Event Session Directory as of March 30, 2011 (Session listings are subject to change)
ibm.com/training/us/conf/webexperience

Exceptional Web Experience Business Program
Targeted at line of business leaders, business analysts and executives

Track 1: Customer Case Studies and Industry Solutions
This track features real-life experiences shared by customers detailing business objectives, implementation approaches and best practices. Attendees will learn how these customers successfully plan and deliver exceptional web experiences that drive enhanced customer loyalty, satisfaction and improved employee productivity. Topics will include project goals and analysis, industry specific approaches, implementation and governance techniques, and best practices.

Track 2: Accelerating Solution Time to Value and ROI
This track features proven strategies to plan, justify, implement, and manage business solutions with investments that exceed rising customer expectations.

Track 3: Optimize Customer Experiences to Build Brand and Generate Revenue
This track features proven strategies and best practices to drive profitability and growth with web experiences crafted to increase customer engagement and retention.

Exceptional Web Experience Technology Program
Targeted at a technical audience consisting of IT professionals including architects, administrators, developers, and integrators.

Track 4: Web Experience Platforms and Solutions
This track features foundation technologies and solution innovations that power Exceptional Web Experiences inside your company and those facing your customers.

Track 5: Developing Exceptional Web Experiences
This track features how to design and build robust, interactive web experiences that will delight your audiences by leveraging an extensive portfolio of development technologies, templates, solutions, and Web 2.0 design practices.

Track 6: Best Practices and Implementation
This track features entry-level and advanced technical information and guidance from leading product architects and services professionals. Attendees will learn how to deploy and manage scalable, high performing web platforms to support business objectives, change and growth in dynamic environments, and enable new levels of efficiency and agility.
Track 1: Customer Case Studies and Industry Solutions

BUS-S01 Collaborative Clinical Trials using WebSphere Portal and IBM Forms
Michael Craney, IBM Senior Client IT Architect
Additional Speaker to be announced

Gathering and analyzing data for clinical trials requires ironclad documentation and data analysis. This Clinical Data system was designed for a Texas university which does data analysis for clinical trials on samples collected at participating hospitals. Coordinators enter data using WebSphere Portal/IBM Forms, populating a Netezza-based data warehouse, where data is then analyzed by Cognos and SPSS applications. Researchers use social networking services to collaborate on various trials. The Clinical Data system provides a leading-edge solution designed to meet the emphasis on clinical trials stimulated by the Affordable Care Act.

BUS-S02 Implementing a Customer Facing Portal and JP Morgan
Ed Carlos, JP Morgan
Jay Shumacher, JP Morgan
Additional Speaker to be announced

J.P. Morgan Private Bank Workstation is Private Bank’s Intranet Portal used by financial advisors, investors, bankers and other Private Bank staff to access more than 100+ key applications and functionalities to perform their day to- day job. This Workstation Portal is rolled out worldwide with specialized applications tailored and entitled to the regions and customer requirements, with main installations in Europe and the US. This team will speak of their installations in Europe and the US. The implementation is based on WebSphere Portal 6.1.0.3 and running on AIX. Understand the details of their solution, experiences, best practices, recommendations and future directions of this effort.

BUS-S03 From Portal to BI: Easily assembling data and reports from SAP Business Warehouse (BW) into your IBM Portal – a Saint Gobain Story
Tom Kinghorn, Portal Manager, Saint Gobain
Mohammad Ovais, Managing Partner, Streebo

In this session we present the story of Saint Gobain, a worldwide leader in manufacturing, and how they enabled quick and effective Business Intelligence (BI) reporting using IBM’s Portal Solution as the platform. During the conversion from a home grown data warehouse to an enterprise wide rollout of SAP Business Warehouse, Saint Gobain used portal technologies to ensure BI reports were converted at a fast pace and business users could get full functional views of the enterprise from both systems. Saint Gobain rolled out over fifty BI reports with drill down capabilities all fetching data from the enterprise SAP BW with role based functions - within a period of three months. Learn the business story and the technical challenges faced and resolved using IBM’s Websphere Portal and Portlet Factory technology to drive business value to the enterprise.
Blue Cross Blue Shield of Florida (BCBSF) continues to be challenged with a continuously changing health care landscape where rising health care costs, federal reform, and evolving member expectations create a large wake of change that the business must not only react to but anticipate. This requires BCBSF to be responsive to needs and changes in the industry to the point where simple self service tools and content are no longer sufficient to even begin to deliver exceptional work and web experiences. BCBSF has been a long time portal customer and continues to deliver innovated portal based business solutions to members, agents, customer prospects, and employees. This case study will focus on how the technology helps BCBSF realize quantifiable ROI for key portal solutions with a focus on the health care cost estimator and quality tools for both internal care consultants and members. We will share some of our best practices and lessons learned while also exploring some of the innovative ways BCBSF stays ahead of employee and customer expectations including mobility, analytics, ratings, personalization, content, and more.

Learn how Slumberland, Inc., a privately held furniture retailer with $370 million in annual sales and 120 retail locations, built a WebSphere Portal-based solution that increased sales and improved interactions with its customers. Learn how Slumberland leveraged WebSphere Portal, WCM, Lotus Connections, ECM and key Project Northstar concepts to deliver exceptional web experiences. Lotus software serves as the backbone for the firm’s business process automation, corporate communications and training initiatives. The company’s Slumberlink portal is the collaboration and information-sharing engine that enables Slumberland employees and partners to deliver superior customer service. The firm’s current collaboration initiatives will also be discussed along with key success factors and lessons learned.

Companies are delivering excellent work experiences to employee intranets using WebSphere Portal more now than ever. A successful intranet today requires vision, a social strategy, business and IT involvement and commitment, a user centered design approach, solid project management, and of course great technology like WebSphere Portal and Lotus Connections. Attend this session to learn how Western Union leverages portal and Lotus Connections for their intranet to connect Corporate Communications with employees in a highly personalized and secure manner while also connecting employees with employees using Lotus Connections. You will learn about the solution delivered, key success factors, lessons learned, pitfalls to avoid, and what innovations are on the horizon.
BUS-S07 Experiences and Best Practices from Integrating and Implementing a Intranet Portal at Unitrin/Kemper Insurance
Daniel Jaffa, Application Architect, UNITRIN Services Group
Dave Jacob, Managing Partner, Davalen

Kemper Insurance, a Unitrin company, is a nationally recognized Property & Casualty Insurance firm selling a variety of Comprehensive Insurance products through independent agents. Customer interaction for independent insurance agents is an imperative aspect of the Kemper business model as they represent the sales and customer relation arm of the business. Historically, the independent agents had close relationships with Kemper personnel to check on the status of policies, renewals, and servicing additional insurance requirements in order to satisfy the needs and requests of clients. Attend this session to understand the business drivers and implementation details as Kemper developed a new portal based agency system using IBM WebSphere Portal version 6.1.5. The solution services include Rating Application, Billing Application, Claim Inquiry, Enterprise Content Management (IBM Filenet, IBM Content Manager, IBM Content Manager OnDemand). The team will share experiences designing a solution that provided increased reusability of application services across not only Kemper’s infrastructure but by all of Unitrin Personal lines of Business.

See how the results provides Kemper’s agents improved access to key information and data, resulting in improved customer service and client retention. Understand the details, lessons learned and plans for future expansion to support their business goals.

Dave Jacob is an IBM certified Portal architect/developer/trainer utilizing Rational Application Developer and Portlet Factory and was the Davalen project manager on this project.

BUS-S08 Harley Davidson: Jumping Platforms with Agility
Garth Mohr, Harley Davidson
Ken Rokicki, Ascendant Technology

The goal...Migrate to IBM WebSphere Portal, Web Content Management, and Omnifind from Oracle and content coming in from a external feeds. Learn how Harley Davidson adopted Agile development methodologies and leveraged out-of-the-box techniques to migrate their employee portal to IBM technologies. Learn how they adeptly managed across locations and delivered on the ‘perfect storm’ of requirements; part of the team is offshore, part of the team is supporting production, and the business leader wants maximum value for their investment. This presentation will walk you through the techniques and practices used to bring the project to a successful conclusion.

BUS-S09 A Portal Migration Story: How Health Care Service Corporation Adopted Portal to Provide an Exceptional Customer-Facing User Experience
Chris Moon, Health Care Service Corporation

Attend this session to see how Health Care Service Corporation, the fourth largest health insurance company with over 13 million members, implemented WebSphere Portal for their self-service member portal. The member portal provides 24/7 access that allows members to have a highly personalized user experience to view wellness content, claims, benefits, and other relevant health information along with wellness management and self-service functions like ordering an ID card. We will discuss our migration approach that included adding a multi-cluster, separating the UI and services, utilizing the personalization engine, converting to Spring Portlet MVC, incorporating over 20 integration points, performance tuning approach, user impersonation, inbound/outbound SSO, and other topics. We will also discuss the project implementation plan, processes, lessons learned, and our vision for the future our external and internal facing portals as this is our third major portal implementation along our enterprise migration plan to portal.
BUS-S11  A New Approach To Pharmaceutical Web Ordering at Cardinal Health
Dana Thacker, Director, IT Pharmaceutical Segment, Cardinal Health
Steve Godfrey, Solution Delivery Leader, Industry Solutions Software Services, IBM

In this session we will explore the transformation of Cardinal Health’s web ordering solution for pharmaceutical chains and hospitals from a legacy environment to a B2B-focused web experience utilizing WebSphere Portal, Commerce and WCM. The session will cover the complex architectural challenges faced and the strategic decisions made to continuously evolve the platform. Understand the solution details, lessons learned and plans for future updates.

BUS-S12 Managing Organizational Impacts of Web Experience Delivery for Best Success: The Yum Brands Portal solution
Carolyn Rider, Lead Web Content Manager Developer, Yum Brands

Understanding and planning for organizational changes when managing web experience contributions across business and technical teams can be key to successful platform introduction and ongoing success. Attend this session to learn how the Yum Brands leads have developed cross-team approaches and supporting processes to organize roles and contributions as they manage development of customized content, digital media, and multi channel delivery operating on updated architectural structures. See how they achieved their objectives to enhance multi-brand Web experiences, protect and preserving existing investments, increase platform efficiency and ensure future growth paths. They will also share how they are taking advantage of new social capabilities and enhanced analytics integration to help competitively address new market opportunities.

BUS-S13 From Phone Calls to Mobile Web - How Bekins Brought Mobile to Trucking
Cindy Sanderson, Ascendant Technology

Come and hear the actual steps it takes to move toward your first Mobile Solution using Mobile Portal Accelerator. Hear not only the technical implementation, but the practical business details to think through when bringing your business to mobile devices. We'll share the details of this successful implementation from business requirements definition, user design considerations, through solution rollout. We'll demonstrate the user experience and mobile services used by the transportation drivers and staff.
BUS-S14
Bringing Custom Process Automation to Manufacturing Operations: The Citizen Watch Portal and Forms Solution
Bobby Sy, Systems and Technology Manager, Citizen Watch
Robert McCandless, CEO, Alphalogix

Manufacturers handle a wide range of diverse and interconnecting operations. Each function requires efficient processes in order to maintain the health and competitive edge of the company. For Citizen Watch, a manufacturer and retailer of advanced watch technology, this meant enhancing their pre-existing IBM WebSphere Portal with custom self-service applications to drive their PC, web-based operations. Attend this session to understand how Citizen Watch expanded their portal environment with IBM Forms with Workflow in order to modernize the communication and collaboration among internal departments and outside vendors with customized process automation. The team will share how Citizen Watch's implementation of a tailored procurement application for their Accounting Department published in their WebSphere Portal environment helped them to achieve a reduction in operational costs, improve vendor relationships and provide employees and vendors with a unique, role-based portal experience to accomplish everyday productivity faster and more effectively. Finally, learn how Citizen Watch is moving forward with its rejuvenated portal, building more applications for employees, business partners and customers and continuing to drive a web-based, social business.

BUS-S15
Delivering the Vision of “Self-Service” Web Content Update Processes at Fifth Third Bank
Ron Durham, Fifth Third Bank

Understand how this organization improved the effectiveness of their content management platform and processes and built an efficient system in which web content updates are capably managed by subject and business owner experts. During this session we'll share how the 'content boarding' processes evolved from going door to door with highly active groups using a static HTML-based intranet to an IBM Web Content Manager and Portal based solution with self-service features that enable federated web content authoring, site creation or updates in under two hours. Learn how this organization designed and implemented their solution which involved orchestrating a repeatable “factory” for creating sites. The results enable distributed, non-technical subject matter experts to manage their content in cooperation with IT standards ensuring consistent and high performance delivery. Understand the future directions for this platform and best practices that you can take advantage of in your web delivery platforms.

BUS-S16
Title and Abstract to be Announced

BUS-S17
Racing to New Audiences: the Vasaloppet Site Web Experience
Lars-Olof Allerhed, IBM

Learn how IBM has worked together with one of the largest ski race organizers in the world http://www.vasaloppet.se/en/vasaloppet/start to build an exceptional experience that has help Vasaloppet grow its web presence at 200% annually for the last 3 years. This session will take you through the project to design and deliver the web experience leveraging IBM Web Content Manager and Portal solutions, and include considerations of running the site during the race in which site traffic expands to more then 4 million hits during 4 hours.
Track 2: Accelerating Solution Time to Value and ROI

BUS-R01
21st Century Work Experiences for 21st Century Employees
Kathryn Hoffman, IBM
Robert Lezon, IBM

As employee demographics and employee technology expectations change, the capabilities and tools companies provide need to keep pace. In this session we will explore the top trends in developing an Exceptional Work Experience. We will explore the topics such as user generated content, social tagging as a way to improve corporate search capabilities, best practices for delivering information, tools and social business capabilities to employee intranets and beyond.

BUS-R02
Creating the Roadmap to Success for Your Customer Web Experience
Mary Byrd Nance, IBM
Matt Guardiola, IBM

Do you need to develop a roadmap for your Exceptional Web Experience Initiative? Do you have consensus on what to do first, or next? In this session, we will share with you IBM’s proven Business Value Assessment (BVA) method to develop consensus and gain the maximum value from your web initiatives. Learn how you can reap the greatest benefit from a Customer Experience Suite solution. We will show you how to assess your initiatives to determine measurable value compared to ease of implementation, so you can help your project stakeholders reach a shared understanding of your investment benefits - and develop a consensus about how to proceed by aligning capabilities with business priorities and objectives. This session presents: 1) How to drive business value from IBM’s Customer Experience Suite with its enabling technologies such as Portal, WCM, Analytics, Commerce and Social Business 2) How to create Exceptional Web Experience Roadmaps to support your IT and non-IT Business users requirements.

BUS-R03
Winning Strategies for Financially Justifying Social Business Initiatives
Kathryn Hoffman, IBM
Mary Byrd Nance, IBM

Know that developing a social business is key to your long term success, but struggling with how to justify the investment to get started? Join this session to learn how other organizations have achieved success developing a persuasive and winning business case. Understand how to personalize the benefits and costs case to your organization and initiative based on a proven benefits framework. We will deep-dive into the range of quantitative to qualitative value propositions, and share examples of reference models and other case studies that you can apply to your own business case development.
BUS-R04
Architecting Your Site for an Exceptional Web Experience, a Quick ROI, and a Low TCO
Maryann Johnson, IBM
Peter Blinstrubas, IBM

Creating a Web site that equips people to navigate intuitively doesn't happen by chance. This session explains how you can leverage site security and information architecture to achieve a quick, measurable ROI and a low TCO while delivering a site that your clients love. The sheer wealth of available functionality and information is one of the new challenges associated with the Exceptional Web Experience. Organizations need to guide site visitors through the vast amount of information so they can find what they want quickly and effectively. You'll learn how to avoid the risk of creating great content and functionality that no one can ever find. This session provides real-world use cases using tools like the IBM Customer Experience Suite that equip you to support both usability and findability.

After this session, you will be able to:
- Conceptualize, scope, and structure future states for your site.
- Negotiate obstacles to achieving those states.
- Accomplish a range of initiatives with your stakeholders.
- Use a methodology for addressing the needs and culture of your organization.
- Prepare for user interactions with clearly measurable results.

BUS-R05
People-Centric vs. Content-Centric: The Copernican Revolution to becoming a Social Business
Louis Richardson, IBM

For centuries we've been attempting to manage and present our knowledge using a content-centric approach. The problem from the user experience is that we have too much content to consider. So we've developed classification systems and search tools to address the issue. Like Copernicus, maybe it's time we took a different perspective and consider that content may not be the center of our knowledge universe. What if people were at the center? This session will compare our historic approach and why it's broken...and how a people-centric approach addresses current and emerging business needs.

BUS-R06
I Just Bought the DAM Thing, Now When Does it Start Working and Where is My ROI?
Maryann Johnson, IBM
Additional Speaker to be announced

ROI is the final test of Digital Asset Management (DAM). After it's working, does it deliver on its promise? An Asset Management System can save time and money, but only if properly implemented and used. How and when can ROI be automatically measured? How do you know when to count on return? With planning, preparation, strategy and buy in from end users, ROI becomes attainable. This session gives you the tools to evaluate and plan for the roll out of DAM, including a look at why DAM adjacent areas should be considered: different workflows in creative areas, integration with other systems, and most importantly the human factor. Learn from the experiences of real-world implementations that are not just managing their assets, but also strategically managing the process with support from end users along with on-target expectations from upper management.
BUS-R07
Engaging the Smarter Consumer with Exceptional Web Experiences in Retail
Additional Speaker to be announced
Maryann Johnson, IBM

Today's agile retailer must dynamically meet the needs of empowered shoppers while controlling costs. Consumers are becoming more instrumented, more interconnected, and, perhaps more intelligent. Understanding these attributes of the smarter consumer can help you meet and even exceed the needs and expectations of customers. Additionally, every day, millions of consumers share their opinions in social networks and blogs, influencing the actions of other consumers. Businesses that effectively capture and analyze these expressions of consumer sentiment and use the insights when forming their strategies have a significant competitive advantage. By implementing IBM’s portal family of products, smart retailers are eliciting exceptional customer experiences, revving more turns, and rapidly opening new supplier relationships to leverage lower cost, global options. During this session you will hear business case studies from smart retailers that have deployed Vendor/Supplier portal solutions to achieve significant growth. Learn about the tools available to help you replicate their success such as the Retail Vendor Portal Template, an IBM innovation to help jump-start your solution deployment.

BUS-R08
The Business Value of Exceptional Web Experiences in Government and Healthcare
Additional Speaker to be announced
Amy Johanek, IBM

In this session learn the latest trends and priorities driving local, state and federal government and healthcare agencies priorities today and for years to come. In this session we will highlight several innovative use case scenarios and the solutions they created that highlights the value of an exceptional web and work experience. Attendees will learn from real life use case examples from real public and healthcare administrations that have used an exceptional web and work experiences and our jumpstart assets to provide their citizens access to both rich content and a robust social experience. We'll share best practices and lesions learned related to these efforts to deliver a rich and exceptional web experience. We will demonstrate new web experience project jumpstart capabilities specifically designed for government and healthcare agencies that supports their business needs and objectives while delivering tangible value and ROI to their constituents.

BUS-R09
The Portal Competitive Landscape - The Battle for the Exceptional Web & Work Experience
Kioko Mwosa, IBM
Jon Raslawski, IBM

The competition in the Portal marketplace has resolved down to four primary players: IBM, Oracle, Microsoft, and open source offerings from Liferay and JBoss. This session drills down on the different philosophies and core competencies of these four competitors, and outlines some of the key functional differences between each. The session concludes with some case studies of IBM WebSphere Portal customers who chose IBM's solution, and the reasons why they made their selection as they did. If your organization is engaged in determining which Portal product is the best fit, this is the session for you! Please join us.
Track 3: Optimize Customer Experiences to Build Brand and Generate Revenue

BUS-G01
Drive revenue, increase brand loyalty, and improve customer satisfaction with IBM Customer Experience Suite
Speaker to be announced

IBM Customer Experience Suite helps organizations create highly engaging, personalized, and differentiated web experiences that meet the evolving needs of today's customer. In this session, we will heavily utilize demonstrations to show how you IBM Customer Experience Suite can help your organization deliver exceptional web experiences that: Are highly personalized according to the preferences, behaviors, location, products owned, device, and sentiments of each visitor. Support conversations with and between customers through online communities. Empower business owners to manage the creation and delivery of rich content. Connect into the necessary back-end applications, social media sites, and cloud-based services. Offer consistent experiences across multiple online channels. Deliver engaging experiences without sacrificing flexibility, scalability, or security.

Understanding user interaction with a website enables organizations to better plan, present and promote information and can directly improve business results. Active Site Analytics provides key information on users and events, when collected and analyzed, allows organizations to understand and enumerate the impact of an exceptional web experience to its visitors. In this session we will present the types of information available for Analytics solutions (Coremetrics, Unica, Omniture, Webtrends) required to optimize your website.

BUS-G02
Optimize Web Delivery with WebSphere Portal Active Site Analytics
Speaker to be announced

Understanding user interaction with a website enables organizations to better plan, present and promote information and can directly improve business results. Active Site Analytics provides key information on users and events, when collected and analyzed, allows organizations to understand and enumerate the impact of an exceptional web experience to its visitors. In this session we will present the types of information available for Analytics solutions (Coremetrics, Unica, Omniture, Webtrends) required to optimize your website.

BUS-G04
Becoming a Social Business: Managing Interactions not Channels with Industry
Speaker to be announced

Customer expectations about how and where they can interact with your business are simple - everywhere and anytime. To become social businesses organizations are are beginning to focus on customer interactions rather than customer channels. This session will address how customers can use the Industry Templates to help manage these interactions on the road to becoming a Social Business.
BUS-G05
Extend the Influence of “Everyday” Communications – Using OpenID and Facebook in your Web Experience Solution
Speaker to be announced

To deliver an exceptional web experience today, organizations must be able to deliver solutions that are integrated seamlessly with social media. This session will cover integrating your applications with OpenID providers like Google or Yahoo to easily increase the reach of your applications and information across social media sites. We'll also look at publishing information out to social media services like Twitter, Facebook and LinkedIn using OAuth and other APIs.

BUS-G06
Title and Abstract to be announced

BUS-G07
IBM Project Northstar - Usability Preview
Jeff Sokolov, IBM
Jon Harris, IBM

Come see the future design direction of IBM's Project Northstar and the Customer Experience Suite and tell us what you think. We want your feedback on the design and integration strategy for Websphere Portal, Lotus Web Content Management, Content Targeting, Campaign Management, Analytics, and Collaboration. Tell us how you create exceptional web experiences for your customers, how you would like to work, and have a good conversation about the capabilities, features, and experiences you and your clients need.
Exceptional Web Experience Technology Program

Track 4: Web Experience Platforms and Solutions

TECH-P01
Stand and Deliver Your Exceptional Web Experience with IBM WebSphere Portal and Web Content Manager
Speaker to be announced
Sunil Hiranniah, IBM

IBM WebSphere Portal and Web Content Manager software includes features and enhancements to create, target and optimize delivery of security-rich, personalized web experiences—with unmatched reliability and scalability. During this introductory session we'll cover the platform foundation components, extension points, and latest Version 7 updates including page builder “integration hub”, new social features, mobile updates, enhanced analytics support, web publishing enhancements and more. Get ready to understand your options and make best use of the platform capabilities to deliver your exceptional web experiences.

TECH-P02
Accelerate Your Exceptional Web Experience with WebSphere Portal NOW, Content & Industry Templates
Jeff Seifert, IBM
Brad Schauf, IBM

It has never been easier to implement compelling production level web experiences that match the requirements of your internal and external audiences. Attend this session to understand the latest in delivery initiatives, including IBM WebSphere Portal NOW, Content Template Catalog and Industry Template assets that pair technology expertise with industry thought leadership to offer best-practice guidance optimized for the particular business you are in. Understand these program components to learn how you can assemble business ready web pages, with content components and templates, integrated social services and presence awareness, to rapidly deliver production level web experiences. See how these software template and deployment models enable you to start simple, solve requirements, and then broaden to other areas as your enterprise business needs evolve.

TECH-P03
Creating Successful Mobile Portals: Overview and Directions
Speaker to be announced

Mobile Web portals extend access to portal services and help enterprises increase their customers’ loyalty, improve mobile employee productivity and gain competitive advantage. In this session, we'll discuss how mobile is a critical channel to your customers and employees. Session will include an overview of mobile capabilities with demonstrations of the out-of-the-box platform services, development approaches and solutions that Websphere Portal customers can leverage to deliver compelling, personalized mobile solutions to rapidly growing mobile audiences. We'll include theme development techniques, tips on optimizing content for today's popular smartphone and 'smart' devices, customer examples, and more.
TECH-P04
Portal Application Integration - Where Do I Start?
Speaker to be announced

Customers frequently have at least one existing application they want to integrate with WebSphere Portal, but are not sure what the best approach is. Applications can be of many types, from legacy technologies, to enterprise data sources, to the latest in Rich Internet Applications, and the approaches to integrating them with WebSphere Portal can be just as varied. In this session, we will review the numerous application integration techniques and demo them. Techniques discussed include the new Web Application Bridge technology as well as WSRP, iframes and many more.

TECH-P05
IBM Forms 4.0 – Exceptional Form Experiences Just Got Better!
Speaker to be announced

IBM Forms, the market leader in enterprise electronic forms, just released a landmark new version. Learn how customers are using the latest features in IBM Forms to deliver dynamic, Web-based interfaces both inside and outside their corporate firewalls. In this session we will not only demonstrate the latest features of IBM Forms, but show how a new forms-driven workflow offering and improved integration options are enabling exciting, innovative uses of the technology. Beyond seeing the latest technology from the IBM Forms Team, we'll be discussing the future directions for IBM Forms – including a new innovation that promises to revolutionize the way application experiences are designed and deployed.

TECH-P06
IBM Connections Overview and Architecture
Thomas Schaeck, IBM

This session will start with an overview of IBM Connections, explaining how it connects people across the enterprise, connects customers with businesses, and enables a shift from e-mail to social sharing of information that makes it explorable, searchable and accessible for those who need it. We'll present Lotus Connections functions including profiles, news, microblogging, communities, social file sharing, wikis, blogs, forums, and activities. We'll show how these functions can be accessed from web browsers, mobile devices, desktop connectors and portlets for WebSphere Portal. Finally, we'll present the WebSphere-based architecture of Lotus Connections, its public APIs and integration points, and examples of common deployment scenarios.

TECH-P07
What's New in WebSphere Portal and IBM Web Content Manager V7.0
Rob Will, IBM

WebSphere Portal V7.0 GA'ed at the end of 2010 and contains a number of new features and capabilities extending its leadership in the Portal marketplace. These features include support significant enhancements to web content management, the addition of tagging and rating support, new operational models for lower cost of ownership and lots of other improvements. This presentation will focus on just these new capabilities and assumes an understanding of WebSphere Portal V6.0. or V6.1.
TECH-P08
A Superior UC Experience on the Web with IBM Sametime 8.5.1
Marlon Machado, IBM

IBM Sametime 8.5 introduced a brand new component known as the Sametime Proxy, which allows enriching the Web experience with unified communications services. The introduction of Sametime 8.5.1 offers a more powerful experience with closer integration with WebSphere Portal Server 7 via a new generation of Sametime Portlets. This session provides an overview of the Sametime Web toolkit, which sits at the heart of the new Sametime Proxy server, the new Sametime Portlets for WebSphere Portal 7 and new and innovative integration strategies with other advanced Web experience frameworks.

TECH-P09
IBM WebSphere Portal and Web Content Manager Public Cloud Solutions: Overview and Architecture
Speaker to be announced

During this session we’ll cover WebSphere Portal and IBM Web Content Manager (WCM) Public Cloud solutions including the IBM Smart Business Cloud and Amazon Web Services. In this highly demo-driven session, we will introduce general cloud terms and concepts, but move quickly into more advanced features and PaaS-like "Cloudprints". We will deeply explore the functions and features of WebSphere Portal and WCM on the IBM Smart Business hosted cloud live, and learn when to best exploit the features to give you the most benefit.

TECH-P10
100 Points of Integration: Features that Make the Project Northstar Vision a Reality
Speaker to be announced

Creating highly engaging and persuasive online experiences often requires stitching together a range of different software products. This session will describe how IBM is integrating capabilities that comprise the Project Northstar vision – Mobile, Commerce, Analytics, Social Software, Search, Web Content, Rich Media and Enterprise Systems. Learn about tools and features available today, and roadmap plans for upcoming releases.

TECH-P11
WebSphere Commerce and IBM Web Content Manager v7: Implementing Online Store and Informational Sites
Iqbal Singh, IBM

The session will present the business advantages and approaches that can be used to leverage WebSphere Commerce (WC) and Web Content Manager (WCM) to create rich, effective online store and informational sites. We'll overview and demonstrate example solutions and common customer business drivers and requirements. See how to apply new WCM version 7 features that provide advanced site creation and preview features. We'll also cover the integration of WCM with WebSphere Commerce for both live rendering and in WC, context preview by future date (Campaigns Publish date) utilizing the new "Project" features of WCM.
**TECH-P12**  
**Smart Start for Content**  
Theresa Smit, IBM

Utilize Ready-made, Reusable, Rapid start, Repeatable, IBM Web Content Management assets to quickly make your content sites, easy to manage, maintain and multiply. No need to ever start from scratch when there are so many samples, templates and toolboxes available to boost your Content Site Creation. Realize the return on your investment sooner as Business users are able to easily create and update the site without system level processes or delays. Then grow your site content to other business areas by reusing and repeating patterns initially applied from the sample site. This session examines how assets such as Content Template Catalog, the Site Wizard, PortalNOW, and Web Content Integrator(WCI) as well as other samples may be leveraged to speed up the design and content creation for your site.

**TECH-P13**  
**Building and Delivering Exceptional Web Experiences for Mobile Portal Audiences with Mobile Portal Accelerator**  
Van Landrum, IBM

By leveraging and providing access to portal services and data from many of the billions of mobile devices in use, enterprises can increase their customers' loyalty, improve mobile employee productivity and gain competitive advantage. Mobile portal solutions provide a platform for content and application providers to deliver revenue-producing content and services. In this session we'll show how companies are leveraging the IBM Mobile Portal Accelerator to be more successful. We'll overview and demonstrate the latest Version 7 features, and show how it easily extends the WebSphere Portal platform with services to seamlessly deliver scalable, mobile solutions optimized for display across a wide range of mobile devices, including the latest in-market versions.

**TECH-P14**  
**Exceptional Industry Websites with Customer Experience Suite Templates**  
Speaker to be announced

Learn how IBM Industry Templates can jumpstart your Exceptional Website project by providing out-of-the-box best practices, features and functions that address business ready scenarios using the latest and greatest collaboration and web delivery technologies IBM has to offer. Industry Template assets pair technology expertise with industry thought leadership to offer best-practice guidance optimized for the particular business you are in. In this session we'll demonstrate the patterns we used to design, implement and deliver the templates for Healthcare, Government, Banking, Retail, Insurance and more. We will also discuss the architectural approach and technology patterns behind the industry template concept. Understand these program components to learn how you can assemble business ready web pages, with content components and templates, integrated social services and presence awareness, to rapidly deliver production level web experiences.
TECH-P15
Build Dynamic Form-Driven Web Experiences without Coding
Speaker to be announced

This session will show ways to integrate IBM Forms with Workflow with WebSphere Portal, and Customer Experience Suite to build dynamic forms-based solutions. Understand how to extend your existing business process, content management and web solutions with more efficient front end processes that automate data collection, eliminate paper and move your manual and transactional processes online. See how to deliver deliver engaging, role-based web experience enabling self-service and process automation capabilities that that meet the evolving needs of today's consumers, and drive platform efficiencies and improved ROI.

TECH-P16
Exceptional Web Experience: Portal in the Cloud - How to Make the Right Business driven Decisions
Steven Gerhardt, Ixion
Speaker to be announced

Join us to learn about charting a course to make the right business driven decision to implement Exceptional Web Experience, Portal, and WCM solutions in the cloud. This session will showcase best practices from multiple customers with cloud based Portal/Portal NOW and WCM solutions to show you how to chart your own course by addressing the right solution scope, business case elements, and critical success factors- all taken from successful engagements by IBM and Ixion.

TECH-P17
Save Time and Money with IBM Web Content Manager 7.0
Maryann Johnson, IBM
Speaker to be announced

Are you looking for a higher business value from your online presence -- be it Internet, extranet or intranet? Many enterprises are replacing their existing WCM technology with IBM Web Content Manager so they can better interoperate with other components of their Web environment, such as Web analytics, an e-commerce engine, in-house business applications, or portals. This session uses real-world examples to highlight:

- New features of IBM Web Content Manager 7.0 that will help you increase the business value of your WCM installation.
- Measurable business benefits of the new capabilities like the new authoring UI, Web content pages, search, custom launch pages, syndication monitoring, and syndication improvement.
- Business cases that extend beyond the traditional boundaries of Web Content Management (WCM) including tight Integration with other products and repositories such as Quickr, Connections, WebSphere Commerce, Sametime, WebDAV, Quickr REST services, and digital media.
- Ways to save time through various content-creation methods such as different RTEs, Symphony, MS Office, Quickr connectors, and the iphone.
- Ways to save money by using quick-start techniques such as content templates, industry templates, Portal NOW, and WCM NOW.
  - Ideas for implementing a closed-loop process to measure the success of your Web site via Active Site Analytics, Coremetrics, and Unica.
TECH-P18
Infusing BPM and Workflow driven Processes to Customer Experience Suite
Speaker to be announced

This session will show ways to integrate IBM Business Process Management products with WebSphere Portal and Customer Experience Suite. See how to deliver engaging, role-based web experiences with process automation capabilities that match user expectations and drive more effective use of your IT investments. We'll present and demonstrate the latest capabilities to design and deliver BPM driven web experience solutions. Technologies covered will include business ready portlets and page templates, task providers for WebSphere Process Server and Lombardi, support for the process APIs, improved interface development with the Page Builder theme, WebSphere Portlet Factory builders and more, to efficiently enable role-based task management within IBM Customer Experience Suite solutions.

TECH-P19
Integrating WebSphere Portal with Microsoft and Microsoft SharePoint Made Easy
Speaker to be announced

Learn how to easily and rapidly integrate IBM WebSphere Portal with Microsoft and Microsoft SharePoint. In this session we will explore the WebSphere Portal Microsoft integration solutions that make Microsoft and Microsoft SharePoint integration simple, straightforward and seamless. Watch us integrate IBM WebSphere Portal and Microsoft SharePoint sites and feeds in addition to Microsoft Exchange messaging and calendaring live. Additionally, we will delve into the technical details behind WebSphere Portal Microsoft integration solutions providing participants with a complete and comprehensive view of WebSphere Portal’s Microsoft integration capabilities.

TECH-P21
Hands-On Lab:
IBM Lotus Web Content Management: Lab a la Carte
Theresa Smit, IBM
Bryan Daniels, IBM
Dan Collins, IBM

Attend this session to dine with IBM Lotus Web Content Management tooling and taste recipes that allow you to create a web experience that delights the palettes of your site users. In this lab "a-la-carte" format, a fine selection of 30min recipes will be available for your lab dining pleasure. Specials of the day include: Authoring Tour with a touch of WebDav, End-to-End Portal Content Creation with a sprinkle of Social Capabilities, Folding in External Content with WCI, Topping Content with Personalization, and Adding an International Flair to Content with Multiple Languages.

TECH-P22
Integrating SAP with WebSphere Portal
Speaker to be announced

Attend this session to dine with IBM Lotus Web Content Management tooling and taste recipes that allow you to create a web experience that delights the palettes of your site users. In this lab "a-la-carte" format, a fine selection of 30min recipes will be available for your lab dining pleasure. Specials of the day include: Authoring Tour with a touch of WebDav, End-to-End Portal Content Creation with a sprinkle of Social Capabilities, Folding in External Content with WCI, Topping Content with Personalization, and Adding an
Web application security is becoming the biggest threat to organizations these days. With the introduction of enterprise portals, web 2.0, AJAX and web services, organizations are now exposing sensitive systems to malicious hackers, which use attacks such as SQL Injection, Cross-site Scripting and Cross-site Request Forgery to steal customer data, infect back-end systems and steal confidential information. In this presentation we will cover the basics of web application security, the top web hacking techniques used by hackers today (using real world examples!), and we'll also discuss how you can secure your portal applications using the Rational AppScan product suite - a set of tools that automate dynamic and static analysis of web applications for security issues.

Did you know that most companies don’t have the ability to answer important questions like:

- What content has expired?
- What obsolete data is on my site?
- Who is causing delays in publication?
- What will be published tomorrow?
- What is expiring today?

The reality is: ‘What you don’t know about your web content can really hurt you’ and not knowing the answer to these questions means you might have an outdated, incorrect web site. This session will discuss how to uncover inaccuracies and bottlenecks within your web content production process that can cost your business by reducing site effectiveness and brand integrity.

We will discuss how to:

- Get the most out of IBM Lotus Web Content Management with new content analytics capabilities that enable organizations to monitor and maintain content processes in the same manner as other business critical applications
- Use web production process performance metrics to improve site relevancy and the ability to retain customers
- Solve quality problems before they impact your site’s effectiveness
- Accelerate content production for an accurate and current site
TECH-P25
Hands-On Lab
Get the most out of your Social Software by Integrating WebSphere Portal with Lotus Quickr and Connections
Charlie Price, IBM
Greg Presayzen, IBM

Get hands on technical and configuration experience integrating Lotus Quickr, iNotes and Lotus Connections with WebSphere Portal. You will begin with Quickr, iNotes and Lotus Connections installed and configured with a common LDAP directory. From here you will configure new integration options available between Lotus Connections, Lotus Quickr, iNotes and Portal. Next you will walk thru a technical exploration of these integration points to see how the integration makes it easier for end users to stay current with projects and work collaboratively. By covering the architecture, technical and configuration details of Quickr and Connections, you will be more prepared to isolate, manage and troubleshoot problems experienced with the environment, enabling rapid deployment and productive use of social software in your environment. Through this lab you should see how these integration points can help your end users collaborate more efficiently, and be able to deploy and troubleshoot this quickly in your environment.

TECH-P26
Exceptional by Design: Optimizing Web Content Rendering with Web Content Manager and the IBM WebSphere Portal Platform
Speaker to be announced

With an increased focus on Web content in recent years Lotus Web Content Management has reached a state of integration into WebSphere Portal that is unmatched. Additionally, the delivery of Web content is a fundamental aspect of IBM's Northstar vision that puts emphasis on an exceptional Web experience. In this session we will step through new features of the Web content delivery capabilities of Lotus Web Content Management. We will look at new major functions like tagging and rating of Web content and enhancements made in Web content delivery like the support of dynamic Web page titles. In addition, we will see how the use of WSRP supports the remote rendering of Web content and how you can migrate from using the previous version of the Web Content Viewer to the new Web Content Viewer (JSR 286) portlet. In a second part of this session, we will focus on numerous exciting enhancements in terms of the integration into WebSphere Portal. We will address the convergence of the Lotus Web Content Management site structure and the WebSphere Portal page structure. Additionally, we will take a look at new functions like page based access control and friendly URLs to address Web content using the name of a Web content item. It goes without saying that this session will also include a live demo to show these new features.
TECH-P27
Cloud Computing: Easy, Repeatable deployment of WebSphere Portal and Web Content Manager Hypervisor Edition on demand
Speaker to be announced

As WebSphere Portal becomes more powerful and complex, the cost of management, maintenance and administration also increases, and the time of installation and provisioning elongates. Enterprises, developers, and testers have long desired a solution to simplify the complexity, deliver consistency, reduce cost, and improve availability. In WebSphere Portal Hypervisor Edition, we not only bundle the needed software components (e.g. Deployment manager, WebSphere Portal Server, Web Content Manager, DB2, IBM HTTP Server, WebSphere Application Server binaries), but most importantly capture the expertise in constructing WebSphere Portal environments into a form of patterns. Patterns, a stack of deployable topology, are included in WebSphere Portal and Web Content Manager Hypervisor Edition. By using these proven patterns, users can rapidly and repeatedly deploy robust and optimized, WebSphere Portal environments with just a few mouse clicks. WebSphere Portal and Web Content Manager Hypervisor Edition improves quality, increases consistency, reduces cost and expedites availability. WebSphere Portal-based deployments are easier than ever.

TECH-P28
IBM Lotus iNotes 8.5.2 and WebSphere Portal Integration and Deployment
Jason Dumont, IBM
Rahul Garg, IBM

Looking to integrate iNotes market leading messaging and collaboration capabilities into your Portal infrastructure? If so then this session is for you. In this session, we'll look at various customer deployments of iNotes with Portal and share best practices in deployments techniques to allow you to optimize your existing or future deployments. You'll learn how you can achieve significant improvements in feature set and performance when using iNotes with Portal. In addition, we'll explore what's new in Lotus iNotes 8.5.2 and LotusLive Notes web, as well as share plans for iNotes "Next".

TECH-P29
Forms Enabler for Portal: Making IBM Forms jive with Lotus Web Content Management in Portal: "a lean, mean ROI machine"
Tony Higham, IBM
Jonathan Bosmans, IBM

Imagine turning your WebSphere Portal environment with Lotus Web Content Management into a powerful, flexible and open E-Forms management solution powered by IBM Forms within days. Add and present your newly finished form designs to the right people through your Portal within minutes. Have only the relevant data delivered to the right people in the right order at the right time without lifting a finger. Come and see to learn how this asset and best practices guidance enables you to have your cake and eat it too.
Track 5: Developing Exceptional Web Experiences

TECH-D01
What's New in WebSphere Portlet Factory
Speaker to be announced

Hear from the experts: This session will provide a brief introduction and what's new summary for WebSphere Portlet Factory. This session will also look at best practices for developing efficient and well performing business applications that are written once and can run anywhere, whether it be desktop browser, smart phone or tablet. A number of examples will be given, clearly outlining best practices including Shared lib, provider/consumer architecture, rich data and much more.

TECH-D02
Extending your IBM Portal Exceptional Web Experience to iPhone, Android, and Blackberry Devices using the Mobile Theme
Speaker to be announced

Come get an early look at the upcoming rich mobile Portal theme, targeting high-end smartphones and tablets. We'll demonstrate how to deliver your IBM Portal content on today's popular mobile devices (iPhone, Android, Blackberry). You will learn how to design and architect a Portal site which exploits HTML5 features and CSS3 visual effects to deliver a mobile web experience that rivals the capabilities of a native application. Specific topics covered include mobile site design, CSS3 gradients and animation, touch events, including multi-touch, targeting Portal content to mobile devices, and mobile performance.

TECH-D03
Hands-On LAB
Development Frameworks for Portal
Joey Bernal, IBM
Peter Blinstrubas, IBM

Need to get some hands on experience with some of the latest development technologies? This lab will provide a number of options for you to try out some of the different frameworks available for developing portal applications. Write portlets using Spring, EJB 3.0, and the Java Persistence API or learn to write a Web 2.0 portlet using Dojo and some Ajax services. Either choice will allow you to spread your development wings and see how you might incorporate the technologies into your next project. Both projects will provide guidance on good application architecture practices.

TECH-D05
Development of Multi-channel WebSphere Portal applications using IBM Rational Application Developer (RAD) Portal toolkit
Speaker to be announced

Attend this session to understand the capabilities and latest features of the IBM Rational Application Developer – Portal Toolkit. In addition, we'll share the inside tips, tricks and best practices from our development experts who are constantly in contact with a multitude of customers. This session will focus on, how to develop best practices solutions that will reduce risk of maintenance issues, and include development and migration of JSF portlet applications.
TECH-D06
Developing Exceptional Mobile Applications using WebSphere Portlet Factory
Speaker to be announced

This session will take a deep dive into a number of aspects of developing exceptional mobile and multi-channel applications that can take advantage of native smart device capabilities like Geo-location, offline capabilities, camera and much more. This session will also include a best practices approach to choosing the correct multi-channel architecture, whether it be: native phone application, hybrid phone applications or pure browser based applications. We will also discuss and show examples of how to use IBM solutions with open source solutions like PhoneGap.

TECH-D07
Applying the Power of Personalization to Your WebSphere Portal and Web Content Solutions
Speaker to be announced

Among the most powerful aspects of WebSphere Portal are it's Personalization Services, and ability to author and present content from Lotus Web Content Management (LWCM) to the end user. This can be made even more compelling when leveraging the personalization capabilities of both LWCM and WebSphere Portal Personalization. The result allows the content to be targeted to the desired user, controlling what they are supposed to see and when. This session will provide an overview of both capabilities, as well as a deeper dive into some specific examples on how to leverage the personalization aspects of WCM and integration points with Personalization (PZN). Attendees will understand the full range of capabilities and the benefits and set of steps to take to leverage LWCM and WebSphere Portal Personalization to improve presentation and overall re-use of organizational assets and deliver a relevant, personalized experience for intranet users, partners and customers.

TECH-D08
Zero to Theming Hero with Portal 7
Evan Borysko, Ascendant Technology
Sanjeev Pant, Ascendant Technology

WebSphere Portal 7 themes have made radical leap forward in functionality and capabilities that enable your organization to contribute and customize your web experience faster and with far less technical hurdles. This session presents best practices and tips to developing custom themes, skins, and layouts for Portal 7. We will provide complete view what is need to enable your web designers, developers and solution administrators to deliver themes quickly and consistently.

TECH-D09
Hands-on Lab
End to End Business Process Support in Portal Server - The Unified Task List Portlet for IBM WebSphere Portal 7.0
David Rockett, IBM
Candida Valois, IBM

Attend this session to see demonstrations and receive hands-on instruction that will enable you to build an end to end human task processing scenario in WebSphere Portal Server using the Unified Task List Portlet and Business Process Support builders for WebSphere Portlet Factory. Lab session attendees will learn how to display and process tasks from both WebSphere Process Server and WebSphere Lombardi Edition in Portal Server using WebSphere Portlet Factory, Lombardi Authoring Environment and WebSphere
Integration Developer for development.

**TECH-D10**

*Deliver Exceptional Social Web Experiences with WebSphere Portal and IBM Connections*

Mac Guidera, IBM  
Lamont Bowens, IBM  
Speaker to be announced

Social media tightly integrated in an exceptional web experience is critical to strengthen the relationship between an organization and its clients. Whether it be reducing costs by providing self service features or leveraging customers' good experiences to help close the next sale and increase revenue, providing an integrated social experience is critical for any exception web experience. This session will cover how the IBM Customer Experience Suite can set up organization to benefit from Social Media and engage better with their clients including using IBM Lotus Connections 3.0 Portlets Developer Pack to customize the out of the box experience.

**TECH-D11**

*Hands-On Lab*

**Develop a multi-channel application using WebSphere Portlet Factory**

Speakers to be Announced

Learn how WebSphere Portlet Factory can you help you speed up your development of true multi-channel applications that runs on your desktop browser, mobile device or tablet. You will not need any prior WebSphere Portlet Factory experience. In this lab you'll learn how to create applications that easily access back-end applications and data and can be presented in a rich user friendly interface using dojo (no dojo experience required).

**TECH-D12**

*Practical Field Experience - Using Ajax/Dojo with Portlet Factory*

Michael Witherspoon, Davalen, LLC

Learn to use Ajax / Dojo features by leveraging the experience of Davalen's Portlet Factory experts. Through lecture and demonstration you will learn common solutions and patterns for applying Ajax/Dojo to portlets. This presentation is full of hints, tips, tricks, and best practices derived entirely from real-world situations.

**TECH-D13**

*Advanced Web Experience Development with IBM Portal*

Speaker to be announced

Web technology continues to evolve. As web browsers become more advanced, additional tools are put at our disposal to create visually rich, highly engaging user experiences. You will learn about advanced development techniques to take your Portal site to a new level. From new web standards such as CSS3 and offline support, including the Mobile Theme, to Page Builder features and dojo effects and animations, we will demonstrate and teach you how to implement compelling applications that will really make your Portal site stand out.
Building Exceptional Web Experiences with WCM....No Really! Tips and Techniques from Asponte
Scott DeWitt, Chief Technology Officer, Asponte Technology, Inc.

Lotus Web Content Management is a powerful product. Armed with the force of the latest Web 2.0 technologies and techniques, we will show you how to harness and amplify this power to build exceptional Web experiences in your Web Content Management / WebSphere Portal sites. We will explore how to use Dojo and JQuery widgets to add visual appeal to your sites, how to use AJAX to add Web 2.0 interactions to your WCM components, and how to integrate Video and other types of media with WCM. We will also discover how to speed your time to market and maximize your return on investment with your Lotus Web Content Management / WebSphere Portal investment using WCM Widgets, a drag and drop approach to building your content rich site that integrates many of these features out-of-the-box!

How to Build an Exceptional Web Experience with IBM Forms with Workflow
Rohit Sahasrabudhe, IBM

IBM Forms with Workflow combines the power and flexibility of IBM WebSphere Portal with the intuitive, secure interface of IBM Forms in order to accelerate the automation of end-to-end business processes. Creating and managing workflow applications with dynamic electronic forms just became that much easier. Learn how to create applications rapidly with robust workflow logic through a point and click interface. No coding required! Find out how to assign Forms to processes, create workflow logic and manage applications in a role-based Portal environment. Discover how easy it is to submit and route Forms to users, databases and document repositories such as Lotus Quickr and even monitor a workflow's operations with valuable reports. In this lab we will walk through a sample scenario on an Expense Report. First, we will go through the scenario from the end user's perspective while we act out two roles. Then, we will explore this Workflow in the Designer. Finally, we will discuss how this Expense report can be presented via IBM WebSphere Portal using the Portlet Pack. This pack includes portlets to interact with the IBM Forms with Workflow to create an Exceptional Web Experience.

Customizing Your Portal Web Experience Using Page Builder
Speaker to be announced

In this lab you will explore the customization features that Page Builder provides to quickly create themes, skins and layouts in WebSphere Portal 7.0. We will start with introducing the Page Builder theme and review options the inline customization shelf offers. From there we will dive into the fundamentals of WebDAV showing how to create and modify a theme, skin, layout and reference static resources. We will then shift to the logic encapsulated by the dynamic content spots and review how to create new a spot and when it is appropriate to use this mechanism. We will also review the new menu framework, theme style creation, deploying an iWidget and use of javascript layers. It is assume that attendees have a basic knowledge of HTML, CSS, and WebDAV.

LWCM and IBM Events. Powering the World's Largest Sports Web Sites With LWCM
Gary Reiss, IBM

IBM is the Official Information Provider for some of the most highly attended sporting events in the World. See how IBM deploys an innovative, adaptive and highly integrated LWCM authoring and rendering solution to manage the rich media content needs of the Masters, the US Open Golf Championships, the Australian Open Tennis Championships, the French Open Tennis Championships, the Championships Wimbledon and the US Open Tennis Championships. See how the solution seamlessly integrates support
for smart mobile and tablet devices into its content workflows.

TECH-D18
Hands-On Lab
How to Customize your Security environment with WebSphere Portal
Speaker to be announced

This lab will provide you detailed information about several custom plugpoints available within the security area of WebSphere Portal. Within WebSphere Portal you can customize the authentication of users, session validation, plug multiple authentication levels (StepUp) or provide a custom user registry implementation.

TECH-D19
Extending your B2E Portal with Desktop Integration
Jason Kersten, IBM

Do you have desktop and web applications that you would like to work in a more integrated way with WebSphere Portal? If so, please come to this session and learn about IBM's offerings that enable complete desktop integration – allowing Visual Basic, Swing, .NET C/C++, Terminal Emulators, and many other desktop based applications to be seamlessly integrated with WebSphere Portal. Learn how other customers are using this technology to reuse existing applications with Portal and also enabling them to, on their own schedule, gradually replace these applications with an "exceptional web experience".

TECH-D20
Hands-On Lab
Advanced Portlet Development
Kamalakanth Satuluuru, IBM
Shailendra Tangirala, IBM

JSR286 introduced various new programming features in Portlet development. This lab provides a comprehensive hands-on experience on how to implement some of the key features to make portal development more effective. This lab will cover implementing JSR286 Events, Public Parameters, Resource serving and configuring and using WebSphere Portal 7 HTTP Ajax-proxy. Attendees of this lab will be ready to implement these features in their development and production solutions.

TECH-D21
Bringing Your Exceptional Web Experience Global
Peter Blinstrubas, IBM
Theresa Smit, IBM
Jim Ryan, IBM

To exceed the web users' expectations can be challenging when your Web Experience does not speak their language and/or does not deliver the experience to their preferences. This event is dedicated to helping attendees understand how to extend the Exceptional Web Experience to a global population while keeping pace with the expanding, and ever increasing, web-savvy user. You'll learn how to leverage the latest portal, content, mobile, and other innovations available from IBM – as well as best practices and success stories. See just how powerful and beneficial a global Exceptional Web Experience can be, and how companies and organizations of every size can drive better global business outcomes.
TECH-D22
Hands-On Lab
Developing multi-channel portal applications using IBM RAD Portal Toolkit

This lab will focus on how IBM RAD Portal toolkit can help beginners rapidly create powerful and feature-rich multi-channel WebSphere Portal applications. We will create portlets that do CRUD operations on a backend using the standard Java Persistence Architecture (JPA) from Java EE stack. Inter portlet communication with JSR286 eventing, incorporate ajax behavior and analytics into our portal applications. We will also share some great tips, tricks and best practices.

TECH-D23
Hands-On Lab
Empowering your Exceptional Web Experience with the IBM Social Business Toolkit
Paul Bastide, IBM
Mike Taylor, IBM

2011 introduces a new business imperative: Be Social! The IBM Social Business Toolkit introduces an expanded set of techniques and tools to make your applications social. Learn to leverage the IBM Social Business Toolkit to create custom applications for WebSphere Portal which that deliver exceptional web experience. Use the IBM Social Business Toolkit to consume and use open standards, such as ActivityStrea.ms and OpenSocial to add collaboration into your WebSphere Portal.

TECH-D24
Social Networks: Breaking the Intra/Extra/InterNET Silos and Embracing the ONEPortalNET
Subbu Natarajan, Gemini Systems

Our traditional outlook is to setup different platforms that serve internal facing constituents, external constituents and public constituents. This landscape however is rapidly changing, thanks to the advent of advanced information networks, social collaboration and extended enterprise. In this session, we will use a prototype to explore how to make sense of this changing landscape. For example, we will review how to use web content management and data aggregation to push/pull/discover/act-on information from advanced information networks that span between inter/extra/interNets/social-networks. We will review how to social collaboration capabilities to conduct a dialogue between multi-party (employee/customer/partner) as part of this one online network. We will review how to leverage business process capabilities to conduct workflow between multi-party.

TECH-D25
Building Native Mobile Commerce Applications with Content Managed by the Business
Robert LeRoy, Sogeti

Current studies show the Retail Sector will continue a major shift to mobile solutions to drive additional revenue and reinforce brand loyalty while providing more choices and better discounts for customers. This session will share experiences from IBM Business Partner Sogeti including one possible solution for integrating mobility into an overall enterprise architecture using the Websphere Commerce platform. The outcome provides a rich user experience that leverages current IBM Web Content Management and precision marketing strategies controlled by the business owners.
Track 6: Best Practices and Implementation

TECH-B01
How to integrate everything
Mark Neumann, IBM
Jon Brunn, IBM

In this session we'll demonstrate fully integrated WebSphere Portal, Lotus Connections, Quickr, Sametime, Symphony, Notes, FileNet, Cognos, Sharepoint and more. This session will pay particular attention to delivering consistent user experiences across all these products, best practices for integration, and the latest advances across the portfolio enabling exceptional web experiences through WebSphere Portal. This session will cover a wide breadth of integration topics and serve as a primer for integrating your user experiences with WebSphere Portal by first demonstrating an integration point, and then discussing how the integration was achieved.

TECH-B02
Building Continuous Business Value: Beyond The Portal Launch
Gopal Sreeraman, IBM
Laura Jackson, IBM

Launching a portal successfully is only the beginning of an exciting journey to deliver the best of your business to customers, partners or employees. After the early sheen wears off, many business and IT departments get challenged on portal investments on an ongoing basis, leading to ever increasing pressure on budgets. We believe that the only answer is to continuously deliver business value through your powerful portal solution. In this session, we discuss key portal issues most of our clients face, barriers to ongoing delivery and user adoption. Topics include upgrades, application integration, performance and scalability, content governance, decentralized management, greater personalization & targeting, yearly assessment of key requirements, prioritization & value proposition, accelerators and continuous innovation.

TECH-B03
WebSphere Portal Security – Overview and Best Practices
Speaker to be announced

WebSphere Portal provides various options in terms of how your portal system can be secured. This session will provide an overview and update on recently introduced features including StepUp authentication and WAS Group assertion, SPNEGO support, and all major security concepts available with WebSphere Portal Version 6.1 and higher releases, including authentication, single-sign-on, WSRP security, Java 2 platform security and support for multiple LDAP integration within Virtual Portal environments.

TECH-B04
WebSphere Portal Operations Architecture -Technical Deep Dive
Speaker to be announced

This session will give a comprehensive overview of WebSphere Portal and its underlying architecture, with a focus on platform operations capabilities. It will provide insights on how the functions of WebSphere Portal can be integrated with other functions out of the Northstar vision to build the operational environment to deliver an exceptional WEB Experience. Once the required functionality is integrated we will discuss the resulting operational characteristics, such as high availability, disaster recovery, zero maintenance window, or operational efficiency. A discussion on virtualization support and automated infrastructure setup will complete the information. At the end of the session the attendee will understand the typical integration patterns of portal and how the portal operating architectures can be improved to deliver a given service characteristic. This will enable session attendees to define the most efficient and cost effective infrastructure to operate WebSphere Portal according their requirements.

TECH-B05
Hands-On Lab
On Ramp to Installation and Administration of WebSphere Portal 7
Speaker to be announced

In this session, you'll see how easy it is to install WebSphere Portal 7, along with a demonstration of the key parameters and fine tuning guidance you need to quickly implement your WebSphere Portal solution. We'll explore the key administration tools for managing WebSphere Portal and highlight new enhancements introduced in Version 7. You'll walk away with an understanding of the concepts and hands-on experience with administration and configuration practices to prepare for best success with your WebSphere Portal platform implementations.

TECH-B06
Basic Concepts Behind Migrating to WebSphere Portal v7
Speaker to be announced

The migration tooling provided in WebSphere Portal v7 is the most comprehensive migration tool set to date. This session will provide an overview of the updated migration services, enabling in place upgrade processes to WebSphere Portal v7. It will cover the new features and enhanced capabilities of the new migration process. Attend this presentation to increase your ability to successfully migrate to WebSphere Portal v7.

TECH-B07
Overview - Exceptional Web Experience and Search Engine Optimization (SEO)
Speaker to be announced

IBM Project Northstar is a vision which lays the foundation for exceptional Web experience and driver future and next-generation online experiences. It also requires focus on supporting technologies required to ensure proper search engine optimization. The objective of this session is to explain what SEO is about, how Internet search engines work and what support WebSphere Portal delivers to deliver content and information in an optimized fashion.

TECH-B08
Let's go farming! A Practical Guide to Sowing and Growing a Portal Farm
David Eyerman, IBM
Kamalakanth Satuluru, IBM
A portal farm topology has a series of identically configured, standalone server instances that work together to deliver a portal. This session looks at the new topology and answers the questions of when and why to use it. The session will also cover the work needed to install and maintain a portal farm and how to keep it going on a 24x7 basis. The session will conclude with actual, in production customer examples and a discussion on what was learned. If you are thinking about growing a portal farm, come on down and hear how it has been done!

TECH-B09
Optimizing Your Portal Experience: Advanced Performance Tips and Techniques
Speaker to be announced

Get the best performance out of IBM WebSphere Portal and your Portal applications. In this session you will learn advance tuning techniques for optimizing different WebSphere Portal areas, like Web Content Management, Personalization, Client-Side Aggregation, including the various caching options for each of those areas. Also covered are performance best practices for user interface design, Web 2.0 technologies, and Portlet development frameworks, like Portlet Factory, JSF, and JSR 286/168.

TECH-B10
Hands-On Lab
Migrating from WebSphere Portal v6.1 to v7.0
Speaker to be announced

The new migration framework to upgrade from WebSphere Portal v6.1 to v7.0 makes migrating WebSphere Portal easier than ever. Attendees will learn about and obtain hands on experience with: 1. Using the WebSphere Application Server migration tools to recreate their v6.1 Portal profile on Application Server v7.0 2. Using the WebSphere Portal migration tools to upgrade the new profile to Portal v7.0 3. Performing further steps to enable new components on the migrated Portal v7.0 4. Other hints and tips to ensure successful update to WebSphere Portal and Web Content Manager Version 7

TECH-B11
WebSphere Portal on System z
Theresa Tai, IBM
Speaker to be announced

The content of this session is intended for all attendees whether you are experienced practitioners or new to the Portal on System z user community. This open session should be very interactive in discussion of best practices and lessons learned topics. Meet the experts on to discuss these topics operating on System z:
• Designing for best performance (advanced tuning and performance tactics)
• HA topology, capacity planning and performance monitoring
• Deployments, problem determination
• Experience sharing
• Product feedback and requirements
TECH-B12
Enabling Effective Collaboration through Portal Governance
Joey Bernal, IBM
Ian Uriarte, Timbergrove Solutions

As portals have become more and more collaborative within enterprises, careful planning and management is necessary to ensure that you can facilitate effective collaboration. One of the best ways to help achieve your portal and collaboration goals is through a well planned and executed enterprise portal governance strategy. Without this, many portals can become a nightmare of conflicting priorities, unknown usage patterns, and misaligned objectives. Surprisingly, many organizations struggle with the concept of governance, especially as it pertains to shared portals and collaborative environments. This presentation will help you establish how IT objectives can be aligned with your business agenda to enable effective collaboration across work-groups, departments, or your full enterprise. Starting with establishing baseline metrics, we will help you learn how to define the right business processes and policies that will enable an enterprise portal to grow and thrive while still allowing you to sleep well at night.

TECH-B13
Best Practices for Successful Portal Design: Employing Highly Effective User Experience Design and Assessment Methods
Randy Craig, IBM
Martin L Fracker, IBM
Michael Heck, IBM

Last year a team from IBM Interactive designed a new, dual-monitor portal user interface for worldwide call center representatives of a large enterprise corporation. This was a consultation project that was very well received by the client. Our team consisted of IBM User Experience experts with specialized skills such as: User Interface Architects, Information Architects, Visual Designers, Prototype Developers, and Usability Evaluation Experts. In this session, one of the team members will step through the phases of this project and describe the methodology, tools, and lessons learned.

Topics will include: - User Research Techniques employed on the "before" solution - Decisions going into using dual-monitor - Agile User Experience Design process - Special considerations in designing a portal for 2 monitors - Iterative wireframe development in close collaboration with the Client - Producing polished, branded visual designs - Developing a working, interactive, dual-monitor UI prototype - Conducting an extensive series of international design and usability evaluations throughout the process - Employing state-of-the-art statistical analyses in the measurement of usability.

TECH-B14
Release Management Best Practices
Rich Rosetto, IBM
So the initial deployment of WebSphere Portal is complete. Now what? Most Portal customers intend to build on the platform by adding new functionality. This new functionality is often composed of new themes, skins, portlet applications, pages, personalization rules, and other artifacts. Once these artifacts have been created on the developer workstation, they must be packaged up and moved to other environments. In this session, IBM's lab-based consulting team leads will share our experiences. We will help define the roles involved, examine the recommended processes for deployment, and compare the available deployment tools.

TECH-B15
Hands-On Lab
“Integration” Lab
Speaker to be announced

Come and learn in a hands on session on how to integrate your existing applications with WebSphere Portal. You will learn how to use the Web Application Bridge, iframes, web clipping, static html integration into pages, the web page displayer widgets, the internet feed integration capabilities and many more. One of the major use cases for WebSphere Portal has been the integration of existing applications and this is the lab to try them out.

TECH-B16
Application Architecture for WebSphere Portal
Joey Bernal, IBM

A good architecture is critical for producing software that works and every development project requires good software engineering practices and the ability to make the right technology decisions. Based upon the speaker's book, "Application Architecture for WebSphere" this session provides insight into the starting points needed for building good WebSphere applications. We will look at examples of different architectures in use and examine differences between persistence, presentation and business object frameworks. A perennial favorite, this session outlines many of the latest software engineering practices that will help you make the right project decisions.

TECH-B17
Seven Habits for a Successful WebSphere Portal/WCM Project
Krista A. Valentine, Account Manager, OpenLogix Corp, an IBM Premier Business Partner

It's like deja vu! There is a business need that turns into a portal project. You gather the requirements, put together a budget, get approval then a few months down the road you realize... you are on track to go over budget and the timelines are long gone. We are all more familiar with this situation than we would like to admit. What happened? What went wrong? Many times it's the small things we miss or overlook because they didn't seem important at the time but can add up to big problems later in the project. In this session, IBM Premier Business Partner OpenLogix will share their expertise as they discuss some of the common oversights, architecture pitfalls, testing problems that are quite different in a WCM environment, lessons learned and good habits for a successful WebSphere Portal/WCM project.

TECH-B18
IBM Portal 7 and iWidgets - IBM experience with On Demand Workplace (ODW) Next
Matthew Stokes, IBM

Continuous innovation of IBM's enterprise portal, in a rapid, non-disruptive, evolutionary manner is a major
goal of the "ODW Next" project. The On Demand Workplace (ODW) is IBM's single point of entry for employee intranet access (w3.ibm.com). It serves as the "front door" to IBM's internal transformation activities, providing a personalized work environment for more than 350,000 employees, in over 100 countries. The approach of ODW Next is to couple a live innovation platform - a "perpetual beta" - alongside the production environment, to obtain the maximum benefits of live usage and continuous feedback from a statistically significant number of global employees, while minimizing risk to the steady state production systems. Come hear about the migration to Portal 7 and our work to convert to iWidgets. The session will include discussion of a "real world" migration, the "Good Practices" that we have developed for iWidget development and deployment, lessons learned, and finally a demonstration deploying an iWidget to Portal 7.

TECH-B19
Hands-On Lab
WebSphere Portal Performance Analysis & Troubleshooting
Speaker to be announced

This session will provide information on how to troubleshoot performance related problems in WebSphere Portal. Learn different ways to go about pinpointing a performance problem in your custom portal applications, including analyzing thread dumps, system core dumps, and profiling data. Attendees will also get an overview about key tools, such as IBM SplitSecond, which are available to profile and analyze performance bottlenecks.

TECH-B20
Caching techniques for IBM WebSphere Portal and Web Content Manager
Joerg Huehne, IBM
Hauke Juhl, IBM

User acceptance is a critical success factor for any Portal project. Users expect rich user experiences in combination with rapid responsiveness. However, delivering highly dynamic web pages can be challenging for the IT infrastructure – caching helps to handle even very high loads. The session gives guidance for developing an effective caching strategy. It covers the mechanisms inside IBM Portal & Web Content Manager as well as accelerating your web site with additional infrastructure components.

TECH-B21
You Did What? Avoid the Unacceptable and Make it Exceptional
Glen Kline, Perficient
Michael Porter, Perficient

Learn from other portal customer's mistakes. Attend this session for a humorous top 10 list of some of the craziest "worst practices" portal customers have used to deliver unacceptable web and work experiences and the best practices they could have followed to have made them exceptional. We promise, all customers shall remain anonymous!

TECH-B22
Hands-On Lab
Building Dynamic Portal Clusters with Multiple Profiles
Raghu Macha, IBM
Jayaprasad Thambuganipalle, IBM

Are you curious to get hands-on experience configuring some powerful features WebSphere Portal 7 offers such as building multiple portal profiles and dynamic clusters? Do you want to be able to take advantage of these new powerful portal concepts? Join us for this lab session experience it yourself. We'll will initially share the features, requirements and steps to design & build a portal using multiple profiles and dynamic clusters. After preparing the nodes, you will follow the instructions to set up a dynamic cluster, as opposed
to a traditional static cluster. Using multiple profiles, you will be able to configure multiple, independently configured portal instances running from the same installation. Come see it all in action and be equipped to make the right decision for your portal implementation.

TECH-B23
Methods and Proven Tools for Content Migration
Leonid Sadovnikov, IBM
Vladimir Kolbasov, IBM

Learn from our experiences how to approach, design and manage efforts to successfully migrate content from alternate content management systems into IBM Web Content Manager for web presentation and content authoring capabilities. To illustrate a project deployment, we will share a successful example in which over 120 sites with over 400,000 content items were migrated from Vignette/Oracle into the Web Content Manager repository.

Event session listings are subject to change. Please visit ibm.com/training/us/conf/webexperience for updates