

ENTERPRISE CONTENT MANAGEMENT



One-day seminar about the management of content and documents in your company: concepts, business case, technology and impact on your organisation

Presented by **Peter Hinssen and Paul Hermans (Amplexor)**

3 MARCH 2005 (14-21u), HOTEL SOFITEL BRUSSELS AIRPORT (DIEGEM)

FULL PROGRAMME:

13h30-14h00: **Registration, Coffee/Tea**

14h00: **Introduction, Positioning, Concepts and Technology**
(Peter Hinssen)

- Introduction: information maturity model, structured vs. unstructured content, ...
- Business drivers: compliance, Sarbanes-Oxley Act (SOX), efficiency improvement, ...
- Positioning: what is the place of Content Management in the IT landscape?
- ECM tools and Smart Enterprise Suites (a Gartner buzzword the integration of Content Management, Portal and Collaboration functionality)
- Enterprise content management as the integration of:
 - traditional document management,
 - Web content management,
 - digital asset management and
 - document component mgt.
- Concepts:
 - Locking / check in / check out
 - Versioning & Branching
 - Meta-data / Categorising / classification
 - Lifecycle & Workflow
 - Access control/Security
 - Digital Rights Management
 - Snapshots (publication)
 - Searching
- An ECM Architecture:
 - content creation,
 - management,
 - delivery (typically via an enterprise portal)
- ECM technologies: XML, WebDAV, application servers, portals, ...
- ECM business case

15h30: **Coffee/Tea and Vendor Expo**

16h00: **Information Architecture: how to make information accessible?** (Paul Hermans)

- structuring and organizing information
 - by subject, by chronology, ...
- labeling information
- navigation systems
 - hierarchies
 - sequences
- background utilities
 - metadata
 - controlled vocabularies, thesauri, taxonomies

16h45: **Case: To be announced**

17h30: **Dinner**

18h45: **ECM Tools: Market Overview and Comparison** (Peter Hinssen)

- Market overview: Documentum, SAP, IBM, Hummingbird, ...
- Vendor selection and "Buy versus build":
 - Off-the-shelf packages vs. customisation
 - What open source options are available?

19h45: **Web Content Mgt.** (Peter Hinssen)

- How to handle legacy: converting earlier generation (static) Intranets
- Content entry, management & delivery
- Budgeting web projects
- Vendor Selection specifics for a Web CMS
- Market Overview: Interwoven, Vignette, Tridion, Stellent, Serena Collage, Microsoft SharePoint, Mediasurface Morello, ...

20h15: **Organisation & Processes** (Peter Hinssen)

- Project management & internal staffing
- The integrator's perspective
- Do's and Don'ts in ECM

20h45: **Wrap-Up & Conclusions**

21h00: **End of this Seminar**

GET YOUR ANSWER ON:

- What are the most important concepts in ECM ?
- How do I analyse my content requirements ?
- What are the techniques and technologies to create, manage and publish content ?
- What are the main features, as well as the pros and cons of the major (E)CM tools ? How open are these environments ?
- Shouldn't I reengineer my information flow first ?
- Is "build or buy" a relevant question in ECM ?
- Should I also look into open source (E)CM tools ?

SEMINAR PRICE:

The price of this seminar is **480 EUR (+ 21 % VAT)**, incl. participation in the seminar, dinner, coffee/tea, and a syllabus with all the slides and a lot of background information on enterprise content management strategies and solutions.

DISCOUNTS:

For **simultaneous registrations (one invoice)**, the 2nd participant of the same company receives **10 %**, the 3rd **20 %** and all further participants **30 % discount**. A 20 % discount is given to participants from schools and universities.

CANCELLATION POLICY:

Cancellation is possible up to 1 week before the seminar, if received in writing. In this case, 20 % of the total amount is charged for administration. Otherwise, the full registration fee is due, **regardless of the reason of cancellation**. **Replacement** of the participant is of course possible at no extra charge.

TARGET AUDIENCE:

This seminar is particularly useful for:

- Managers of Intranet, e-business, and knowledge management projects with an interest in content management.
- Document and content management project leaders.
- Information en communication managers

REGISTRATION FORM



Fax to: (09) 241.56.56 or backup fax (09) 220.34.57 - Vragen ? Call (09) 241.56.13 or Email seminars@itworks.be

Mr. / Mrs.

Name: _____ First Name: _____

Job Title: _____

Company: _____

Company Address: _____

Phone: _____ Fax: _____

VAT/BTW/TVA nr.: _____

E-Mail: _____

Agrees with the seminar conditions, and registers for:

Enterprise Content Management (3 March 2005)

Please send the invoice for 480 EUR (+21% VAT) to my:

Company address

Personal address: _____

Extra info for the invoice (e.g. P.O. nr.): _____

Date _____ Signature _____

Please complete and return this form by mail or fax to: I.T. Works, Innovation Center, Technologiepark 3, 9052 Gent, fax: (09) 241.56.56 or (09) 220.34.57. After receipt of the registration form, you will automatically receive a confirmation, invoice and a detailed access plan.

Your data will be recorded in the database of I.T. Works bvba, so that we can keep you informed about our activities. In accordance with the law of 8/12/1992 on the protection of privacy, you can inspect and, if necessary, correct this data.