:

- **Basics**
- **Compliance**
- **Search & Information Access**
- **Business Process Management**
- **Master Data Management & Integration**
- **Email Management**
- **Standards**

We look forward to seeing you in San Jose, November 6-8, 2006!

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WHO SHOULD ATTEND

C-Level Executives, Vice Presidents, Directors and Managers

Involved in or Responsible for:

- IT Architects/Application Integration
- Business Process/Workflow Management
- Compliance & Regulatory Management
- Records Management
- Business Analysis
- Sales/Marketing
- Operations/Production
- Consulting
- Systems Integration
- Channel Marketing/Reselling

Register by October 6 and Save Up To \$300!

VISIONARY KEYNOTES

FREE TO ALL ATTENDEES!

TUESDAY, NOVEMBER 7

8:30 AM - 9:30 AM



JOHN PATRICK

President, Attitude LLC & Former Vice President, Internet Technology, IBM

As IBM's Chief Internet Technology Officer, John led the company's efforts for the next generation of the Internet. But if you've heard him deliver cutting-edge remarks at conferences throughout the world or read one of the many articles he's been featured in—you'll see that John's unofficial title is Internet Visionary. It's one of the reasons why *Business 2.0* recently named him as one of the industry's most intriguing minds, *Industry Week* named him one of the top 30 people who drive innovation and provide the initial spark to economic growth, and why *Network World* called him one of the 25 most powerful people in networking.

John was a founding member and is now the chairman of the Global Internet Project, a founding member of the World Wide Web Consortium at MIT, a senior member of the Institute of Electrical and Electronics Engineers, and a member of the Internet Society, the Association for Computing Machinery, and the Working Group on Authentication at the Center for Strategic and International Studies. John's book, *Net Attitude*, paints a vivid picture of the future of the Internet and the attitudes needed to capitalize on it.

WEDNESDAY, NOVEMBER 8

8:30 AM - 9:30 AM



JOHN MANCINI

President, AIIM - The ECM Association

John F. Mancini joined AIIM in May 1996. Working together with the AIIM Board, staff, and thousands of volunteers around the world, Mancini's goal is to help AIIM connect the users and suppliers of document and business process management technologies and services. Mancini believes that ECM tools and technologies provide solutions to help users with four key business drivers: continuity, collaboration, regulatory compliance, and reduced costs.

Prior to joining AIIM, Mancini spent 11 years in various positions at the American Electronics Association in Washington, D.C., most recently as Executive Vice President and Chief Operating Officer. The American Electronics Association is the nation's largest technology trade group, representing over 3,000 U.S. high technology companies. He has authored several publications on the electronics industry and has testified before Congress.

Mancini is a frequent speaker at meetings and conferences throughout the world on various topics including the document management marketplace and association direction and activities. He holds a bachelor's degree from the College of William and Mary and a master's degree from Princeton University. He is a member of the American Society of Association Executives.

PRE-CONFERENCE PROGRAMS

MONDAY, NOVEMBER 6

9:00 AM - 5:00 PM

Workshop A:

How to Get Maximum Total Value From Your ECM Solution

Steve Weissman, President & Publisher, Kinetic Information LLC

Preparing to implement a content or records management solution, or to upgrade or add to the one you've got? Looking for a touchstone to differentiate one vendor's offerings from another? Interested in the latest best-practice information that ensures you receive the most value you can from the product you pick? Then this session is for you!

This half-day workshop imparts the key business principles you need to obtain Maximum Total Value from your ECM solution, using methodology that leverages rock-solid research results and case study examples to explore key business issues related not only to Economics, but to Process Change, and Collaboration as well. You see, there's more to total business value than just ROI—and this Workshop shows you how to maximize yours.

At the end of the session, you'll be able to plan and deliver on an acquisition and implementation strategy that maximizes the total value your system provides. And you'll be ready to accomplish these important objectives:

- Identify a solution that not only scores high on an ROI/TCO test, but optimizes your ability to manage change and facilitate communications
- Make a quick and quality buying decision, and position yourself to start receiving significant business benefits sooner, rather than later
- Detail a rollout plan that will let you implement on time and on budget
- Ensure you wring every last benefit from your system—not only today, but in the months and years ahead

For the most
up-to-date
conference
information,
visit
www.ecmwest.com

9:00 AM - 5:00 PM

Workshop B:

Web Content Management Systems: Understanding Architectures, Products and the Marketplace

Theresa Regli, Principal, CMS Watch

This workshop is an intensive, fast-paced introduction to Web Content Management functionality, product categories, and specific vendors. The session concludes with a roadmap for product selection. As a vendor-neutral presentation, this seminar will enable you to sharpen your organization's CMS needs and identify suitable technology choices.

Join us for this half-day tutorial that will help you and your team understand Web Content Management technologies, architectures, and the marketplace.

Attend and learn:

- The 16 steps of the Web CMS lifecycle: questions you should ask and how vendors differ in how they achieve basic functionality
- 7 categories of CMS products, including features and typical price ranges, specific characteristics of sample vendors in each category, and how to start evaluating and ultimately select suitable technologies for your organization
- The 4 most common CMS pitfalls, and best practices for avoiding them

9:00 AM - 5:00 PM

Workshop C:

Business Process Reengineering Success Lessons Learned from 3 Massive Business Process Automation Efforts

*Mary White, President, AGFE Consulting
Russell Bong, Managing Partner, Reddrock*

The presenters, fresh off the reengineering trail, will present their secret for success known as "Involve Your Customers!" This session provides a fresh new look at a team-building approach to facilitate process change throughout the entire lifecycle of a business process reengineering effort.

Attend this workshop and learn:

- How to involve your customers via facilitated sessions, not just requirement meetings
- How to involve your customers so you can learn their requirements
- What you need to be successful using your processes match
- How to translate your processes into a robust customer experience that ensures their continued success

TRACK DESCRIPTIONS

Basics

If you need to know more about the technologies used to capture, manage, store, preserve and deliver content throughout your organization, this is the place to be. Here you'll find practical sessions on foundational ECM technologies to help you better understand, implement and achieve greater returns on investment for the technologies you implement. **(See page 8 for full session descriptions).**

Compliance

If you'd rather stay out of the regulatory limelight, this track is for you. Attend these sessions and learn how to ensure that your records and document management policies are effectively designed to keep you and your company out of the headlines. **(See page 10 for full session descriptions).**

Search & Information Access

Finding the right information at the right time is a huge and going problem for today's typical information workers. This track helps you to better understand search in the context of your ECM infrastructure and assesses the latest tools and trends aimed at improving information findability. **(See page 11 for full session descriptions).**

Business Process Management

This track examines tried-and-true methodologies, procedures, and processes that lead to successful content-rich implementations and effective organizations. Attend this track to improve your visibility into existing business processes and learn how to drive real and measurable business value from your BPM initiatives. **(See page 12 for full session descriptions).**

Master Data Management & Integration

If you need to better understand what information you have, where it's located, and what value it provides to users, you'll find it all right here. Attend and examine the latest approaches to enterprise information integration by linking data across disparate data sources. Sessions will address how to connect the dots between your information assets based on location, connection details, data type details, and the information's relationship with other resources. **(See page 13 for full session descriptions).**

Email Management

Have you become chained to your inbox? This track shares insights on how to regain control. You will also hear about the latest solutions and best practices to help your organization comply with privacy regulations and manage your email as a corporate asset. **(See page 14 for full session descriptions).**

Standards

What standards should you implement in your organization to ensure risk-free implementations? This track explores the leading ECM standards like SOA, Web Services, PDF standards and others. These sessions will sort out the alphabet soup of acronyms and help you better implement key standards in your organization. **(See page 15 for full session descriptions).**

REGISTER NOW & SAVE!
VISIT WWW.ECMWEST.COM OR CALL 877-232-0132

See registration form on Page 19 for details.

SCHEDULE-AT-A-GLANCE

CONFERENCE TRACKS:

- **BASICS**
- **COMPLIANCE**
- **SEARCH & INFORMATION ACCESS**
- **BUSINESS PROCESS MANAGEMENT**
- **MASTER DATA MANAGEMENT & INTEGRATION**
- **EMAIL MANAGEMENT**
- **STANDARDS**

For the most up-to-date conference information, visit www.ecmwest.com

MONDAY, NOVEMBER 6

9:00 AM - 5:00 PM	WORKSHOP 1	The Big Secret to Business Process Reengineering: Lessons Learned from 3 Massive Business Process Automation Projects
9:00 AM - 5:00 PM	WORKSHOP 2	How to Get Maximum Total Value from Your ECM Solution
9:00 AM - 5:00 PM	WORKSHOP 3	Web Content Management Systems: Understanding Architectures, Products and the Marketplace

TUESDAY, NOVEMBER 7

8:30 AM - 9:30 AM	Keynote: John Patrick, President, Attitude LLC & Former VP, Internet Technology, IBM			
10:00 AM - 5:00 PM	Exhibit Hall Open			
	Basics	Compliance	Search & Information Access	Business Process Management
9:40 AM - 10:30 AM	Backfile Conversion: Strategies, Implementation and ROI	Compliance and the Small/Medium Business...a Paradox?	From Search into Action	Gorilla Project Management
10:40 AM - 11:30 AM	Information Lifecycle Management: Best Practices for Storage and Retrieval of Key Records	How ECM is Transforming the Insurance Industry	Uncompromising Business Intelligence Made Simple: How Navigation Brings BI to the Masses	Hosted, SaaS or On-Site? Evaluating the Options for ECM Deployments
11:40 AM - 12:10 PM	Flagship Vendor Sessions			
12:10 PM - 1:40 PM	Lunch and Exhibits			
1:40 PM - 2:30 PM	Outsourcing the Document Capture Process: Your Best Investment in Your Imaging System	Beyond DoD 5015.2 Compliance: Realities of Evaluating Today's Records Management Software Products	Taxonomies, Folksonomies and the Metadata Maelstrom	Why Your Organization Can't Prosper in the 21st Century Without Effective Collaborative Tools
2:40 PM - 3:30 PM	Strategies for Enterprise Content and Records Management in an Office 2007 World	Demystifying Electronic Records Management: Real World Strategies for Success	Enterprise Search and Data Classification: Making the Dream of ILM a Reality	Leveraging Open Source BPM Tools to Automate Your Business Processes
3:40 PM - 4:30 PM	Healthcare Challenges and Opportunities: The Value Proposition of ECM	Key Interrelationships Between Auto-Indexing / Classification / Discovery / Federated Search and Federated Records Management	Optimizing Metadata for Enterprise Content Management	Implementing ECM Technologies, Lessons Learned

FREE EXPO PASS!

SEE PAGE 19 FOR DETAILS.

SCHEDULE-AT-A-GLANCE

WEDNESDAY, NOVEMBER 8

8:30AM - 9:30AM	Keynote: John Mancini, President, AIIM - The ECM Association			
10:00AM - 4:00PM	Exhibit Hall Open			
	Basics	Master Data Mgmt. & Integration	Email Management	Standards
9:40AM - 10:30AM	Feeding You Digital Transformation: Optimizing Document Capture Production and Security	ECM Vendor Face-Off	Case Study: Email Management Within Microsoft	How to Integrate Your Content with Your Translation Provider Using SOAP
10:40AM - 11:30AM	Data Classification: The Starting Point for Intelligent Information Management	How Implementing an Enterprise Content Management System can Enhance Brand Image and Improve Operational Efficiency	Legality of Document and Email Management	PDF Standards: Achieve, Engineering, Accessibility and Healthcare
11:40AM - 12:10PM	Gold Vendor Sessions			
12:10PM - 1:40PM	Lunch and Exhibits			
1:40PM - 2:30PM	Super OCR: Reading Invoices and Other Variable Documents	Data Profiling: What is Your Data Trying to Tell You	Managing Electronic Health Records in Email	Interoperability for Content Management
2:40PM - 3:30PM	Records Preservation and Access Solutions	A Federated Architecture for Electronic Records Management	Content Protection	Services Oriented Architecture and Imaging: The Next Frontier in Business Process Automation
3:40PM - 4:30PM	Best Practices in Distributed Document Scanning to Improve Document Control	EDMS to ECM: A Nine-Year Journey	How to Evaluate and Choose an Email Archiving Solution	Da Vinci and SOA: Decoding Web Services

SHOW HOURS

MONDAY, NOVEMBER 6

Registration:

7:30 AM - 4:30 PM

Pre-Conference Programs:

9:00 AM - 5:00 PM

TUESDAY, NOVEMBER 7

Registration:

7:30 AM - 4:30 PM

Keynote:

8:30 AM - 9:30 AM

Conference Sessions:

9:40AM - 12:10 PM

Expo Hall:

10:00 AM - 5:00 PM

Lunch & Exhibits:

12:10 PM - 1:40 PM

Conference Sessions:

1:40 PM - 4:30 PM

WEDNESDAY, NOVEMBER 8

Registration:

7:30 AM - 4:00 PM

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9:40 AM - 12:10 PM

Expo Hall:

10:00 AM - 4:00 PM

Lunch & Exhibits:

12:10 PM - 1:40 PM

Conference Sessions:

1:40 PM - 4:30 PM

BASICS

TUESDAY, NOVEMBER 7

9:40 AM - 10:30 AM

Backfile Conversion: Strategies, Implementation, and ROI

Bud Porter-Roth, Principal Consultant, Porter-Roth Associates

A document backfile conversion is one of the most important considerations when implementing an electronic document management system. Whether converting electronic documents, paper documents, or both, this session will help you understand your options, plan for the conversion, and determine if there is an ROI. Learn how to determine whether the conversion can be done in-house or should be outsourced to a service bureau, what the trade-offs are, what the strategic planning factors involved in a backfile conversion should be, and much more.

10:40 AM - 11:30 AM

Information Lifecycle Management: Best Practices for Storage and Retrieval of Key Records

Steve Kass, President, ChannelMarket Partners, Inc.

There is a tremendous emphasis today on the proper storage and retrieval of records and information. Volumes of data, increased types of data—including Email that must be saved, corporate business needs and regulatory compliance requirements—have all made storage and retrieval of key records vital to corporate and other organizations. In this session, you will learn about ROI, how ILM applies to managing structured and unstructured data and its role in regulatory compliance.

1:40 PM - 2:30 PM

Outsourcing the Document Capture Process: Your Best Investment in Your Imaging System

Bob Zagami, General Manager, DataBank IMX

It's not the paper that's important, it's the information. Learn to look at documents in an entirely different way and realize the importance of the capture and indexing process that enables the identification and retrieval of critical business documents.

2:40 PM - 3:30 PM

Strategies for Enterprise Content and Records Management in an Office 2007 World

Mike Alsup, President, Gimmel Group

Office 2007, especially SharePoint 2007, offers compelling solutions to problems that have plagued large organizations: file shares and Email. What are the strategic alternatives for integrating SharePoint with enterprise content and records management applications? What strategies are likely to be effective?

3:40 PM - 4:30 PM

Healthcare Challenges and Opportunities: The Value Proposition of ECM

Cathy Anderson, Practice Administrator, Louisville Bone & Joint Specialists; Pam Doyle, Director, Fujitsu Computer Products of America, Inc.; Joe Luber, Director of Business Development & Partners, Allscripts; David Peulin, IT Manager, Sisters of Mercy Health System; Robert Puccinelli, Director of Marketing, DST Systems, Inc.

In this session, panelists at every level of the ECM lifecycle will discuss the challenges and opportunities associated with document management in the healthcare industry. End users and VARs will sit down with industry luminaries to discuss how to implement a solution from both a theoretical and tactical standpoint.

WEDNESDAY, NOVEMBER 8

9:40 AM - 10:30 AM

Feeding Your Digital Transformation: Optimizing Document Capture Protection and Security

Eric Olsen, Product Marketing Manager, Production Capture, Eastman Kodak

Digital technology is changing everything—literally shrinking time and space. This session will explore ways to leverage these changes by putting document imaging technology to work. Discussion will focus on the latest trends in document capture, capture productivity, and security.

BASICS

10:40 AM - 11:30 AM

Data Classification: The Starting Point for Intelligent Information Management

Sudhakar Mudu, CEO & Founder, Kazeon

With data growing by 75% per year, enterprises are increasingly exposed by a lack of knowledge about data in their networks. By classifying every file based on content, enterprises lay the groundwork for an intelligent information management solution, establishing an infallible network for information governance, compliance and litigation. This presentation will educate attendees on the growing need to implement content-aware storage in the enterprise and the new content-aware approaches to data classification, offering a way to evolve from data management to true information management.

1:40 PM - 2:30 PM

Super OCR: Reading Invoices and Other Variable Documents

Mike Stuhley, President, Formtran

This session addresses the definition of advanced data capture for variable documents and explains why it is relevant to AIIM professionals. Attend and learn about the available levels of advanced OCR document capture automation, how to select the right level for your organization, and the pitfalls and benefits of each.

2:40 PM - 3:30 PM

Preservation and Access Solutions

*Carolynn Caudill, County Clerk, Oklahoma County
N.C. Krishnan, Vice President, HTC Global Services Inc.*

This session will give a clear understanding of the process used to identify, qualify, select and partner up with a vendor that has the knowledge base to deliver a complex solution leveraging global delivery for cost benefits and the speedy time to market.

3:40 PM - 4:30 PM

Best Practices in Distributed Document Scanning to Improve Document Control

*Todd Nugent, Chief Information Officer, Chapman & Cutler
Vicki Malis, Vice President of Marketing, eCopy Inc.*

Document capture software is increasingly strategic as organizations electronically capture, digitize and categorize more information. This session examines distributed capture requirements by enabling any office worker to add paper-based information to business applications. By improving input processes, organizations can better classify information, create policy-based workflows and automate information lifecycle management.



COMPLIANCE

TUESDAY, NOVEMBER 7

9:40 AM - 10:30 AM

Compliance and the Small/Medium Business...a Paradox?

Paul Carman, President, Computhink

Regulatory compliance affects most organizations, but small/medium businesses are particularly struggling and often wondering if the cure is not worse than the disease. In this presentation, Paul Carman addresses the perceived and real obstacles facing managers in small- and mid-size organizations when dealing with compliance issues.



10:40 AM - 11:30 AM

How ECM is Transforming the Insurance Industry

John Amat, Vice President, Anchor General Insurance Agency

Martyn Christian, Chief Marketing Officer & Executive Vice President, FileNet Corporation

Attendees to this session will learn how enterprise content management and Business Process Management are transforming the insurance industry in new and surprising ways.

1:40 PM - 2:30 PM

Beyond DoD 5015.2 Compliance: Realities of Evaluating Today's Records Management Software Products

Priscilla Emery, President, e-Enterprise Advisors

Even though a records management product may be DoD-compliant there are many other characteristics that must be taken into account before a selection is made. This session will educate users on what other factors should be considered when choosing these applications.

2:40 PM - 3:30 PM

Demystifying Electronic Records Management: Real World Strategies for Success

Darwin Stephenson, Market Vice President, Iron Mountain

Storage has come a long way from expensive, limited flexibility and difficult management to today's highly available and simplified management systems that deliver better ROI with advanced virtualization promises. Storage virtualization is evolving to deliver advanced capacity management advantages. This discussion will focus on storage virtualization while unveiling myths and trends.

3:40 PM - 4:30 PM

Key Interrelationships Between Auto-Indexing / Classification / Discovery / Federated Search and Federated Records Management

Tom Reding, Executive Consultant: Risk, Governance & Compliance, IBM

This presentation will clarify, and educate you on Full Text Indexing, Auto-Classification, Enterprise-Wide Search & Retrieval, Discovery, Federated Records Management, and Federated Policy Services.

SEARCH & INFORMATION ACCESS

TUESDAY, NOVEMBER 7

9:40 AM - 10:30 AM

From Search into Action

Healthcare Provider & John Hand, Microsoft

Corporations need to move beyond the raw data avalanche of current search engines into systems that intelligently group data and connect people to these processed data streams in a methodology that promotes better, faster business solutions. Today's workers are faced with information overload but simultaneously they suffer from knowledge "under load". Search engines can only solve the problem to a degree, connecting and collaborating with people is how new and innovative ideas get formed. This talk is about methods of getting to the right people, either by subject matter or by social connection, to turn information into knowledge and knowledge into action.

10:40 AM - 11:30 AM

Uncompromising Business Intelligence Made Simple: How Navigation Brings BI to the Masses

Brad Allen, Founder & CTO, Siderean Software

During this presentation, you'll examine how navigation is supporting Business Intelligence (BI) to extract data from multiple sources, add logic for intelligent query retrieval, and improve visualization paradigms to better organize content and yield more informed decision making. BI alone cannot do this.

1:40 PM - 2:30 PM

Taxonomies, Folksonomies and the Metadata Maelstrom

Theresa Regli, Principal, CMS Watch

This session will present instructional, real-world examples of successful taxonomy and folksonomy implementations across different industries and with various types of software, and illustrate effective techniques for improving the end-user experience of both tagging and information retrieval applications.

2:40 PM - 3:30 PM

Enterprise Search and Data Classification: Making the Dream of ILM a Reality

Rob Lancaster, Vice President, Channel Development, Fast Search & Transfer

The classification and management of data—both structured and unstructured—is a critical bridge that can carry storage users to document or file-level information lifecycle management.

Companies practicing ILM today tend to focus more on tiered storage, using broad classification, such as by application, to move data to the type of storage most appropriate for its value. In this session, the role and importance of data classification and how the broader category of enterprise search can help businesses deliver on the so far unfulfilled promises of ILM will be discussed.

3:40 PM - 4:30 PM

Optimizing Metadata for Enterprise Content Management

Alan Baer, Product Marketing Manager, Stellent

Well-defined metadata is essential in any content management system. Through metadata optimization, you can facilitate efficient discovery of information while organizing and managing data to meet regulatory requirements. In this session, you will learn about the techniques for designing robust metadata by balancing complexity, compliance issues and effective search and specification needs, how properly managed metadata will allow other applications to work more efficiently, and how to educate and train your users, ensuring they realize the benefits of ease and flexibility.



BUSINESS PROCESS MANAGEMENT

TUESDAY, NOVEMBER 7

9:40 AM - 10:30 AM

Gorilla Project Management

*Heather Bolton, Project Manager, US Labs
Chris Henry, Project Manager, US Labs*

Project managers face the challenge of meeting business priorities with an often overwhelmed IT team. This session provides methods for organizing the projects and resources to optimize output to meet business needs before they shift.

10:40 AM - 11:30 AM

Hosted, SaaS or On-Site? Evaluating the Options for ECM Deployments

*Christopher Masi, Imaging Center Supervisor, Blue Cross Blue Shield of Vermont
Ron McClellan, Director, OnLine & Hostong Services, Hyland Software*

Blue Cross and Blue Shield of Vermont augmented an over-committed IT department and cut deployment time in half by migrating existing software licenses from an internal network to a hosted environment. This session will share insight into the decision-making process and demonstrate how the payback period was significantly shortened for an enterprise-wide, multi-site solution.

1:40 PM - 2:30 PM

Why Your Organization Can't Prosper in the 21st Century Without Effective Collaborative Tools

*Kathryn Villa, Training Manager, Wyeth Pharmaceuticals
Kara Cleaver, President, Daybreak ICS*

Does collaboration really add to productivity? The last thing executive leadership wants are employees channelling their energies into some electronic sandbox where they share cool gadgets and widgets and tricky gizmos. Chatting is great, but an investment in collaboration that fails to contribute to the bottom line is going nowhere.

2:40 PM - 3:30 PM

Open Source BPM Tools to Automate Your Business Processes

Munwar Shariff, CTO & Vice President of Business Development, CIGNEX Technologies, Inc.

The two fundamental issues with commercial business process management (BPM) tools are a) vendor lock-in and b) black-box implementation. In this session, you will hear the business case for business process management through two case-studies and learn why open source-based BPM should be considered.

3:40 PM - 4:30 PM

Implementing ECM Technologies: Lessons Learned

Robert Blatt, Pricipal Consultant, EID

Many California State Agencies and Departments have recently implemented ECM technologies. While these agencies/departments have followed industry standards and best practices, they have gained invaluable insight into issues and activities encountered throughout the projects. This panel includes two State senior project managers who will share their experiences.



MASTER DATA MANAGEMENT & INTEGRATION

WEDNESDAY, NOVEMBER 7

9:40 AM - 10:30 AM

ECM Vendor Face-Off

Dan Elam, Vice President, eVisory Incorporated

This session features the top ECM industry vendors as they make direct comparisons between their products and those of their top competitors. Vendors usually try to be subtle in their comparisons, but this time they'll be asked to describe exact differences between what they offer and what their competitors sell. Don't miss this session, moderated by one of the industry's most controversial consultants, Dan Elam.

10:40 AM - 11:30 AM

How Implementing an Enterprise Content Management (ECM) System can Enhance Brand Image and Improve Operational Efficiency

Kristen Yerardi, Principal Consultant, User Experience, Molecular

How can companies resolve issues including brand confusion, operational inefficiencies, international discrepancies, and inconsistent user experience by implementing an ECM system? Presenters will share their experience in implementing ECM at Colliers, a global partnership of commercial real estate companies. They will discuss the implementation approach, challenges, lessons learned and technologies used. They will also detail the global components and solutions such as how the ECM allowed Colliers to set design standards for affiliate sites globally, while giving them autonomy over other components.

1:40 PM - 2:30 PM

Data Profiling: What is Your Data Trying to Tell You

Ganesh Variar, Senior Consultant, Saama Technologies

Data Profiling is used to analyze the data, understand the underlying relationships and expose unexpected data conditions. Armed with this information, organizations can better manage their data and monitor/improve their business processes. This helps companies to be more cost-efficient and productive. Attendees will learn about cost of bad data quality (over \$600 billion/year in US alone) and how data profiling can help reduce this cost.

2:40 PM - 3:30 PM

A Federated Architecture for Electronic Records Management

Bob Carasik, Systems Architect, Wells Fargo Bank

Retention, preservation, and timely destruction of electronic records are of growing importance. Electronic records management is a subset of records management. Issues covered here include the definition of an electronic record and standards for records management. You will learn how to create enterprise-level agreements on retention, classifications, metadata, and messaging in support of records management functions across disparate systems.

3:40 PM - 4:30 PM

EDMS to ECM: A Nine-Year Journey

Clinton Zeiner, Director, Document Control, Blood Systems, Inc.

This case study will give attendees a real-life experience of a medium-sized company's experience with EDMS. It will emphasize the maturing process experienced by the company as we grew to need ECM. You will hear the story about WHY we instituted an electronic document management system, HOW we did it and WHAT we accomplished with the system. You will learn about our content management future—WHERE we are going, WHY we are going there and WHAT we hope to gain.

REGISTER NOW

& SAVE!

VISIT

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877-232-0132.

See registration form on
Page 19 for details.

EMAIL MANAGEMENT

WEDNESDAY, NOVEMBER 7

9:40 AM - 10:30 AM

Case Study: Email Management Within Microsoft

Christina Torres, Corporate Records Manager, Microsoft Corporation

Over the past two years, Microsoft has held an internal pilot to validate how to best implement Email retention policies, while making the experience something the end-user can adopt. Learn about participant feedback, implementation strategies, and how to successfully adapt your paper-based policies and processes in the electronic world.

10:40 AM - 11:30 AM

Legalities of Document and Email Management

Charles Stone, Chief Compliance Officer, Virtual Case Files

Without a policy, companies have no justification for deletion of "Records". In this session, you will learn about the basic laws relating to document management, some of the legal requirements for document retention, and simple solutions for starting a document and Email management policy.

2:40 PM - 3:30 PM

Content Protection

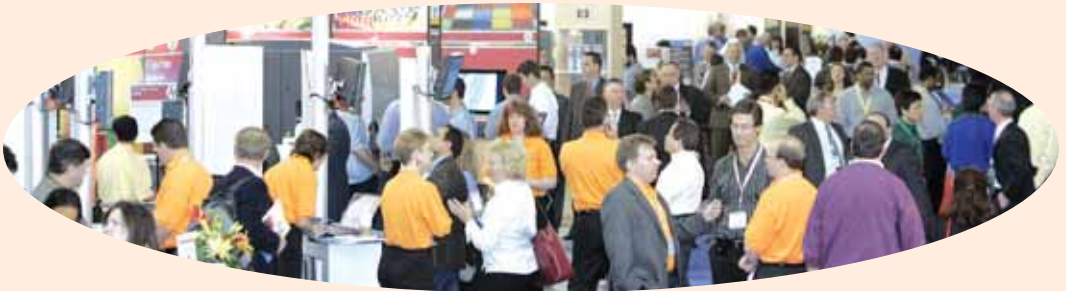
Visit www.ecmwest.com for session description.

3:40 PM - 4:30 PM

How to Evaluate and Choose an Email Archiving Solution

Paul Tatosian, Senior Account Manager, Instant InfoSystems
Alan Turner, President & Independent Consultant, AIIM, San Diego Chapter
Phil Watson, Manager of Technical Services, Instant InfoSystems

Is your corporate messaging secure, accessible and searchable? Review key findings about the archiving market from Gartner, IDC, AIIM, and Radicati. Get a first hand preview of an implementation through a customer case study and walk away with archiving architecture models and important questions to ask when evaluating archiving solution.



1:40 PM - 2:30 PM

Managing Electronic Health Records in Email

Deborah Kohn, Principal, Dak Systems Consulting

As healthcare information professionals manage the transition to electronic health records, it is imperative they learn to manage a healthcare organization's clinical and HIPAA-compliant protected health information (PHI) included in Email messages. In this session, you will learn why Email plays a critical role in the development of the electronic health record, how to develop a strategy for Email management that best suits the organization, how to differentiate between "official business record" Email and other types of Email, and how to manage HIPAA-compliant protected health information contained in Email records.

STANDARDS

WEDNESDAY, NOVEMBER 7

9:40 AM - 10:30 AM

How to Integrate Your Content with Your Translation Provider Using SOAP

Greg Rosne, Vice President, Client Solutions, thebigword - Translation Services Company

Many companies struggle with integrating their textual content, which changes often, with their language translation provider. How are you sending content to your translation vendor? By Email? By FTP? By 2010, most if not all Translation Services companies will host some type of Web Services to integrate into your CMS. In this session, you will learn how to integrate your SOAP compliant CMS system with web services hosted by a Translation provider.

10:40 AM - 11:30 AM

PDF Standards: Archive, Engineering, Accessibility and Healthcare

Moderator, Melonie Warfel, Adobe Systems

An alphabet soup of PDF standards are being developed for archive, engineering, healthcare and universal access (A, E, H and UA). Panel members, including members of each of the working committees for PDF/A, PDF/E, PDF/H and PDF/UA, will discuss each of their standards and explain how organizations will benefit from the standards.

1:40 PM - 2:30 PM

Interoperability for Content Management

Paul Fontaine, FAA

Complex enterprises face enormous challenges in achieving effective enterprise content management. Traditional approaches, such as standardization or integration, that might work well in small organizations usually do not scale to meet the needs of complex content eco-systems. This session will describe an ECM interoperability framework that is being developed by an industry customer collaborative and how that framework will address these challenges.

2:40 PM - 3:30 PM

Services Oriented Architecture (SOA) and Imaging: The Next Frontier in Business Process Automation

Sameer Samat, Vice President of Engineering & Development, Kofax

The Adoption of the Service Oriented Architecture paradigm within business units and IT organizations is creating opportunities and challenges for imaging in the Enterprise. Here, you'll examine the impact that SOA is having on imaging, and how the right SOA and imaging strategy can benefit you.

3:40 PM - 4:30 PM

Da Vinci and SOA: Decoding Web Services

Scott Blau, CEO, Datacap

This presentation will unravel the mysteries surrounding Service Oriented Architecture. What is it? How does it relate to ECM and capture? What are Web Services and what do they have to do with SOA? Learn how to use these techniques and technologies to improve document capture processes and efficiencies.



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The ECM Association

About AIIM – the ECM Association

AIIM is the international industry association connecting users and suppliers of enterprise content management (ECM) technologies—tools and methods used to capture, manage, store, preserve, and deliver content in support of business processes. For more than 60 years, AIIM has been a neutral and unbiased source for education and industry information, standards, advocacy, and community.

Register for A FREE Exhibit Hall Pass Today!
See Page 19 for Information.

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For more information about things to do in San Jose visit www.sanjose.org



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See page 19, visit www.ecmwest.com or call
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Eastman Kodak Company	Oce' North America, Inc.	Xenos Group
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HOTEL INFORMATION

To assist you in making your hotel reservations for ECM West, we have appointed **Par Avion Meetings & Conventions** as the official housing bureau.

There are 4 easy ways to make your Hotel Reservations for ECM West:

Online: www.ecmwest.com

Phone: 800-826-3081 (US and Canada)
+1-310-590-4702 (International)

Mail*: Par Avion Meetings & Conventions
6033 W. Century Blvd., Suite 780
Los Angeles, CA 90045

Fax*: 310-649-3554

*Download the housing form from www.ecmwest.com.

Please make your reservations by October 6, 2006 to receive discounted rates at the following hotels:

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San Jose Hilton
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Single/Double \$150.00

Hyatt San Jose
1740 North 1st Street
Single/Double \$126.00

Crowne Plaza San Jose Downtown
282 Almaden Blvd.
Single/Double \$129.00

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455 S. 2nd Street
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2 WAYS TO REGISTER:

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 Online: www.ecmwest.com

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<p>Please check desired package below.</p> <p><input type="checkbox"/> (00A) Gold Conference Pass (Mon-Wed) Choice of One Pre-Conference Program <input type="checkbox"/> The Big Secret to Business Process Reengineering (Mon) <input type="checkbox"/> Maximum Value from Your ECM Solution (Mon) <input type="checkbox"/> Web Content Management Systems (Mon) Includes: Conference Sessions (Tues-Wed), Keynotes (Tues-Wed), Exhibit Hall Admission (Tues-Wed)</p>	<input type="checkbox"/> \$1,595	<input type="checkbox"/> \$1,895
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<p><input type="checkbox"/> (02A) One Day Conference Pass ECM West Conference Sessions on Choice of Day: <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday Includes: Keynotes (Tues-Wed), Exhibit Hall Admission (Tues-Wed)</p>	<input type="checkbox"/> \$695	<input type="checkbox"/> \$895
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<p><input type="checkbox"/> (PC) Pre-Conference Programs Choose One: <input type="checkbox"/> The Big Secret to Business Process Reengineering (Mon) <input type="checkbox"/> Maximum Value from Your ECM Solution (Mon) <input type="checkbox"/> Web Content Management Systems (Mon) Includes: Keynotes (Tues-Wed), Exhibit Hall Admission (Tues-Wed)</p>	<input type="checkbox"/> \$595	<input type="checkbox"/> \$795

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