

# IBM Digital Experience 2014

October 28-31, 2014 Düsseldorf, Germany

## Session Directory



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# IBM Digital Experience 2014

October 28-31, 2014 Düsseldorf, Germany



At the [IBM Digital Experience 2014 Europe](#) attendees will learn how to energize engagement and strengthen customer relationships with integrated analytics, enterprise marketing, commerce, social collaboration, rich media, video, cloud and mobile services and more to create compelling, relevant and enduring digital experiences for individual customers. During the many sessions planned, in-depth content will be presented on the latest platform technologies, business advantages and technical strategies.

The event will feature two programs: 1) Business Program, and 2) Technology Program.

## Digital Experience Business Program

*Targeted at line of business leaders, business analysts and executives*

### **Track 1: Customer Case Studies** **Page 5**

Learn from real-life experiences shared by customers that detail business objectives, industry specific approaches, implementation and governance techniques and best practices.

### **Track 2: Accelerating Solution Time to Value and ROI** **Page 7**

This track features proven strategies for planning, justifying, implementing and managing multichannel digital platform solutions with approaches that meet and exceed rising customer and employee expectations and drive business growth.

### **Track 3: Optimize Digital Experiences for Business Results** **Page 9**

This track features proven strategies and best practices that can enable business leaders to drive profitability and growth, with digital experiences crafted to increase customer engagement and retention. Also covered are approaches, tactics and capabilities that are key to empowering employees to be more efficient and productive. Topics will include the benefits of being a social business, setting the right delivery and consumption strategy, enterprise market management strategies that convert insights into engaging, customer-centered sales, service and support experiences and more.

## Digital Experience Technology Program

*Targeted at a technical audience of IT professionals including architects, administrators, developers and integrators*

### **Track 4: Digital Experience Software and Solutions** **Page 11**

This track features foundation technologies and solution innovations that power digital experiences inside your company and those facing your customers.

### **Track 5: Developing Exceptional Digital Experiences** **Page 15**

This track features how to design and build robust, interactive digital experiences that will delight your audiences by using an extensive portfolio of development technologies, templates, solutions, Web 2.0 and multichannel design practices.

### **Track 6: Best Practices and Implementation** **Page 21**

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 and environments, and enable new levels of efficiency and agility.

*Event session listings and presenters are subject to change.*

## Keynote

Tuesday, October 28 10:30 – 12:00

### Building Successful Enterprise Platforms for the Digitization of Business

As the pace of business and the speed of content and data continue to accelerate, with the dominance of mobile, everything around us is now connected to the Internet of Things, presenting new and strategic advantages for enterprise digital platforms. Join this keynote session to see how successful organizations are using technology as the transformational agent to their business models, with processes to enable greater speed and frequency in delivery of complex cloud, hybrid and traditional applications, and with mission-critical connectivity and intelligence to flow digital data to insights in real time, driving customer experiences that deepen interactions with individuals and enhance audience engagement - on their terms and their time. See the latest innovations in IBM WebSphere and Digital Experience solutions in action, showcasing approaches for organizations to move forward quickly in the digital age in a highly cost effective manner.



**Rob Lamb, Vice President,  
IBM Software Group M&D  
Europe, and Hursley Lab  
Leader**

#### **Rob Lamb, Vice-President, European Manufacturing and Development and Hursley Laboratory Leader, IBM Software Group**

*Rob leads IBM's Hursley software development laboratory in the UK. He is also responsible for leading pan-European initiatives for the company across IBM's software development community. He is accountable for the strategy and development of IBM's connection and integration middleware portfolio (which incorporates the WebSphere MQ, IBM Integration Broker, WebSphere Service Registry and Repository product families), the Java runtime components for IBM operating systems, and emerging messaging technology for mobile and cloud environments. Throughout his career, Rob has held a number of executive positions with worldwide responsibility in sales, marketing, and product development in the WebSphere, Rational, and Tivoli (CS&I) software brands. His direct relationship over the years with literally hundreds of companies and business partners has given him a solid understanding of IT best practices, and how to help organizations shape technology to business advantage. Rob has authored two internationally published books and numerous papers on a range of information technology subjects. He is a graduate in Computing Science from the University of Portsmouth, UK, holds a Master of Business Administration degree from the University of Durham, UK, and has been elected a Chartered Information technology Professional (CITP) and Fellow of the British Computer Society (FBCS).*



**Gary Dolsen,  
Vice President, IBM Digital  
Experience Software**

#### **Gary Dolsen, Vice President, Digital Experience Software, IBM Software Group**

*Gary heads up IBM's Digital Experience business. He is responsible for delivering software solutions used to build portfolios of rich personalized sites and systems of engagement aimed at user constituencies like consumers, partners, citizens, and employees. In his career he has held management positions in IT, software development, marketing, sales, services, strategy, and product management. He holds a degree in Computer Science from Michigan State University. He and his family reside in the Rocky Mountain foothills outside Boulder, Colorado.*



**Huguette Ranc**  
Vice President, IBM  
Collaboration Solutions and  
Smarter Workforce Sales

**Huguette Ranc**, Vice President, IBM Collaboration Solutions and Smarter Workforce Sales, Europe



**Robert McDonald**  
Vice President, IBM Software  
Group, Cloud & Smarter  
Infrastructure

**Robert McDonald**, Vice President, IBM Software Group, Cloud & Smarter Infrastructure



**Markus Mueller**, Director,  
LearnQuest for Europe  
Middle East and Africa via  
IBM Skills for Growth  
Program

**Markus Mueller**, LearnQuest for Europe Middle East and Africa via IBM Skills for Growth Program

Markus has more than 20 years of experience in leading technical teams in the areas of software development, consulting and education. Prior to joining LearnQuest in 2014, Markus served 12 years at IBM in various leadership roles, that include heading both the software education business across Asia Pacific and in Germany and the consulting business for one of the software brands across Europe, Middle East and Africa.

"IBM customers and IBM Business Partners feel that IBM technical conferences give them the best return on their training investment because they are an outstanding opportunity for comprehensive know-how transfer that pays for itself. Industry and IT experts pass on technical knowledge of high practical relevance and include project results." summarizes Markus Mueller, Director EMEA from LearnQuest, from his experience with organizing IBM conferences for many years.



This event is being organized as part of IBMs Global Skills Initiative by [LearnQuest](#), an IBM Global Training Provider, in collaboration and coordination with all IBM Global Training Providers.

## Digital Experience Business Program

### Track 1: Customer Case Studies

#### ***BUS-S01 Unified Workplace for the City of Karlsruhe***

Speaker: Sascha Marco Köhler , Software Architect, PROFI Engineering Systems AG

Attend this session to understand the business drivers, project implementation and results of the unified workplace portal supporting the government workers and political leaders in the city of Karlsruhe in southern Germany. Karlsruhe has 300,000 citizens and is located in the south-west of Germany. Local politicians need access to all kinds of information to come to decisions. We'll discuss the business needs and how PROFI managed to build a unified workplace based on IBM WebSphere Portal that accesses and presents different applications in the backend to the right individuals through into one central workspace. Details will include the development and rollout of the effort, results for users, and ongoing status and evolution of this multi-year effort. Newly added functionality includes the integration of a search appliance that is based on IBM Content Analytics. The unified workplace portal also features single sign-on and other vital functions for politicians and government workers. (Level: Introductory)

#### ***BUS-S02 Moving Forward - Leading Global Logistics with the Hellman Employee Portal***

Speakers: Carsten Schütte, Hellmann Intranet Manager, Hellmann Worldwide Logistics, Can Unal, WebSphere Portal and Web Content Manager Specialist, IBM

Hellmann, with more than 9000 employees, serves as one of the global logistics companies worldwide, with operations that strive to equally inspire their customers and staff as they set standards for economical, ecological and social management. Attend this session to hear how this organization effectively delivers key social, integration, messaging and content authoring services supporting their innovative employee portal using WebSphere Portal, IBM Domino, IBM Connections, IBM Sametime and other collaboration services. The team will outline Hellman's initiative called "Hellmann F.A.M.I.L.Y" with the target focus of offering distributed and location based content and services under the umbrella of one technical infrastructure platform, and how that has been realized with WebSphere Portal and Web Content Manager V8.x and Content Template Catalog (CTC) 4.1. This session will also cover their implementation of Web Content Manager Version 8 with lightweight but performance-optimized personalization rules, and easy-to-use but very powerful content authoring and editing for different types of editors and authors. Learn from these experiences how to deliver innovative employee platforms to advance your organization's objectives. (Level: Introductory)

#### ***BUS-S03 360° Customer Engagement at illy***

Speakers: Amy Harp, Global Head of Digital Brand Marketing, Illy, Janet Iams, Worldwide Sales Leader, Digital Experience Solutions

Illycaffè is an international manufacturer of premium coffee known for its unmistakable and invariable taste and aroma, available in over 140 countries worldwide through more than 50,000 outlets and through online channels. Illycaffè has created a line of systems, devices and education supporting coffee growers, experts and coffee lovers, along with café baristas and retail staff. In this session, Amy Harp, Global Head of Digital Brand Marketing, reveals how this iconic Italian brand uses IBM WebSphere Portal, Web Content Manager and Commerce to build engaging multi-channel, multi-lingual experiences that drive awareness, acquisition and retention and promote loyalty. With a small IT staff, Amy's marketing team is able to create, manage and monitor their content. Illy.com portal is both a customer relationship environment as well as a transactional site, and the presentation will drill into their plans to create 360° relationships with Illy's passionate brand community. (Level: Introductory)

#### ***BUS-S04 Internet Banking using WebSphere Portal Farming at JN Data A/S***

Speaker: Esben Salling, System programmør, JN Data A/S, Claus P. Buch, System programmør, Bankdata

In this session, learn of the business drivers, introduction and evolution of this WebSphere Portal platform supporting internet banking services for JN Data A/S. The presenters will outline the services supported by this solution which include farm deployment architecture, operating on AIX, and providing high quality of service and availability to support their business objectives. The systems are maintained and operated through Tivoli Work Scheduler, monitored by Tivoli Omnibus and has a z/OS MQ, CICS, DB2 backend. This platform also makes use of other WebSphere based backend systems. Learn the latest developments of this solution including achieving successful upgrade from V6.1. Details will include upgrade strategies while maintaining continuous operations, system expansion for scalability and initiatives to simplify z/OS administration components. See how this team achieved their results, lessons learned and best practices. (Level: Intermediate)



## Digital Experience Business Program

### Track 1: Customer Case Studies

#### **BUS-S05 Zain Corporation Customer Management Portal**

Speaker: Mohammed Al Hamdan, Manager, Core Technologies, Zain Corporation

Zain is a leading mobile and data services operator in 8 Middle Eastern and African countries with a workforce of 6,600, providing a comprehensive range of mobile voice and data services to over 46.5 million active individual and business customers. Learn how this organization planned and delivered their customer management portal to grow average revenue per user (ARPU) and retain and expand marketshare. The presenters will outline the technical challenges and business needs driving their customer management portal platform, including issues of fragmented, separate portals presenting different business services. As such there was little reuse of technology, cost of management was high, there was little flexibility to change to market needs, and customer site front end (window to customers) design looked dated. In addition, the customer facing portal platform service delivery needed to meet and exceed customer expectations associated mobile device adoption rates of over 170% regionally, and with smartphone increasingly more prominent. The presenters will outline their platform selection and decision making process supporting their customer self-care project, development, business impact and outlook for future platform evolution supporting their requirements – today and tomorrow. (Level: Introductory)

#### **BUS-S06 Faster and safer deployments of WebSphere Portal environments at Daimler with IBM Auto Deploy**

Speakers: Nils Kuhn, Product owner XentryPortal Platform and Core components, Daimler, Andre Hagemeyer IT Specialist WebSphere Portal and IBM Connections

Providing an exceptional digital experience is all about reducing the time to provide new features to your customers. Many Portal customers anticipated this trend by establishing an agile development approach but in order to truly fulfill the agile promise you need to be able to deploy and stage your applications in a safe and fast manner even in complex environments. Attend this session to find out how Daimler used IBM Auto Deploy to achieve these goals and how it helped them improve the reliability, stability and replicability of their Portal deployment processes. Learn how Auto Deploy can help you to easily bridge the gap between continuous development and continuous delivery. This session will cover the easy installation, the benefits for operators and developers, the creation of deployments, staging considerations, administration, customization and extension. (Level: Intermediate)

#### **BUS-S07 Delivering Successful Customer Activated Digital Experiences at Mobily**

Speakers: Ahmed Y Shaheen, Director e-Business, Mobily, Mohamed S. El- Bastawisi, e-Portal Principal Specialist, Mohamed Adel M. Abdelmaged, Web Design Principal Specialist, Phillip De Ridder, Senior Collaboration Solution Architect, IBM

Attend this session to learn how Mobily ([www.mobily.com.sa](http://www.mobily.com.sa)) a large telecommunications provider, delivers engaging and productive self-service digital experiences for their consumers, achieving high levels of customer loyalty and engagement that increase potential for business growth. In this session, the speakers will share their digital experience platform business drivers, project planning and release efforts, and results. Learn how they implemented the digital experience platform services of WebSphere Portal and Web Content Manager Version 8.0.0.1, IBM Sametime, IBM Connections social collaboration services to deliver self - service experiences that meet and exceed customer requirements and build audience engagement - for over 10 million consumers! Customer driven self- service applications include account management, support center and chat services, social interaction and feedback options, and more. (Level: Introductory)

#### **BUS-S08 Achieving Improved User Experience and Efficiency: The City of Helsinki Digital Experience Journey**

Speakers: Päivi Helanto, Project Manager, e-Services, City of Helsinki, Niklas Montonen, Accelerated Value Program Leader, IBM

Key to the success of today's digital experiences is the requirement to meet and exceed consumer (employee and citizen) demands for fast, relevant, and efficient services. Attend this session to learn how the City of Helsinki has expanded their digital experience solution, supporting the needs of both citizens and employees of the City of Helsinki. We'll share how the project leaders evaluated the key requirements, planned and delivered this solution that integrates over 30 city agencies to provide information and e-services for the City of Helsinki (<http://www.hel.fi>) using WebSphere Portal and Web Content Manager for integrations and content publishing. Learn how the digital experience platform has helped this organization achieve significant gains in efficiency for citizen and employee consumers by automating processes which formerly required interactions across multiple divisions and locations, also has improved communications and feedback interactions. The team will also share an outlook for future platform developments to support their organizational goals. (Level: Beginner).

## Digital Experience Business Program

### Track 2: Accelerating Solution Time to Value and ROI

#### ***BUS-R01 Making the Case for the Strategic Intranet***

Speakers: Kirsten Kelley, Senior Offering Manager, IBM; Tyler Tribe, Senior Offering Manager, Digital Experience Solutions, IBM

The next-generation, smarter workforce needs the right tools to be successful. With IBM Digital Experience software it is possible to deliver socially infused, rich employee experiences that span multiple channels, in context with the right business applications and data. During this session, we will discuss some of the challenges that organizations face with intranet deployments and ways that our clients have made these projects strategic and successful. We will also discuss several examples of how our customers are reinventing their intranets to help drive business results and explore the IBM technology that has empowered them to do so. (Level: Introductory)

#### ***BUS-R02 Social Collaboration: The Key to Customer Satisfaction***

Speaker: Stuart McRae, Executive Social Business Evangelist

The ROI of Social Business comes from improving the customer experience so that you can sell more, at higher value, to loyal customers. The key difference between simple social broadcast or listening, and social engagement, is the conversations between your customers and your employees. At the same time, studies show that engaged employees drive better customer satisfaction. From Sales to Marketing to Support, everyone who interacts with your customer needs to be joined up by a social fabric that reinforces your organisation's goals and values, while Operations, Production and Management need to be involved in these conversations if you are to deliver solutions that will delight your customers. Come and discover why a social business is a better business and how your organisation can get these benefits. (Level: Introductory)

#### ***BUS-R03 IBM Digital Experience on Cloud: Accelerating Speed-to-Market and Reducing Cost***

Speakers: Mahendra Pingale, Digital Experience Cloud Offering Manager, David Strachan, Digital Experience Cloud Product Manager

The pace of technology innovation is staggering, and it is completely changing the business landscape. Digital technologies, cloud computing, mobile and social platforms are enabling new business models and transforming the way organizations engage customers, employees, partners and shareholders. Creating a new vision for your organization can be a daunting task. However, it is clear that you need to move forward in the digital age fast and cost effectively. This session uses a mix of demonstration and interactive discussion of how you can benefit from moving your digital presence to the cloud and quickly deliver new innovative services—both internally and externally. (Level: Introductory)

#### ***BUS-R04 Gauging the Value of Customer and Employee Engagement***

Speakers: Peter Funke, IBM Executive Consultant, David Millner, Executive Consultant, Kenexa

"Engagement" has emerged as the most desired outcome of customer and employee facing systems. Most organizations are now pursuing "more engaged" employees and customers. The science of metering engagement dimensions is just forming, yet early results point to stunning economic value. In this session we will explore to measure and quantify the value of engagement, and propose framework to consider for consistent measurement and continuous improvement of it. Compelling examples and demonstrations will highlight the major engagement levers (delivered thru IBM's Digital Experience platform) and make evident the best practices of highly engaged firms. (Level: Intermediate)

## Digital Experience Business Program

### Track 2: Accelerating Solution Time to Value and ROI

#### ***BUS-R05 Social Business in the Public Sector***

Speaker: Stuart McRae, Executive Social Business Analyst

Delivering more effective and efficient public services has been a major driver for the digital agenda in the public sector. Great progress has been made in reducing the costs of service delivery through new digital channels. But there is potential to go a lot further. Social Business can join up government: improving collaboration across central and local government, connecting disparate public sector agencies, better aligning policy and service delivery. From delivering personalised citizen services to building social cities, the digital journey has just begun. Come and see how we can reinvent government for the social era. (Level: Introductory)

#### ***BUS-R06 Customer Service: The Pursuit of Compelling Customer Engagement***

Speaker: Karen Konkol, IBM Customer Service Specialist

With today's increasing access to information and alternative products, customers have come to expect highly personalized experiences and will selectively determine who they do business with based on the quality and level of service they receive from any digital touch point. IBM Tealeaf web experience solutions help customers identify areas of struggle and extend the use of customer analytics in the context of the call center, which enables these organizations to gain deeper customer understanding and improve online experiences. Business and technical leaders will benefit from this session as they learn how IBM Tealeaf functions in the contact center to deliver compelling customer engagement and seamless experiences in all digital channels while improving overall business revenue. (Level: Introductory)



## Digital Experience Business Program

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

#### ***BUS-G01 Customer Experience Management (CEM) Value Cycle Using IBM Tealeaf***

Speaker: Rüdiger Reh, Senior Tealeaf Solution Consultant - DACH, IBM ExperienceOne Customer Engagement Solutions

IBM Tealeaf is a Customer Experience Management tool which monitors web applications to identify and quantify both technical and customer experience issues. The typical life cycle of a Tealeaf practice begins with "low hanging fruit" of common or hard to find and replicate issues that occur within customers web session and can be found using analysis of reports and session replays. Used effectively these issues can be found and fixed which then causes Tealeaf to evolve into a more focused user experience tool to find struggle within website processes and measure user experience updates.

This session will cover the life cycle of a Tealeaf practice using real case studies of issues found and examples of the evolution to a user experience tool. The session highlights the benefit of using the tool to monitor new websites or updates to provide the most value from the product and increasing the customer experience along with finding potentially revenue impacting issues throughout the website.

The session will:

- Highlight the key benefits of using a CEM tool (IBM Tealeaf) on a website;
- Provide an overview of the Tealeaf practice lifecycle;
- Provide examples of each stage of the lifecycle using real customer examples (identification may be excluded);
- Highlight the most common areas of issues/struggle within websites;  
and answer questions about how the product works and areas of websites which cause most problems.. (Level: Introductory)

#### ***BUS-G02 Optimizing the Mobile Digital Experience with IBM Web Content Manager, WebSphere Portal and IBM Worklight Solutions***

Speaker: Tyler Tribe, Senior Offering Manager, IBM Digital Experience Solutions

Relevant content along side critical transition applications are what keeps customers engaged and returning to your mobile experience. This session will show you how IBM Web Content Manager and IBM Worklight can be used together to provide a framework for developers to create apps while allowing line of business users such as marketers to create, manage and update content that dynamically flows into rich mobile digital experiences. Using IBM Web Content Manager and IBM Worklight you can easily deliver optimized mobile solutions that are marketing approved, personalized and unique to any consumer. (Level: Introductory)

#### ***BUS-G03 Social Media Analytics - So What?***

Speaker: Princess Cox, Senior Global SME, Social Marketing & Selling - IBM Social Business, Global Center of Competence

Analytics are the foundation of optimizing customer experience. Social media analytics in particular have proven invaluable in individualizing the user experience. However, the amount of data and new insights generated by social can often be overwhelming and inactionable. In this session we will explore how to answer the "so what?" of social media analytics data. You will learn how to (A) systematically sort through results to quickly recognize the insights that matter for your business, (B) apply those insights to three critical marketing and sales areas - customer targeting, messaging, and approach. (Level: Introductory)

#### ***BUS-G04 Designing an Exceptional Digital Experience with a Digital Agency***

Speakers: Peter Schnitzler Team Lead ICS Design Services, David Strachan, Digital Experience Cloud Product Manager

Building an exceptional digital experience requires a compelling user-centered design focus. A design lead approach placing the user first can build extraordinary customer experiences. IBM Exceptional Digital Experience tools accelerate, extend and complement design being primary. In this session IBM's software team and IBM's design agency will walk you through how to work collaboratively with an agency and focus on the key areas of design thinking, mobile first, responsive web design, usability, user engagement and other key areas of concern. We will provide you with demonstrations and models to emulate in your current and future journeys in the digital projection of your brand. (Level: Introductory)

## Digital Experience Business Program

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

#### ***BUS-G06 Drive the optimum results from your Digital Experience by maximizing your Customers' online experience***

Speaker, Jer O'Connor, IBM Software Engineer, Digital Experience, Jason Cornell, IBM Senior Product Manager, Digital Experience Software

Creating a relevant and exceptional user experience is critical to delivering an exceptional digital experience which generates positive business impacts. The integration of Maxymiser with IBM's market leading product IBM Digital Experience will facilitate optimizing your Customers' online experience, will improve conversions and increase revenue. This integration quickly delivers measureable results that generate business impacts. In this session, you will see how to use Maxymiser with IBM's Digital Experience product to carry out A/B testing to remove the guesswork and let the data tell you what is working for your Customers. Through the reporting you will see how big data can make a big impact on the customer experience. Through personalization and segmentation you will see how every Customer's experience can be relevant to their individual needs. This session will include a live demonstration of Maxymiser running with IBM's market leading Digital Experience product.

(Level: Introductory)

#### ***BUS-G07 Successful OmniChannel Communication Strategies for Engaged Customers***

Speakers: Lars Schleibach, Senior SWG Solutions Consultant, IBM ExperienceOne Customer Engagement Solutions, Rob Enright, IBM Digital Experience Strategist

In the age of the empowered customer, context is critical and every interaction matters. It is essential to establish an individual relationship and learn how to engage customers in highly relevant dialogues across digital, social, mobile and traditional marketing channels. In this session, learn the ExperienceOne omnichannel vision and strategy enabling marketing professionals to connect communication channels, data sources and customer experiences in order to maximize efforts to deliver the next best action and personalize each experience for continuous engagement. See how your marketing leaders can deliver meaningful services and value that translate into higher sales and more loyal, engaged customers. (Level: Introductory)

## Digital Experience Technology Program

### Track 4: Digital Experience Platforms and Solutions

#### **TECH-P01 Getting Started with Digital Experience V8.0.0.1 and V8.5 Solutions**

Speakers: Anthony Fiorot, Worldwide Portal & Digital Software Solutions Sales Leader; Lauren Wendel, IBM Product Manager, WebSphere Portal Digital Experience and Private Cloud Solutions

IBM Digital Experience Version V8.0.0.1 and 8.5, built on the foundation of WebSphere Portal and IBM Web Content Manager, continues to deliver features that enable customers to quickly build differentiated and personalized digital experiences that span multiple channels in context with the right business applications and data. During this introductory session, we'll cover the platform foundation components, out-of-the-box capabilities, web publishing, content targeting and enterprise market management services, social features, BPM and commerce integration, extension points, developer tools, cloud scenarios and standards support, deployment examples and resources for platform upgrade best practices. See how to best apply the V8.x and V8.5 features that can speed delivery of exceptional digital experience solutions that can achieve competitive advantage, customer loyalty, enhanced employee interactions and business growth. (Level: Introductory)

#### **TECH-P02 Integrate your IT**

Speaker: Thomas Stober IBM STSM, Lead Architect WebSphere Portal Foundation

IBM's Digital Experience is a powerful integration platform, which can consolidate an inhomegeous IT landscape to an appealing and seamless web user interface. Integrating a vast amount of different kinds of APIs and systems can be challenging. This session will outline the basic integration patterns and show how easily the job can be solved. We will describe helpful techniques, such as the Web Application Bridge, Web Experience Factory, Script Portlet, Cast Iron, Digital and Data Connector. We will explain, which of these techniques is used best for which use case and for which level of skill. We will show how your legacy systems can be turned into contextual and versatile building bricks of a powerful web site. Last but not least, we will also go into detail, how common tasks, such as the integration of IBM Connections, SAP, Sharepoint, and Business Process Server have been solved. (Level: Intermediate)

#### **TECH-P03 Create Self-Service Apps in Minutes with IBM Forms Experience Builder**

Speaker: Marty Lechleider, IBM Program Director, Digital Experience Solutions,  
Bernd Beilke Digital Experience Solution Architect, IBM Certified IT Specialist

Learn how you can build self-service web applications with the latest IBM Forms Experience Builder software. You will see how the software works and gain an understanding of how customers are using it to improve efficiency, customer service and time to value. IBM Forms Experience Builder enables you to dramatically improve processes such as project tracking, claim requests, customer surveys, proposal generation, program registrations, applications for new offerings, customer service, business transactions and more. The focus of this session will be how customers are using and gaining value from the software and how your organization can get started. (Level: Introductory)

#### **TECH-P04 What's New in WebSphere Portal and IBM Web Content Manager V8.5**

Speaker: Rob Will, IBM WebSphere Portal Chief Architect and Distinguished Engineer

Powered by WebSphere Portal and IBM Web Content Manager, the IBM Digital Experience platform continues to integrate all the key user experience capabilities you need to engage and retain your customers, employees, partners and citizens. This session will review the latest features introduced in WebSphere Portal and IBM Web Content Manager since last year's Digital Experience event. This is a great way to hear about what's new and help choose other sessions to attend during the week. This presentation will focus on new capabilities and assumes some prior understanding of WebSphere Portal and IBM Web Content Manager. (Level: Introductory)

#### **TECH-P05 Differentiated Digital Brand Experience with Rich Media**

Speaker: Jason Cornell, Senior Product Manager, IBM Digital Experiences

Rich media plays a critical role in differentiating digital employee and customer experiences as the perception of brand attributes are largely shaped and formulated by visuals conveyed from images and video. Attend this session to learn how to transform digital experiences for differentiation with IBM's digital asset management solution. We will discuss how to use images and video to maximize engagement with captivating and immersive digital experiences. We will explore how to unleash the creative production process for designers, agencies and digital creatives. Additionally, we will show you how to maximize rich media value with centralized management, search and editing support. (Level: Introductory)

## Digital Experience Technology Program

### Track 4: Digital Experience Platforms and Solutions

#### **TECH-P06 WebSphere Portal Security: An Overview and Update**

Speaker: Sascha Schefenacker, WebSphere Portal and Web Content Manager Software Engineer

WebSphere Portal provides various options for how your portal system can be secured. This session will provide an overview of current platform security and authentication services and an update on recently introduced features. Features presented will include Impersonation, StepUp authentication, RememberMe, WebSphere Application Server Group assertion, SPNEGO support, and all major security concepts available with WebSphere Portal V7 and higher releases, including authentication, single sign on, WSRP security, Java 2 platform security and support for multiple LDAP integration in virtual portal environments. (Level: Introductory)

#### **TECH-P07 Deliver IBM WebSphere Portal and IBM Web Content Manager on IBM PureApplication and Public Cloud Platforms**

Speakers: Stefano Angrisano, WebSphere Sales Advocate  
Tony Higham, IBM Distinguished Engineer, Digital Experience Cloud Solutions

This session is an overview of various cloud options for deploying your digital experiences and will discuss currently available solutions for WebSphere Portal and Web Content Manager, along with future directions. During the demonstration portion of the session, we will interact with the Digital Experience Patterns for WebSphere Portal Server and Web Content Manager on PureApplication System and as deployed to IBM SoftLayer public cloud infrastructure, while pointing out differences and similarities between platforms. (Level: Intermediate)

#### **TECH-P08 Integrating IBM Connections and IBM Digital Experience Solutions**

Speaker: Juergen Schaeck, Architect, Social Portal, IBM

This session will outline and demonstrate the capabilities and latest innovations to integrate IBM Connections social services into the IBM Digital Experience platform. Understand the range of options and how best to implement the integration approaches and enable your organization to create memorable and differentiated social WebSphere Portal and Web Content Manager integrated experiences for your employees, partners and customers. The session will also cover a number of key capabilities, including the latest updates on Web Content Manager social rendering capabilities, Activity Streams and common navigation. (Level: Introductory)

#### **TECH-P09 Web Application Bridge Best Practices**

Speaker: Jim Ryan, IBM Collaboration Solutions Architect

The WebSphere Portal Web Application Bridge uses a reverse proxy to integrate web-based content natively into WebSphere Portal. This session will present several best practices based on implementation experiences: specifically, evaluating the target web content, determining when and how to use Web Application Bridge, mastering the reverse proxy configuration, determining not only if parsing is required but also how it is best accomplished, improving development efficiency and debugging tips. The session will assume a basic understanding of Web Application Bridge. (Level: Intermediate)

#### **TECH-P10 The Digital Data Connector: Use IBM Web Content Manager to Present your Live Business Data**

Speaker: Matthias Falkenberg, Team Lead for Content Rendering

So, you want to use Web Content Manager presentation components to render your business data on your portal pages? And you want to do this without involving the IT department for creating custom code and deploying corresponding code artifacts to the WebSphere Portal Server?

Then come to this session and learn how to use the new the Digital Data Connector (DDC) feature of WebSphere Portal to achieve this. In this session, we will give a conceptual overview of the framework and detailed information that describes the core building blocks of the DDC framework. In addition, live demonstrations will show the use of DDC for implementing the Social Rendering feature and for integrating other remote data sources. (Level: Introductory)

## Digital Experience Technology Program

### Track 4: Digital Experience Platforms and Solutions

#### **TECH-P11 Content Targeting and Marketing Management Integration for Digital Experiences**

Speaker: Rob Enright, IBM Digital Experience Strategist  
Sean Callanan, IBM WebSphere Portal and EMM Integration Architect

This session will explain how marketers can target their experience using tools such as the Content Targeting Editor and Personalization Server, and also integrate their IBM Digital Experience with IBM Enterprise Marketing Management tools such as IBM Interact and IBM Marketing Center. In this session, you will learn how offers can be created in the marketing management system, how offers are represented as web content and how offer delivery to various user segments can be fine-tuned. And, finally you will see how the impact of showing, accepting or rejecting offers can be assessed. (Level: Introductory)

#### **TECH-P12 Quick Start and Deep Dive into WebSphere Portal Search**

Speaker: Andreas Prokoph, WebSphere Portal Software Architect, IBM

IBM Digital Experience solutions can build and strengthen relationships between organizations and people. Managing effective search servicing that spans growing amounts of data and content is a key component of effective digital experiences for users. This session gives you an overview and the steps required to install and configure WebSphere Portal search and get it up and running. We'll share the latest platform updates and include the most common usage scenarios that cover WebSphere Portal search integration with IBM Web Content Manager and IBM Connections. And finally, we'll show some easy and effective tweaks you can make to the search service itself and in the presentation of the search results. (Level: Intermediate)

#### **TECH-P13 Hands-On Lab IBM Digital Experience "Tapas Style"**

Speakers: David Rosenfeld, Worldwide Consulting Technical Sales Leader, IBM Digital Experience Solutions; Daniel Collins, Worldwide Technical Sales Leader, Digital Experience, IBM, Herbert Hilhorst, IBM IT Executive Specialist, IBM France

There's a lot to see and do in Dusseldorf, and this session is no different. Packed with multiple short labs, this session will show you how to create customized digital experiences that reinvent how you engage with your users. Choose from a fine selection of 30-minute "recipes" that use the latest V8.5 capabilities of the IBM Digital Experience solutions. "Specials of the day" feature a tour of the brand new authoring experience and the integrated site toolbar. Other choices include:

- Folding in data with the new Digital Data Connector and Scripting Portlet
- Designing your experience with the UX Screen Flow Manager
- Infusing rich media into your site
- Topping your site with mobile capabilities
- Adding flair through IBM Enterprise Marketing Management integration (Level: Intermediate)

#### **TECH-P14 Integrating WebSphere Commerce with Digital Experience**

Speaker: John Boezeman, IBM STSM and WebSphere Portal and Web Content Manager Architect

This session will go over the common integration patterns with WebSphere Commerce and IBM Digital Experience. We will cover the pros and cons of each approach, show samples of each. We will go over the several ways (from portlets to Digital Data Connector to scripting including use of the Script Portlet) to integrate product and store information in the digital experience website. (Level: Intermediate)

#### **TECH-P15 Working with IBM Bluemix**

Speaker: Thomas Stober, IBM STSM and WebSphere Portal Foundation Architect

Bluemix is IBM's exciting cloud based development vision. It's an ecosystem in which you can rapidly build and publish your applications by mixing and matching software services. In this session, we will explain how you can take advantage of Bluemix in the context of your digital web experience. We will explain how you can add a portlet container to Bluemix and how to consume web content services from your WebSphere Portal solution inside a Bluemix application. We will also show how you can utilize your own portal platform to consume applications from the Bluemix cloud. (Level: Intermediate)



## Digital Experience Technology Program

### Track 4: Digital Experience Platforms and Solutions

#### ***TECH-P17 IBM Notes/Domino 9 Social Edition and WebSphere Portal Integration and Deployment***

Speaker: Stefan Neth, IBM Competency Leader, Social Integration

Attend this session to learn all about the capabilities of IBM Notes/Domino Social Edition 9, and IBM iNotes 9 for eMail integration with IBM WebSphere Portal. For application integration get to know the different approaches and integration aspects that can be used to successfully deliver the exiting features of Domino 9 to the Web Experience audiences. Integration topics will include eMail, iWidgets, xPages, REST Services, Portlet options and much more. (Level: Introductory)

#### ***TECH-P18 Infuse BPM Processes to Drive Customer-Activated Digital Experience Solutions***

Speaker: Marty Lechleider, Program Director, IBM Digital Experience Solutions

Today's online customers have high expectations for rich digital experiences that deliver the right information and self-service operations any time and on their device of choice. Leading organizations now look beyond websites to create more personalized, digital experiences that deepen interactions with audiences through effective delivery of data, processes and social engagement that puts the customer in control. We'll present the latest innovations and capabilities for designing and integrating BPM-driven processes to digital experience solutions. Technologies covered include the Unified Task List (UTL) application, IBM BPM and BPM Express, UX Screen Flow Manager, IBM Forms Experience Builder, process APIs, deployment examples, and more. Learn the latest BPM integration options that best align to goals for engaging, role-based digital experiences with process automation capabilities that exceed user expectations and drive cost effective use of IT investment. (Level: Intermediate)

#### ***TECH-P19 Hands-On Lab***

#### ***Creating an Exceptional Customer Experience with a Digital Experience and Enterprise Marketing Manager Solution***

Speaker Rafael Osorio, IBM Worldwide Tech Sales Team, Sean Callanan, WebSphere Portal and EMM Integration Architect

Leading organizations have realized that digital marketing optimization is a key feature for engaging customers in digital experience journeys that resonate with dynamic offers and relevant promotions. This lab explains how to integrate IBM Digital Experience solutions, including Customer Experience Suite components, with IBM Interact. You will learn how to create an interaction channel, segments and dynamic campaign in IBM Interact (IBM Cross Channel inbound marketing solution). In addition, you will learn how to use the new IBM Enterprise Marketing Management portlets to automate integration and show different, targeted content to users based on Enterprise Marketing Management dynamic campaigns. Come learn how to engage your customers with exceptional digital experience and digital marketing optimization solutions. (Level: Intermediate)

#### ***TECH-P20 Integrating IBM Digital Experience Solutions with Microsoft and Microsoft SharePoint Made Easy***

Speaker: Jason Cornell, Senior Product Manager, IBM Digital Experience Software

Learn how to easily and rapidly integrate IBM Digital Experience software with Microsoft and Microsoft SharePoint. This session will explore the IBM Digital Experience Microsoft integration solutions that make Microsoft and Microsoft SharePoint integration simple and straightforward. Additionally, the session will delve into the technical details behind IBM Digital Experience Microsoft integration solutions, including the application of Web Application Bridge and other solutions to provide you with a complete view of IBM Digital Experience integration with Microsoft software solutions. (Level: Introductory)



## Digital Experience Technology Program

### Track 5: Developing Exceptional Digital Experiences

#### ***TECH-D01 Digital Experience Development Options: From Script Portlet to Server-Side Java and Everything In-Between***

Speaker: Jonathan Booth, Senior Architect, IBM Digital Experience Tooling

The Digital Experience platform now has lots of options for application development. With the new Script Portlet and JavaScript-based portlets there are even more options, with support for a whole new set of developers who work in the world of JS/CSS/HTML. In this session we'll give you a clear picture of your options and the key considerations for each. We'll cover the Script Portlet, Web Experience Factory, Rational Application Developer, Eclipse and more. We'll also cover some of the frameworks that are available. You'll see live demonstrations of several approaches and you'll come away with an understanding of when you might choose each option. (Level: Introductory)

#### ***TECH-D02 What's New in Digital Experience Development with IBM Web Experience Factory and IBM Worklight***

Speakers: Jonathan Booth, Senior Architect, IBM Digital Experience Tooling; Marty Lechleider, Program Director, IBM Digital Experience solutions

Applications that include transactional functionality are a key part of a complete exceptional digital experience. In this session we'll introduce the new tools in the latest version of IBM Web Experience Factory, and you'll see how you can quickly build great-looking responsive applications for desktop and mobile devices. We'll show how to easily connect to enterprise applications and services and build a multichannel responsive UI. See how these applications can be combined with IBM Worklight to go where your mobile browser alone can't go with installed apps that use native device capabilities. Finally we'll show new builders that enable you to use jQuery and other scripting libraries to build your applications, so you can take advantage of widely available JavaScript programming skills and libraries. (Level: Introductory)

#### ***TECH-D03 Designing and Developing Portal Themes that Power Exceptional Digital Experiences***

Speaker: Stephan Hesmer, Web 2.0 Architect, IBM

With only seconds to engage your audiences, it's more important than ever to design portal themes with high impact and performance. Learn how to develop portal themes built for success with modern, interactive interfaces and speed of presentation that attract current and new audiences. This session will provide an overview of the latest theme modularization enhancements, and technical guidance that shows how to use customization features to quickly create themes, skins and layouts, along with theme design and performance best practices and upgrade considerations. (Level: Intermediate)

#### ***TECH-D05 Hands-On Lab***

##### ***Applying the Mobile Features and Options of IBM Digital Experience Solutions***

Speakers: Stephan Hesmer, Web 2.0 Architect; John Boezeman, WebSphere Portal Architect and STSM

In this lab, we'll discuss and demonstrate the capabilities that support out-of-the box mobile delivery of IBM WebSphere Portal and IBM Web Content Manager solutions as we review sample deployments that attendees can develop in this lab. In addition, we'll show how organizations can extend their solutions with hybrid mobile applications with IBM Worklight. Obtain the guidance, hands-on experience and best practices knowledge to optimize delivery of mobile platform services to your audiences. (Level: Introductory)

## Digital Experience Technology Program

### Track 5: Developing Exceptional Digital Experiences

#### ***TECH-D06 How to Rapidly Assemble Digital Experience Site Content with the New Visual Site Toolbar***

Speaker: Stefan Koch, IBM Digital Experience Version 8.5 Chief Programmer

The latest version of the IBM Digital Experience WebSphere Portal and Web Content Manager platform offers a new site authoring experience that enables business users to quickly create new portal content. The central component for doing this is the new site toolbar. By using WYSIWYG principles such as drag and drop, the site toolbar makes it possible to assemble new portal pages more easily. Learn and see in this session how to create new portal pages in the scope of a managed project workflow, how and when to apply updated Web Content Manager attribute-based security, how to apply page templates and custom layouts, how to define marketing URLs, and ultimately how to place content on your site by choosing pre-defined items from rich content palettes. The second part of this session gives you technical insights. Learn how to integrate your own content sources into the toolbar, how to extend it with custom tabs and how you can use it as a universal tool to edit all kinds of themes. (Level: Introductory)

#### ***TECH-D07 Behind the Scenes: Constructing the Digital Experience 2014 Opening General session demo!***

Speakers: Rob Enright, IBM Digital Experience Strategist, Thomas Stober, STSM and WebSphere Portal Foundation Architect, and Stefan Koch, Stefan Koch, Digital Experience Chief Programmer

Attend this session to learn the 'behind the scenes' planning and development approach to building the integrated components that were introduced in the keynote session demonstration for IBM Digital Experience 2014 – Europe, here in Dusseldorf. See how you can integrate and apply new services to extend your WebSphere Portal and Web Content Manager platforms, enhance targeting services and customer relevance, and delight your audiences. . (Level: Intermediate)

#### ***TECH-D08 Providing Short, Marketing Friendly URLs for Your Digital Web Content Experience***

Speaker: Matthias Falkenberg, Team Lead for Content Rendering

Do you want your business users to create short but meaningful marketing URLs? Do you need URLs that are short and human readable for your website? Then come join us and we'll explain how to use the new vanity URL feature of V8.5 and how to customize the WebSphere Portal and Web Content Manager URL generation. We'll explain and demonstrate in detail how vanity URLs enable business users to create marketing URLs in different languages for a specific portal page or content item on a page and how to extend and modify the default URL generation to tailor it to your specific use cases. (Level: Intermediate)

#### ***TECH-D09 What's New in Rational Application Developer Tools for IBM WebSphere Portal***

Speaker: Jaspreet Singh, Architect, Rational Application Developer Portal Tools, IBM

Applications are the heart of exceptional digital experiences. Today they need to be able to run on all devices all the time. Don't miss this session if you're a Java developer and you'd like to create a single application that can run on browsers for desktops, smartphones and tablets or as a native-like smartphone or tablet applications. This session will share the latest and greatest features that IBM Rational Application Developer has to offer for creating engaging and multichannel portal applications. The session will also cover integration with the latest IBM WebSphere Portal 8 and higher capabilities, including Responsive Web Designs, IBM Content Template Catalog and IBM Worklight. (Level: Introductory)

## Digital Experience Technology Program

### Track 5: Developing Exceptional Digital Experiences

#### **TECH-D10 Hands-On Lab**

##### ***Delivering an Exceptional Digital Experience Using Theme Optimization***

Speaker: Stephan Hesmer, WebSphere Portal Front-end Development Lead, IBM

This lab will explore the theme optimization features delivered in WebSphere Portal v8 and V8.5 that enable a developer to quickly and easily configure the combination of capabilities they want in the theme without having to dig into the code. We will introduce the module framework that enables extensions to contribute to different areas of the page to provide flexibility, enhance the user experience and maximize performance. You will also learn how to tailor the capabilities defined in a profile to customize the injection of aggregated content in the theme. Also included will be information about related "forward thinking scenarios and concepts" for consideration. It has never been easier to deliver a compelling and optimized look and feel for your WebSphere Portal and Web Content Manager digital experience solutions. (Level: Introductory)

#### **TECH-D11 Developing Portlets with Web Development Skills Using IBM Script Portlet for WebSphere Portal**

Speaker: Jaspreet Singh, Rational Application Developer Tools Architect, IBM

The new IBM Script Portlet capability has been recently unveiled as an IBM Web Content Manager-based development tool for creating standard (JSR 286) portlets with regular web development skills such as HTML, CSS and JavaScript. This tool enables line of business users to make quick customizations without depending on IT for help. However, this convenient tool also enables developers to use various WebSphere Portal features, programming concepts and WCM features. In this session we will examine this tool in depth and look at its various value propositions. (Level: Intermediate)

#### **TECH-D12 Programming in the Cloud**

Speakers: Thomas Stober, IBM STSM and WebSphere Portal Foundation Architect, Andreas Nauerz, WebSphere Portal Architect

Running your web site as tenant in a cloud environment is a fast and easy way to get access to the capabilities of IBM's Digital Experience. A lightweight programming model allows you to take full advantage of the platform and easily connect to your own IT infrastructure. This programming model includes techniques which do not require J2EE artifacts nor administrative deployment steps. We will show how the combination of Digital Data Connector, Web Application Bridge and Script Portlet allow even non-IT people to create meaningful applications and content for a hosted web site. We will also explain how IBM Cast Iron can be utilized to easily connect your web site to your legacy back-end systems.. (Level: Intermediate)

#### **TECH-D13 Serviceability: how Portal developers can turn administrators into friends AND have more time for development**

Speakers: Graham Harper, IBM Portal Application Architect, Richard Shooter, IBM Portal Infrastructure Architect

Developers are experts in delivering business functionality and constantly searching for better methods to meet functional requirements for their businesses but they often miss the opportunity to help meet the non-functional requirements key to satisfying today's users. Applying the same skills and techniques to supportability, configurability, availability and maintainability by considering your operational staff as another key stakeholder can dramatically improve these aspects. And don't despair, you don't need to start from scratch - your organisation's existing common approaches and frameworks can be used to address these aspects across projects. In this session we offer practical design advice to help your Portal applications respect the "-ilities" and to keep your administrators and users happy. (Level: Intermediate)

#### **TECH-D14 How to Build Your Own Site Templates and Component Libraries with the IBM Content Template Catalog**

Speakers: Eric Morentin, Architect, Digital Experience Products, IBM

The team that built the site templates that come with the IBM Content Template Catalog will show you how you can do the same thing—and build out a collection of reusable templates for your business users to roll out sites, add new sections to their sites, add and compose marketing pages, add content and more. (Level: Intermediate)

## Digital Experience Technology Program

### Track 5: Developing Exceptional Digital Experiences

#### **TECH-D15 Theme Development: Learn How to Debug Modularized Themes, Resolve Issues and Get to Know Common Pitfalls**

Speaker: Stephan Hesmer, Web 2.0 Architect, IBM

Ever wondered how to overcome theme development issues as quickly as possible? This session focuses on this area and will show common problems in modularized theme development and how to resolve them. We will also dive deep into how to use the Theme Analyzer and demonstrate how it helps you to recognize problems quickly and what steps to take next to resolve it. This session will mainly use demos and examples to showcase the troubleshooting process. (Level: Intermediate)

#### **TECH-D16 IBM Web Content Manager Patterns: Get More for Less**

Speaker: Eric Morentin, IBM Web Content Manager Architect

With all web development, the answer to how to do something is "it depends." Every site and solution is different. But there are some simple patterns that you can follow to keep things simple and easy to maintain while enabling you to build the functions you need for your business. We'll cover the IBM Web Content Manager component architecture, content models, using CSS and JavaScript wisely, library components, workflow, access control, inline editing and more. (Level: Intermediate)

#### **TECH-D17 From Photoshop to a fully responsive Portal theme in 3 steps**

Speakers: Peter Schnitzler, Team Lead ICS Design Services, IBM, Jonathan Bosmans ICS Design Services - Design Developer

Join us for an interactive session and live demonstration of how our IBM Design Services team turns, in 3 steps, visual UX/UI designs into WebSphere Portal 8.5 fully-responsive themes accessible across mobile, tablet and desktop devices.

We'll share our preferred approaches, tooling, frameworks, do's and don'ts and other insight we've gained during our customer engagements. We'll show you step by step how we turn an actual design into a fully responsive Portal theme - leveraging modern, popular technologies like:

- CSS preprocessing (LESS 1, SASS 3)
- Static prototyping and other Node.js tooling (Grunt, proto-star)
- Open, responsive frameworks (Bootstrap 3, Foundation 5)

We'll start with an overview of our process and how to save effort with our known pain points and lessons learned. Next will be an introduction of rapid prototyping and how to make static HTML development effective while explaining which parts of a Portal theme you can remove and which you should keep. (Level: Intermediate)

#### **TECH-D18 Hands-On Lab**

##### **Magic Triangle: Solved (Powered by Digital Data Connector)**

Speaker: Matthias Falkenberg, Team Lead for Content Rendering

Accelerate your data integration and content delivery without sacrificing quality while minimizing the cost of getting it done. The new Digital Data Connector (DDC) feature of the latest releases of IBM WebSphere Portal and Web Content Manager V8.z is a powerful framework that is up to the task. It enables you to integrate your business data from external data sources on your portal pages. In addition, it gives you full control of the visual appearance, because you define your own exceptional look and feel using IBM Web Content Manager presentation components. You can use Digital Data Connector in different ways that cater to different skill sets and address a wide range of scenarios. After completing this hands-on lab you will understand how to implement your business requirements in a much easier fashion than ever before. Eventually, you too will solve the magic triangle. (Level: Intermediate)

## Digital Experience Technology Program

### Track 5: Developing Exceptional Digital Experiences

#### ***TECH-D19 Hidden gems - customer examples of the least known and most powerful concepts***

Speaker: Andre Hagemeyer, IT Specialist, WebSphere Portal and IBM Connections, IBM Deutschland GmbH

When you're trying to create an exceptional digital experience, you need to know how to leverage portal's powerful capabilities to deliver exactly what you need. Attend this session to learn from IBM portal practitioners and our many engagements with customer implementations about real customer examples recommended approaches that work. See how these implementations succeeded and how you too could be on the fast track to an exceptional website. Do you want to generate friendly, stateless urls? Do you need to establish new page selection strategies? Do you want to monitor the performance of your portlets, your theme and your other components? Attend this session and find out how. (Level: Intermediate)

#### ***TECH-D20 How to augment build and deployment process of your portlets using Maven tools from IBM Rational Application Developer***

Speaker: Jaspreet Singh, Rational Application Developer Tools Architect, IBM

Maven is a standardized way to build and manage a Java project. Its benefits are not new to a web developer. This session will provide introduction to the new Maven support that has been introduced in IBM Rational Application Developer for portlet projects. The features introduced include creation of a portlet application using IBM Rational Application Developer Maven development tools, usage of Maven automated deployment process to deploy artifacts on to a WebSphere Portal server, and Mavenizing projects in an existing workspace to automate the build and deployment process which then can be applied across enterprise development environment. (Level: Intermediate)

#### ***TECH-D21 Hands-On Lab Creative Ways to Exploit the New Scripting Portlet***

Speakers: John Boezeman, IBM STSM and WebSphere Portal, Mobile, UI and Themes Architect; Dan Collins, Worldwide Technical Sales Leader

JavaScript and JS libraries are used more frequently in current application development efforts. In this hands-on lab you'll learn how to use JavaScript and popular JS libraries and frameworks to easily build portlets for IBM WebSphere Portal. You'll use the new IBM Script Portlet for WebSphere Portal and quickly build a portlet in a few minutes with IBM Web Content Manager, jQuery and other libraries, without creating or deploying any code to the WebSphere Portal server. Then you'll learn to optionally expand the functions of your newly created portlet with WebSphere Portal features such as inter-portlet communication and Public Render Parameters. You'll also learn how to use Web Experience Factory and the new Script Portlet to create script-based portlets that automatically access data services with JSON and REST. In addition, we will preview ideas being considered for future releases of this new "script portlet" building capability. Attend this hands-on lab session to learn how to create your own portlets—with minimal effort—then extend your script portlet building skills to build applications that use more of the services and value of WebSphere Portal. In addition, take advantage of the opportunity to provide valuable input on its future direction. (Level: Intermediate)

#### ***TECH-D22 Create and Manage a Multilingual Digital Experience***

Speakers: David Rosenfeld, Worldwide Technical IT Specialist, Herbert Hilhorst, IT Executive Specialist, IBM France

This session will demonstrate how to create and manage a multilingual website with WebSphere Portal and IBM Web Content Manager. The goal is to deliver an exceptionally attractive and dynamic digital experience—in the site visitor's preferred language. In particular, we will be covering the overall design, workflow and security strategies for a multilingual website. We will cover the components and procedures for using V8.0.0.1 or higher capacity for creating and managing web content in multiple locales and languages. We will discuss how to automate, synchronize and manage language translations. Finally, we will discuss how to accomplish this with minimal administrative oversight, maximum content contributor participation and ease of use. (Level: Intermediate)

#### ***TECH-D23 Writing Portlets: The Current and Future Portlet Programming Model***

Speaker: Scott Nicklous, Spec Lead, JSR 362 Portlet Specification 3.0, IBM

This session will review the current JSR 286 Portlet Specification 2.0 programming model. We will touch upon handling parameters, serving resources, using public render parameters and events for sharing data, and providing Ajax support as well as best practices. After covering the JSR 286 model, we will preview new concepts and features such as the new, explicit portlet state approach and the stateful Ajax support that are being addressed by the JSR 362 Portlet Specification 3.0 standardization effort. (Level: Intermediate)

## Digital Experience Technology Program

### Track 5: Developing Exceptional Digital Experiences

#### **TECH-D24 Hands-On Lab**

##### **Create a social digital experience using Social Rendering**

Speaker: Juergen Schaeck, IBM Software Architect

Learn how to use social rendering (powered by Digital Data Connector) to accelerate the integration of data from IBM Connections. In this lab you will not only learn how to create your own custom social list, you will also learn techniques that allow Page Editors to easily customize it to their needs and how End Users can influence its behavior using filter selections. In addition you will create a custom interaction that writes data back to the Connections Server and get a hint on how to customize the new IBM Social Rendering Templates for Digital Data Connector. (Level: Intermediate)

#### **TECH-D25 Hands-On Lab**

##### **Increase sales by integrating Digital Experience and Commerce solutions using Digital Data Connector (DDC)**

Speakers: John Boezeman, IBM STSM and WebSphere Portal and Web Content Manager Architect, Rafael Osorio, IBM Worldwide Digital Experience TechSales Leader

Increasingly, businesses require a Digital Experience that integrates e-commerce capabilities alongside the usual suspects of web content, social collaboration capabilities, and self-service applications. Digital Data Connector (DDC) easily enables the display of commerce product information in your portal user interface. In this session you will learn how to configure DDC to consume e-commerce product information using examples such as WebSphere Commerce, Sterling Commerce, and other commerce services and customize the presentation of product listings using IBM Web Content Manager without coding.

Learn how to increase sales with an Exceptional Digital Experience using Digital Data Connector! (Level: Intermediate)



## Digital Experience Technology Program

### Track 6: Best Practices and Implementation

#### **TECH-B01 IBM Digital Experience Solution Operational Architectures**

Speakers: David Eyerman, Executive IT Consultant, IBM, Software Solutions for Collaboration

This first session will help you understand and implement the many facets of operational considerations and best practices when deploying or upgrading WebSphere Portal and Web Content Manager in an enterprise. Conducted by an experienced developer and consultant, the part 1 presentation will cover the operational architectures currently in use: Virtual Portals, Clusters, Farming, & Cloud. The best designs and newest designs for High Availability will be presented. It will cover the best and many ways to integrate a Portal with other IBM Software like Connections, Commerce, BPM, and Smart Cloud. Numerous customer examples will be cited. Come to this presentation to hear how Digital Experiences are being implemented! (Level: Intermediate).

#### **TECH-B02 IBM Exceptional Digital Experience Solution Operational Architectures Part 2**

Speakers: David Eyerman, Executive IT Consultant, IBM, Software Solutions for Collaboration

This second session will help you understand and implement the many facets of operational considerations and best practices for operating WebSphere Portal and Web Content Manager in an enterprise. Conducted by an experienced developer and consultant, this session will cover the details on a day-in-the-life tasks necessary for effective application and middleware deployment and operation. The session will cover the many and varied ways to integrate business applications into Portal. It will also cover Best Practices around the build or "staging to production" process for both Portal and WCM. It will conclude with a review of the new cumulative fix strategy and maintenance plan for Portal. Come to this presentation to hear how Digital Experiences are being operated! (Level: Intermediate).

#### **TECH-B03 Upgrading to IBM WebSphere Portal and Web Content Manager V8.5**

Speakers: Joseph John, Migration Development Lead, IBM; Hermann Huebler IT specialist, IBM ICS Lab Services

Don't get stuck in the past. Find out the best path to get the latest versions of WebSphere Portal and Web Content Manager and start taking advantage of the newest features in order to get the most out of your IBM Digital Experience. This session will discuss the technical details of upgrading to WebSphere Portal and Web Content Manager 8.5 as well as discuss the practical steps you can take to avoid common problems during the migration. We will also make sure to fill you on the latest enhancements to the install, configuration and migration process added in Portal 8.5. The discussion on new functions will also include topics from enabling managed pages to converting legacy IBM WebSphere Portal pages into static pages suitable for the new WebSphere Portal V8.x theme. (Level: Intermediate)

#### **TECH-B04 Do your business users control their own portal?**

Speaker: Graham Harper, IBM Application Architect

It is tempting - and in many case appropriate - to tightly control the ability to make changes to your production portal. However, the transition to more agile business practices is leading business owners to demand increasingly rapid turnaround on updates. Fortunately, WebSphere Portal offers a number of powerful features (like Managed Pages and the Script Portlet) to allow authorised non-administrators (and non-developers) to modify the portal. And when there is no out-of-the-box user interface for a requested function, there are always APIs with which you can create one. Come along to this session to discover the pros and cons of allowing business users to control different aspects of the portal, along with tips and techniques to make this control possible. (Level: Intermediate)

#### **TECH-B05 Hands-On Lab**

##### **On-Ramp to Installation and Administration of WebSphere Portal V8.5**

Speaker: Thomas Hurek, WebSphere Portal Chief Programmer, IBM

In this session, you'll see how easily WebSphere Portal and Web Content Manager version 8.5 can be installed and administered. This hands-on lab demonstrates the key parameters and fine tuning guidance you need to quickly implement your WebSphere Portal and Web Content Manager solution. We'll explore the key administration tools for managing WebSphere Portal and Web Content Manager and highlight new enhancements introduced in V8.5 such as the Scripting UI or the new Config Wizard. 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. (Level: Intermediate)

## Digital Experience Technology Program

### Track 6: Best Practices and Implementation

#### ***TECH-B06 Lifecycle Management of Your Content from Staging to Production***

Speaker: Eric Morentin, Web Content Manager Architect

Have you ever asked yourself how to best set up your environments? Where to syndicate between environments and where to use export and import? Where to create which kind of content? How to figure out if something went wrong with syndication and how to fix it?

We'll answer these and more questions about lifecycle management of your content and staging to production. We'll provide a blueprint of what environments to have, from development, integration up to authoring and delivery, along with where to develop which kind of artifact (development, design, templates, themes, pages, web content, digital assets, translations, attribute based security) and how to workflow and approve everything. Finally, we will also explain new features in V8.5 that will help you with import and exports and with monitoring and debugging of syndication and then show some of these features in a live demonstration. (Level: Intermediate)

#### ***TECH-B07 Exceptional Digital Experience and Search Engine Optimization (SEO)***

Speaker: Andreas Prokoph, Software Architect, WebSphere Portal and Web Content Manager, IBM

The goal of this session is to help to understand what SEO is about and what the major tasks and techniques are that need to be applied, both in theory and in practice. Then, secondly and more importantly, we explain the level of support WebSphere Portal and IBM Web Content Manager can provide. All important aspects are covered, ranging from proper crawlability, followed by good quality content and finally getting to portal URLs that can easily be used for linkage in processing search results. (Level: Intermediate)

#### ***TECH-B08 Piecing together the jigsaw - delivering the right content for the right person at the right time***

Speaker: Nick Woolley, Managing Partner Portal and Social Business, Avnet Services

Simply having an exceptional look and feel isn't enough to provide a good return on investment. Key to any successful digital platform is being able to deliver the right content in a timely and seamless manner. The Avnet Services team has helped deliver over 800 portal, social and collaborative projects worldwide. Let us share some of the more and less successful approaches to content delivery. In this session we'll cover a range of subjects from technology choices, information architecture, multi-channel delivery and deployment pitfalls, personalization techniques, and multiple real world stories from delivery projects.

#### ***TECH-B09 Future Workplace – Social Rendering in Action***

Speaker: Martin Surrey, Collaboration Consultant, GIS Gesellschaft für Informationssysteme AG

The GIS Collaboration Center (GIS CC) is an innovative way to combine Social Collaboration tools, Information Systems and Intranet-Solutions within one single Portal. Concepts such as the combination of Intranet and workflows with a structuring approach for Social Software increase the usage behavior and productivity of employees.

Based on IBM WebSphere Portal and IBM Connections the solution creates a central entry point for a company's employees. The decisive factor for this integration and the integration of other information systems is the possibility of expansion through the Social Rendering Capability. The new feature Digital Data Connector is one of the core features to provide a customized layout that integrates all necessary data. After a short briefing of the concepts behind the collaboration center, this session reflects the usage scenarios for Social Rendering based on DDC as well as DDC itself. The technical aspects as well as the ease of development, integration and also customization via Web Content Manager and a demonstration of the solution will be shared. (Level: Intermediate)

#### ***TECH-B10 Caching Techniques for WebSphere Portal and Web Content Manager***

Speaker: Klaus Nossek, WebSphere Portal Software Engineer, IBM Software Group

For best performance, WebSphere Portal applications should make use of caching. But, there are a number of caches available in WebSphere Portal. This presentation will describe the various caches, what they are used for and how to best use them in your applications. Caching at the browser, web server, WebSphere Portal, Web Content Manager and custom caching solutions will all be covered. (Level: Intermediate)

## Digital Experience Technology Program

### Track 6: Best Practices and Implementation

#### **TECH-B11 Simplifying multi-site digital experiences: Multi-tenancy for the rest of us**

Speakers: David Eyerman, Executive IT Architect, ISSC, David Strachan, Digital Experience Cloud Product Manager

As customers' digital needs grow in complexity, the number of web properties that organizations manage keeps on growing. One great strength of IBM digital experience software is its ability to cost-effectively support a multi-tenant environment, which enables our customers to focus on delivering exceptional, user focused digital experiences.

Attend this technical session to review the practical methods for designing, delivering, and maintaining multi-tenant digital experiences, including design considerations and options at your disposal. IBM experts David Eyerman and David Strachan will draw on their cumulative 25 years' experience delivering portal and WCM sites to help you understand what has worked for their customers and what can work for you.

We take a simple, prescriptive approach to meeting this crucial design point and you should leave the session feeling like achieving multi-tenancy is within your grasp.

#### **TECH-B12 Hardening Your WebSphere Portal Installation**

Speaker: Sascha Schefenacker, WebSphere Portal and Web Content Manager Software Engineer

Protecting your installation from external security incidents is increasingly important to organizations. This session provides an overview of scenarios and options to consider to "harden" your WebSphere Portal installation. We'll cover product features that can be enabled, share documented best practices guidance and recommend resources. Security-relevant approaches during development and operations of your site will be discussed, along with scanning tools that can be used for testing for vulnerabilities. Finally, channels to receive important information, such as the [IBM Product Security Incident Response](#) blog, are presented. (Level: Intermediate)

#### **TECH-B13 Automation for Portal based Solutions that work On Premise and in the Cloud**

Speaker: Walter Haenel, Cloud and Operations Architect, Florian Fritz, IBM Software Engineer

WebSphere Portal is used inside Kenexa's Talent Suite, a cloud-based workforce solution. Manual deployments of the solution are too time consuming and not reliable enough and thus we needed to introduce automation for the setup of the middleware, as well as for the deployment of the applications. We selected UrbanCode Udeploy as the tool for this task. This session will show how we modeled WebSphere Portal inside the tool and how we structured the automation. Specific portal related automation problems will be discussed in detail. We found that it is easy to convert the manual procedures into Udeploy processes and that this tool is adding a lot of benefit beside the automation to our portal deployment tasks.. (Level: Advanced)

#### **TECH-B14 Hands-On Lab**

##### **WebSphere Portal and Web Content Manager Performance Troubleshooting**

Speaker: Klaus Nossek, WebSphere Portal Software Engineer, Hermann Huebler IT specialist, IBM ICS Lab Services

When diagnosing performance problems in WebSphere Portal and Web Content Manager, it can be difficult to determine how to investigate the root cause. In this lab, we'll provide guidance for hands-on experience with several different performance troubleshooting scenarios and the tools used to diagnose them. (Level: Intermediate)

## Digital Experience Technology Program

### Track 6: Best Practices and Implementation

#### **TECH-B15 Hands-On Lab**

##### **Do-It-Yourself: WebSphere Portal Migration from V8 to V8.5**

Speaker: Joseph John, Migration Development Lead, IBM

Would you like to see a live demonstration and obtain hands on experience with the migration of a WebSphere Portal V8.x environment to V8.5 deployed on WebSphere Application Server V8.5.5? If so, join us and upon successful migration, you can see how to enable V8.5 features in the install base and also how to add certain functions. We will also share some best practices and planning considerations for upgrading WebSphere Portal in your environment. Come see it all in action and plan ahead to upgrade and take advantage of the new features of the WebSphere Portal V8.5 releases. (Level: Intermediate)

#### **TECH-B16 Hands-On Lab**

##### **Getting Started with Forms Experience Builder**

Speaker: Bernd Beilke, Digital Experience Solution Architect, IBM Certified IT Specialist

This hands-on lab will give participants the chance to experience IBM Forms Experience Builder. We will demonstrate the standalone product, integration with WebSphere Portal and Surveys in IBM Connections. The lab will cover the basics of navigating the main interface, building and deploying a form, reviewing the submitted results and using Community Surveys. Each participant will receive a booklet of step-by-step exercises and links to additional learning material on Forms Experience Builder. (Level: Introductory)

#### **TECH-B17 Moving Talent Suite from On Premise to Cloud**

Speaker: Walter Haenel,, IBM Cloud and Operations Architect

The Kenexa Talent Suite is a cloud-based workforce solution that makes it easier for organizations to recruit, onboard, assess and retain top talent. To react faster on growing demand and to allow for local deployments around the globe, Kenexa decided to move their Talent Suite solution to the cloud operated by Softlayer. In this session the solution architect will report on our experience with that move, what helped to make this move easier and how much faster the systems have been deployed. (Level: Introductory)

#### **TECH-B18 Enablement approaches that work! Ensuring best success in user productivity with Digital Experience solutions**

Speaker: Matt Fox, Senior Director, Avnet Academy, Avnet Technology Solutions

It is not worth investing on a great digital experience if your target population does not embrace it. The success of WebSphere Portal, Web Content Manager and IBM Connections solutions is contingent on broad end user adoption and acceptance. Effective and easily consumable training and enablement offerings that match your organizations goals for end users are key to any successful digital experience strategy. In this session you will learn about enablement techniques from the team that attained the CTO Award at IBM Connect 2012 of approaches customers have successfully used to boost user adoption and collaboration in the enterprise. (Level: Introductory)

#### **TECH-B19 Content Migration: Moving your content to an IBM solution**

Speakers: Amy Widmer, Solution Architect, IBM, Nic Archer, Principal Solution Consultant, T-Systems

You are going to start leveraging IBM Web Content Manager but you want to take you existing content with you. You need a solution that will not just move your data from the old platform to the new one, but also ensure that all the transformations for linking, formatting, security and content structure are also handled for an exceptional experience on the new platform. This session explores the considerations of content migration, the project approach and the T-System's tooling IBM Software Services for Collaboration is leveraging on IBM Content Migration Factory engagements. (Level: Intermediate)

## Digital Experience Technology Program

### Track 6: Best Practices and Implementation

#### ***TECH-B20 WebSphere Portal UX Screen Flow Manager: How Smarter Workforce Built Workflows with Screen Flow Manager***

Speakers: Andreas Nauerz, Lead, UX Screenflow Manager, IBM; Marc Zdon, User Interface Design, Smarter Workforce, IBM

When a sequence of steps that typically one person would complete is necessary and they involve different interfaces in a single portal application, the data entry process is often presented to the user as a wizard. There are several possible approaches to implement this behavior and functionality. However, developers must strive to abide by good coding standards, such as reuse and maintainability, while ensuring precision and velocity during development. IBM's WebSphere Portal UX Flow Manager enables multiple developers to work independently on separate functional steps in a single user workflow in the form of standalone portlets—without having to fully be aware of the details of the other steps in the flow. Furthermore, after the portlet application is developed, it can be reused to serve the same purpose in another workflow or act independently of a workflow. Attend this session to understand how UX Screen Flow Manager works, how to install and configure it, and how it provides operators, developers, and dialog modelers a new solution to declaratively (that is, almost no recoding required) define and execute portlet-driven single-user flows. During this session, we will demonstrate how the advantages of UX Screen Flow Manager enabled IBM Smarter Workforce engineers to develop portlets independently and use them throughout multiple workflows. We will discuss the upfront design considerations, coding requirements, and the configuration details to implement UX Screen Flows. (Level: Intermediate)

#### ***TECH-B21 Congratulations It's Twins! How to Handle Two Active Exceptional Digital Experiences***

Speaker: David Eyerman, IBM Executive IT Architect, IBM Software Services for Collaboration

Running an Exceptional Digital Experience across two data centres, also known as Active/Active, is becoming increasingly popular with many customers. It is being implemented to support High Availability, Disaster Recovery, and for ease of maintenance. This session will cover the two leading topologies for Active/Active and review the merits of both. The session will also cover maintenance and upgrade procedures and review the operations of the back end servers like the database and security servers. How to handle Web Content Manager Authoring will also be addressed. Examples from existing customer implementations will be included. (Level: Advanced)

#### ***TECH-B22 WebSphere Portal and Web Content Manager Pattern Customization with IBM PureApplication System***

Speaker: Sung-Ik Son, Senior Software Engineer, IBM Software Services for WebSphere

IBM PureApplication System simplifies the creation of applications and topologies and helps eliminate risks while offering efficient, repeatable deployment options for the entire IT lifecycle. At the heart of this technology is a pattern-based paradigm that improves the way we create and deliver cloud solutions and that automatically manages their scalability to meet workload demands. This session will provide WebSphere Portal and Web Content Manager Web Experience pattern-specific best practices and implementation details derived from experiences with our customers. We will provide pattern customization implementations best practices through portal virtual system patterns design with script package development, which is required for automation, reproduction, repetition, installation and configuration. We will show how to build and execute the script package using representative customer use cases examples. (Level: Intermediate)

#### ***TECH-B23 IBM Digital Experience Solutions: Continuous Delivery, Support and Maintenance Strategy***

Speaker: Thomas Hurek, Digital Experience Chief Programmer

This session will provide an overview of the IBM Digital Web Experience and related solutions that include WebSphere Portal, Web Content Manager, IBM Forms software service and feature delivery strategy. We will discuss the platform support process, maintenance planning and getting the latest features, and we will cover many IBM support tools that can improve your ability to manage platform support and debugging issues. Serviceability improvements in the IBM Digital Experience platform will also be outlined. Learn to better exercise available resources and optimize your platform planning and administration for improved business results. (Level: Introductory)



## Digital Experience Technology Program

### Track 6: Best Practices and Implementation

#### ***TECH-B24 Portal and Content Management Success Factors: Lessons to Make Your Project Successful***

Speakers: Thomas Hurek, Chief Programmer, IBM Digital Experience

The Portal Seal team and Lab Services team, part of the WebSphere Portal and Web Content Manager development organization, are active in consulting hundreds of Portal and WCM customers on site and remotely. The main lessons learned from these engagements will be discussed in this session. Topics include planning a WebSphere Portal and Web Content Management project, performance considerations and problems, tools used for analysis of issues, deployment architectures and security considerations. All tips and tricks outlined have been proven successful at various customer installations—both small and enterprise wide. Come learn what can make your project more successful. (Level: Introductory)

#### ***TECH-B25 Online Management Information System: Go Green with IBM Forms and IBM Business Analytics***

Speakers: Pankaj Bose, Social Business Consultant, TATA Consultancy Services, Sujeeth M, Social Business Consultant, TATA Consultancy Services

How about collecting information from your suppliers or vendors or business partners and building a business analytics system that could deliver analytics on-demand! Ever wondered how to have map-based Analytics? Also, are you looking at the analytics forecasting? Imagine having all these in a Single Portal to deliver an exceptional User Experience.

This session topic will tell you how to go-green with WebSphere Portal, IBM Forms and Web Experience Factory and seamlessly integrate with with IBM Cognos BI. Learn how IBM SPSS can extend the solution with analytics forecasting and with IBM DB2 as a Data-warehousing solution and IBM DataStage for ETL. Armed with this insight you are on your way to understand how to build an Automated Digital Management Information System. (Level: Intermediate)

#### ***TECH-B26 Deployment Experiences: Portal Lifecycle Maintenance Roadmap on IBM PureApplication System***

Speakers: Sung-Ik Son, Senior Software Engineer, IBM Software Services for WebSphere

This session will provide lessons learned while working to make IBM WebSphere Portal more agile and cloud compatible with the IBM PureApplication System. We will provide an overview of the WebSphere Portal lifecycle maintenance strategy, implementation solutions and challenges. You will learn how to use WebSphere Portal virtual system patterns design, script packages development and virtual image expansion as a basic starting point for implementing your solutions and best practices to use when adapting the new PureApplication Systems with WebSphere Portal. (Level: Intermediate)



## Digital Experience and WebSphere Experts Zone

**Tuesday October 28 through Thursday October 30, 2014, from 15:45 – 17:30 , Foyer Sud**

Available for all event attendees each afternoon, the Digital Experience and WebSphere Experts Zone provides an open forum setting to discuss product offering, business value and technical strategy questions with IBM WebSphere Portal, Web Content Manager, WebSphere, Mobile, Cloud and related solutions product and marketing managers, services architects and technical leaders. Meet with IBM subject matter experts to discuss the following topic areas, and more:

- Administration, migration, security, performance
- Cloud and developer tools
- Product offerings
- Mobile
- Web content and design
- Upgrades and continuous delivery

## Meet the Architects Panel

**Thursday, October 30 from 9:00 a.m. – 10:00 a.m. Room Three**

Throughout the week you will have had the opportunity to see, learn and obtain hands-on experience with the latest IBM Digital Experience software products, solutions and technical strategies, while enhancing your knowledge and skills so you can plan and manage your implementations to grow your business. A panel session that provides you with an opportunity to discuss technical and strategy topics, along with questions and answers with customer, partner and IBM colleagues in an interactive format, will be held on the last day of the event. Attend this session for a lively, interactive discussion and share your experiences, insights and strategy questions with your event colleagues and the IBM WebSphere Portal and Web Content Manager – Digital Experience software product lead architects and software managers. You won't want to miss this opportunity to add to your technical knowledge and deliver optimized IT solutions that can enable you to further grow and innovate your business.

IBM panel participants to include:

- *John Boezeman, Jonathan Booth, Brian Chaput, Alice Chou, Doug Geiger, Tony Higham, Stefan Liesche, Eric Morentin, Thomas Stober , Rob Will*
- **Moderators:** *Anthony Fiorot, Lauren Wendel*

Panel members subject to change

## Speaker Biographies



Jonathan Booth is the senior architect for IBM Web Experience Factory and Digital Experience tooling. He was the lead architect at Bowstreet prior to its acquisition by IBM in 2005. Previously at IBM Lotus he was the lead architect for Lotus Freelance Graphics.



Pankaj Bose is a Lead Consultant and Architect with TATA Consultancy Services. He is a certified TOGAF 8 for Practitioners and IBM Cloud Computing Infrastructure Architect. He has been involved in various kinds of consulting and technology advisory on IBM Portal & Collaboration focus areas. Additionally, he has published articles and conducted webinars in various external forums.



Claus Buch has worked as a system programmer at Bankdata since 2001. He has been working with WebSphere and WebSphere Portal based on IBM AIX, with installation, customization and maintaining together with designing the setup. On z/OS he has worked TWS as a system programmer.



Brian Chaput leads the product management and offering team for IBM Digital Experience Software, including WebSphere Portal and related offerings. Brian has over 25 years of technical product marketing and management experience. Brian joined IBM from Bowstreet, which was acquired by IBM in 2005.



Daniel Collins is an IBM Collaboration Services Worldwide Technical Leader. Dan has worked in the collaboration software industry for over 20 years. For the past 13 years, he has worked with IBM WebSphere Portal. For the past 17 years, he has worked directly with collaboration software clients to help them define their requirements and execute on the vision.



Princess Cox is a noted management consultant and top-rated university lecturer in the field of Social Media, Digital Marketing, and CRM strategy. As a member of IBM's Global Center of Competence for Social Business, she is responsible for the solutioning and delivery of some of IBM's largest, most innovative social marketing & selling transformations. Prior to joining IBM, Princess was the owner of IMOGEN, a boutique management consulting firm specializing in digital customer engagement. Her career has spanned strategy, marketing, and digital for global organizations such as Unilever, Philips, Accenture, J&J, Nike, BHP Billiton, DSM, Stanford University, and the U.S. Army, among others.



David Eyerman is an IBM Executive IT Architect with IBM Software Services for Collaboration Lotus. David has a long history with IBM WebSphere Portal. David started with the IBM WebSphere Portal SWAT team in June 2000 and was with the team when IBM WebSphere Portal V1.0 was released to market. David was team lead for the technical team responsible for bringing the product out of the lab and for training the first consultants and customers. David worked with the IBM WebSphere Portal development team as one of the original deployment and operations architects and has worked with the product management team to launch a number of new products. In his current position, David concentrates on large-scale portal integration projects, high availability designs and implementation of IBM WebSphere Portal with social software.



Matthias Falkenberg is the team lead of the IBM Web Content Manager team that focuses on the web content rendering aspect of the product. At the same time, he is the technical lead for the web content rendering component. Before joining the development team as a software engineer, he was with IBM lab-based services for IBM WebSphere Portal. More recently, Matthias participated in the IBM Corporate Service Corps, worked on the Digital Data Connector, and optimized the friendly URL function of IBM WebSphere Portal.



Matt Fox is Global Vice President, Avnet Academy. Matt leads Avnet Academy, helping customers attain education and enablement on IBM solutions in 54 countries worldwide. Matt came to Avnet through the acquisition of Ascendant Technology who helped over 1,000 customers achieve success with IBM Portal, Social and Collaboration solutions, leveraging Ascendant's technical and digital experience expertise. Ascendant consultants continue to provide this expertise through Avnet Service.



Andre Hagemeyer is an IT Specialist for WebSphere Portal and Connections. He has been working with Portal for 6 years delivering many successful customer portal implementations and migrations. His specialty lies in the extensive customization of Portal behavior to suit the clients' needs. In addition, he has deep knowledge of the underlying application server architecture and functioning and the Java runtime itself. Besides his Java development, Andre has been one of the core developers of the deployment and middleware automation asset IBM Autodeploy for WebSphere Portal.



Päivi Helanto is Project Manager, e-Services at the City of Helsinki. She has worked last two years in the City of Helsinki having eService development as responsibility. Previously she worked 15years in the telecommunications field, having several managerial positions in new service development areas.



Graham Harper is an Application Architect and Consulting IT Specialist with IBM Software Group Services. He has been designing and developing solutions with IBM software since the acquisition of Lotus in 1995 and with WebSphere Portal since 2002. Graham holds a BA in Mathematics and Computation from the University of Oxford.



Stephan Hesmer is a Web 2.0 Architect and Frontend and Design Development Lead. He has been working with WebSphere Portal since its beginning in 2000. In that time, Stephan has been driving the Portlet specification and its implementations in WebSphere Portal and WebSphere Application Server and the Web 2.0 architecture, including JavaScript, Dojo, and Portals REST services amongst other topics. For the past two years, Stephan has been leading theme and front-end efforts, including the new theme optimization architecture.



Thomas Hurek is an IBM Senior Software Developer and Architect for IBM WebSphere Portal. In the past 10 years, Thomas has held positions as an IBM developer, worldwide L3 technical leader, lab-based services expert, architect, team lead and chief programmer for various components of IBM WebSphere Portal. In his current role, Thomas supports clients as a lab-based services consultant and works as chief programmer on the development of the product.



Kirsten Kelley is responsible for managing offerings in the IBM Digital Experience software portfolio. With over 15 years at IBM, she has worked in several different sales and marketing organizations, enabled global sales teams and spoken at various IBM events.



Sascha M. Köhler is a Software Architect for the IBM business partner PROFi Engineering Systems AG in Germany. He has worked 15 years for IBM in Germany and England and then moved to PROFi. During his time at IBM, Sascha was mostly affiliated with solutions from the WebSphere Brand and developed into the role of an architect. At PROFi, Sascha is responsible for customers in the midmarket. He acts as a consultant, technical advisor, project manager and is developing solutions for business problems.



Karen Konkel is a Call Center Specialist for IBM Tealeaf. For over 20 years Karen has been helping executives evolve customer experience strategies in their contact centers from service levels to customer centric focus.



Sujeeth M is a Social Business Consultant and Technical Architect with Tata Consultancy Services. Sujeeth is an IBM Certified Professional practicing on IBM Collaboration suite and is well versed on APIs, WebSphere Portal and SOA. His area of expertise includes Technical Pre-sales, Solution/Design and architecting end-to-end IT solutions for Multinational customers.



Stuart McRae helps organisations to understand how IBM's software solutions can assist them with their digital strategy and the effectiveness of their workforce. His passion is the business impact of emerging technologies that help people to use IT, including social software, mobile devices and cloud computing.



Niklas Montonen is an Accelerated Value Leader at IBM. He has worked for 17 years at IBM in different positions, and the last 5 focused on Digital Experience solution management in his years in the current position.



Stefan Neth is Lead IT Specialist , IBM Collaboration Solutions Technical Sales Germany. Stefan is the XPages and Social Mail Lead in Germany for IBM Collaboration Solutions and has in deep knowledge of IBM Notes/Domino and IBM WebSphere Portal. He is an IBM Redbook co-author and has demonstrated best practices in numerous integration projects for customers.



Rafael Osorio is a Senior IT Specialist from Worldwide Digital Experience Technical Sales Team. Rafael has worked with IBM Digital Experience in the last 10 years. He started in IBM Software Services for Collaboration in Brazil, where he deployed many WebSphere Portal and Web Content Manager solutions in different customers. Rafael worked as Latin America Collaboration Architect and designed Digital Experience solutions for different customers in the region. Nowadays, Rafael has created demonstrations, videos and presentations showing the value of IBM Digital Experience portfolio.



Jim Ryan is a collaboration architect based in the United States. During his 25 career at IBM he has worked in various IT roles. About 14 years ago he found his favorite; working in the field with our customers on real world business problems. And he's been doing it ever since.



David Rosenfeld is a Consulting Technical Specialist on the Worldwide Digital Experience Technical Sales Team. David has spent over 15 years at IBM; over 30 years in the software industry. He has worked with customers all over the world, presenting, educating and helping to deploy WebSphere Portal, IBM Web Content Manager and other IBM Collaboration solutions.



Esben Salling has worked as a system programmer at Bankdata since 1985. He has been working with WebSphere and WebSphere Portal based on IBM AIX platform with installation, customization and maintaining together with designing the setup. On z/OS he has worked as system programmer with CICS and other systems.



Sung-Ik Son is a Senior Software Engineer at IBM in Research Triangle Park, NC. He has been a key developer in IBM's system and application software development organizations. He has worked in VM/CP ESA Development, System 390 Client/Server Development, Personal Communication Development, and WebSphere Performance Pack Development. After his successful software development career of 12 years, he moved to the Software Services organization and has worked with various WebSphere products: WebSphere Application Server, WebSphere Transcoding Publisher, WebSphere Everyplace products, WebSphere RFID (Radio Frequency Identification), WebSphere Portal, WebSphere Process Server, WebSphere DataPower, and Pure Application System. Sung-Ik's current focus and area of responsibility is IBM Pure Application System.



Thomas Stober is Lead Architect for the WebSphere Portal Foundation, Dr. Thomas Stober has influenced the Vision and Architecture of IBM's Digital Experience since many years. Besides his responsibility for WebSphere Portal's core components, he evangelizes WebSphere Portal and WCM at conferences and with customers. Since Thomas joined IBM in 1998, he has been focusing on a variety of topics, such as mobile computing and data synchronization. His expertise includes enterprise marketing management, virtualization, cloud and search technologies. Thomas is also a thought leader on agile software development. He holds a Phd from the University of Stuttgart and is appointed as Senior Technical Staff Member (STSM) of IBM. He is based in the development lab in Böblingen, Germany.



Tyler M. Tribe is a Senior Product and Offering Manager for IBM Software, and he focuses on multichannel web experience solutions and mobile strategy. With over 22 years of product management, offering management and development experience with solutions such as learning, social, collaboration, content development and web experiences. Tyler is currently immersed in providing IBM customers a market leading web platform.





Can Unal is a WebSphere Portal and Web Content Manager specialist and has a long history with WebSphere Portal and WCM. Working with WebSphere Portal since version 1.2, he has managed and developed for various enterprise customers WebSphere Portal, WebSphere Application Server and Web Content Manager solutions. His current focus is text analytics and search on big data and the integration into IBM's digital experience portfolio.



Lauren Wendel is the IBM Product Manager for WebSphere Portal and Digital Experience Private Cloud solutions, content manager for IBM Digital Experience events, and enjoys helping customers and partners plan successful solution implementations. At IBM, Lauren has worked in software product development, Business Partner Alliance programs, IBM Notes and Domino enterprise integration, enterprise search and knowledge discovery products and technologies.



Rob Will, a Distinguished Engineer in IBM's Software Group, is the Chief Architect of WebSphere Portal and IBM Web Content Manager. Rob has been a member of the WebSphere product development team since the beginning working on both the WebSphere Application Server and WebSphere Studio focusing on web applications. Rob's current responsibilities include architecture for WebSphere Portal and IBM Web Content Manager. Rob joined IBM in 1981 and worked in VM/ESA development, System/390 Client/Server development, DCE development and Software Group strategy before joining WebSphere.

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