

IBM Exceptional Web Experience Conference 2011



Create, simplify and enhance your web presence

Join us for the **IBM Exceptional Web Experience Conference 2011** from **May 16–19 in Orlando, Florida.**

This preeminent web experience conference is dedicated to helping organizations become social businesses by transforming the way they interact with customers over the web to create and deepen meaningful relationships. Showcasing proven business solutions and technical strategies for keeping pace with rapidly evolving demand and expectations, this exciting event offers:

- Dedicated programs and tracks that demonstrate the business and technical advantages of creating an Exceptional Web Experience
- Sessions and hands-on product labs covering the latest web portal, content management, social, mobile, e-commerce and other innovations and technologies available from IBM and IBM Business Partners
- A premier Solutions Expo where you can demonstrate your latest tools, solutions and expertise
- “Meet the architects” panel, round table topics and community-based discussions so you can interact directly with product experts, peers and business and service leaders
- On-site certification testing so you can validate your skills and proficiency in the latest IBM technologies

Key benefits for IBM Partners

In addition to attending the conference sessions and interacting with customers and IBM attendees, Business Partners can benefit from:

- Becoming a Solutions Expo exhibitor or sponsor, which allows you to reach an audience of qualified decision makers and IT professionals
- Meeting hundreds of users and prospects, strengthening existing relationships and establishing new ones
- Enhancing business relationships with IBM and other exhibitors
- Refining market requirements by interacting directly with attendees
- Maximizing your exposure to prospects and customers as a Solutions Expo exhibitor

Everything you need for your Exceptional Web Experience

Become part of the Exceptional Web Experience! To enroll and learn more about the event, Solutions Expo, and sponsorship opportunities, go to: ibm.com/training/us/conf/webexperience

Exclusively for IBM Business Partners: Business Partner Summit

Sunday, May 15, 2011

This special half-day session, developed for Business Partners, will focus on:

- The business skills needed to identify new revenue opportunities for product sales and services
- Best practices for maximizing marketing efforts, product plans and the competitive landscape
- Strategies for selling into industry-specific market sectors
- Ways to expand your business offerings to emerging markets

Don't miss this opportunity to network with fellow Business Partners and the IBM team. There is no additional fee to attend, but pre-registration is required.

Program highlights

The following list of programs and tracks are samples of what you will find at the Exceptional Web Experience conference.

Business Impact Program

Track 1: Customer Case Studies and Industry Solutions

Detailed presentations of customer solutions, including Project Goals and Analysis, Industry Specific Approaches, Implementation and Governance Techniques, Best Practices.

Track 2: Accelerating Solution Time to Value and ROI

Proven Strategies to Build the Vision and Value of an Exceptional Web Experience; Building a Portal Delivery Roadmap: Paths to Success; How to Successfully Justify and Deploy Portal and Social Software in Your Organization; The Real Scoop on Understanding the Portal Competitive Landscape.

Track 3: Optimize Customer Experiences to Build Brand and Generate Revenue

You are What You Market: Leveraging New Rules of Marketing; Getting Smart with Retail Portals to Address the Accelerated Shift in Buyer Behavior; Delivering Your Portal Solutions to Mobile Audiences: Best Practices; User Experience Optimization Initiative: Understanding and Applying Web Analytics.

Technology Program

Track 4: Web Experience Platforms and Solutions

Getting Started with IBM® WebSphere® Portal and IBM Web Content Management; WebSphere Portal 7 Technical Overview and Strategy; Leveraging Portal NOW to Deliver Exceptional Web Experiences; IBM Forms Technical Deep Dive; What's New in Lotus® Quickr®; Extending your Portal to Mobile Devices; IBM Mashup Center Overview; Exceptional Web Experience in the Cloud – How to Use IBM WebSphere Portal; IBM Web Content Management; Forms and Mashups in the Cloud.

Track 5: Developing Exceptional Web Experiences

Improving the Online Experience: Building Next Generation Web sites; Using Adobe FLEX to Deliver IBM WebSphere Portal and Collaboration Services; Developing Web Applications using IBM WebSphere Portlet Factory, IBM Rational® Application Developer and IBM Lotus Widget Factory; Powering Exceptional Web Experiences Using Industry Toolboxes; Leveraging WebSphere Commerce and IBM Web Content Management; Deliver Operational and Real-time Business Intelligence with Cognos® Business Intelligence; IBM Forms Technical Deep Dive.

Track 6: Best Practices and Implementation

Managing the Portal Deployment Project: Best Practices, Effective Portal Governance; High Availability Designs and Implementation with WebSphere

Portal, Virtualizing Portals, Successfully Managing Your WebSphere Portal, Virtualizing Portals; Successfully Managing Your IBM Web Content Management Solution; Hands On Lab; Administrating WebSphere Portal.

Business and Technical Topic Roundtable discussion sessions

During the conference, there will be a set of topic-focused Roundtable discussion sessions.

Portal Technical Zone

Discuss technical strategy questions with IBM Exceptional Web Experience, Portal Product and Services Architects in this open forum setting held each afternoon.

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