IBM Digital Experience 2015
1 - 4 June | Atlanta, Georgia

TRANSFORM THE WAY YOU ENGAGE WITH CUSTOMERS

At IBM Digital Experience 2015 Americas, learn about the market-leading IBM Digital Experience software, built on foundation IBM WebSphere Portal and Web Content Manager software that allows organizations to create customized digital experiences and reinvent the way they engage with their most important audiences: customers, employees and business partners.

Choose from 120+ sessions across Business Strategy and Technical Tracks to gain deep insights into the latest technologies, best practices and tangible business outcomes of delivering effective digital experiences to customers, employees and business partners.

*BREAKOUT SESSION AND HANDS-ON LABS DIRECTORY AS OF MAY 27, 2015 ***

Digital Experience Business Program
Designed for line of business leaders, business analysts and executives

Track 1: Customer Case Studies
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
This track features proven strategies for planning, justifying, implementing and managing integrated, 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
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 and empower employees to be more efficient and productive. Topics will include the benefits of being a social business, setting the right delivery and consumption strategy including virtualization and cloud considerations, enterprise market management strategies, customer-centered sales, service and support experiences and more.

Digital Experience Technology Program
Designed for technical leaders and of IT professionals including architects, administrators, developers and integrators

Track 4: Digital Experience Software and Solutions
This track features foundation WebSphere Portal and Web Content Manager and related technologies and solution innovations including Social collaboration, Forms and Smarter Process, Application Infrastructure, Commerce, Web Content, EMM, Watson solutions, and more that power digital experiences inside your company and those facing your customers.

Track 5: Developing Exceptional Digital Experiences
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, integration APIs, templates, solutions, cloud-based approaches, Mobile Enterprise and multichannel design practices.

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

Deliver the Transformational Value of Digital Experiences and Grow Your Business

Digital transformation is a leading priority for many organizations today. The need to engage customers, partners, employees and citizens across the growing number of digital channels, and to understand and optimize the customer experience increase the demand for improved digital experience platforms that enable organizations to create, target and deliver multi-channel experiences, with reduced deployment times.

See the latest innovations in IBM Digital Experience software in action, powered by foundation IBM WebSphere Portal and Web Content Manager services, including new mobile content authoring services, integration and digital optimization enhancements, and cloud-based development and deployment options that open new opportunities for business growth by transforming customer-facing digital experiences.

Gary Dolsen,
Vice President,
Digital Experience
Software, IBM

Gary Dolsen is Vice President, Digital Experience Software. 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.

Doug Geiger,
Vice President,
Digital Experience
Software
Development, IBM

 Doug Geiger is the Vice President of Development for the IBM Digital Experience product portfolio and has spent the past 6 years delivering new product features and solution level integration while ensuring customer success with IBM Digital Experience offerings. Doug also owns the development mission for IBM's mobile collaboration portfolio and the quality assurance mission for IBM's Collaboration and Social Business solutions. Doug has more than 20 years of experience in the design, development and deployment of enterprise class software, including assignments in the telecommunications, media and entertainment industries. Doug earned his Bachelor's degree in Computer Science from the University of Pittsburgh.

Liz Miller,
SVP Programs and
Operations, Chief
Marketing Officer
(CMO) Council

Liz Miller brings a varied career that spans over 24 years in the Marketing, Sports Entertainment, Retail, Health, Beauty and Personal Care spaces. With the CMO Council, Miller oversees all marketing, research and program operations, serving as the lead analyst for all research initiatives and reports. Along with oversight of event, content and digital teams, Miller can most often be found hosting one of the CMO Council's many executive Dinner Dialogs or presenting CMO Council research findings at global conferences and thought leadership events.

The Future of Digital Experiences Is Mobile, Contextual, and Cloud-Hosted

Digital Persuasive content is the backbone of great digital experiences — content that educates, illuminates, and engages customers and employees. But the landscape has changed. People now consume and interact with content and data on any device from any location at any time. What's more they expect to be served directly in their immediate context and moments of need. This rising expectation — what we call the mobile mind shift — has stressed today's technology and practices. In this session, we will use data and case studies to describe how firms can deliver great, contextual, digital experiences by:

- Embracing and understand the mobile mind shift — the devices, networks, and mobile moments.
- Adopting new technology platforms tailored to deliver personalized content in a person's immediate context.
- Taking advantage of cloud deployment environments to accelerate deployment, reach devices, and operate safely and efficiently

Ted Schadler,
Vice President,
Principal Analyst
serving Application
Development &
Delivery Professionals,
Forrester Research

Ted serves Application Development & Delivery Professionals. He has 27 years of experience in the technology industry, focusing on the effects of disruptive technologies on people and on businesses. His current research agenda analyzes the expanding role of content and content delivery in a mobile-first, digital-always world, including the effects on web content management and digital experience delivery platforms.

Ted is the coauthor of The Mobile Mind Shift: Engineer Your Business to Win in the Mobile Moment (Groundswell Press, June 2014). Your customers now turn to their smartphones for everything. What's tomorrow's weather? Is the flight on time? Where's the nearest store, and is this product cheaper there? Whatever the question, the answer is on the phone. This Pavlovian response is the mobile mind shift — the expectation that I can get what I want, anytime, in my immediate context. Your new battleground for customers is this mobile moment — the instant in which your customer is seeking an answer. If you're there for them, they'll love you; if you're not, you'll lose their business. Both entrepreneurial companies like Dropbox and huge corporations like Nestlé are winning in that mobile moment. Are you?

Ted is also the coauthor of Empowered: Unleash Your Employees, Energize Your Customers, and Transform Your Business (Harvard Business Review Press, September 2010). Social, mobile, video, and cloud Internet services give consumers and business customers more information power than ever before. To win customer trust, companies must empower their employees to directly engage with customers using these same technologies.

Previously, Ted analyzed the consumerization of IT and its impact on a mobile-first workforce, the future of file services in a mobile-first, cloud-enabled world, mobile collaboration tools, workforce technology adoption and use, and the rise of cognitive computing. In 2009, Ted launched Forrester's Workforce Technology Assessment, the industry's first benchmark survey of workforce technology adoption. This quantitative approach helps professionals and the teams they work with have a fact-based conversation about employees' technology adoption.

Prior to joining Forrester in April 1997, Ted was a cofounder of Phios, an MIT spinoff. Before that, Ted worked for eight years as CTO and director of engineering for a software company serving the healthcare industry. Early in his career, Ted was a singer and bass player for Crash Davenport, a successful Maryland-based rock-and-roll band.

www.**ibm.com/digitalexperience2015**

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. Learn more about IBM's Global Skills Initiative here

For more information and to register please visit:
ibm.com/digitalexperience2015

* Directory listings subject to change

SESSION CUST-01

DELIVERING ENGAGING AND DIFFERENTIATED CUSTOMER EXPERIENCES: A CUSTOMER PANEL

TUESDAY, JUNE 2, 2015   8:30 AM – 9:30 AM
A706-A707

While the pace of business and the speed of content continue to accelerate, so does the demand to engage with audiences through rich and robust online experiences that span multiple channels and devices. By emphasizing delivery techniques including social, rich media and video, campaign management and analytics, enterprise integration, cloud platforms and more, forward-thinking organizations are realizing the benefits of competitive differentiation, customer loyalty, and profitable growth. Join this customer panel discussion session to hear directly from successful customer leaders as they share how they are using Digital Experience platforms, powered by WebSphere Portal and Web Content Manager services as the transformational agent to their business models, driving user experiences that deepen interactions with individuals and enhance audience engagement - on their terms and their time.

Panel Speakers:

Nick DeFeis, *Vice President, IT Architecture, Prudential Financial*
David Hogan, *Manager e-Business Marketing, Information Services, BlueCross BlueShield of Tennessee*
Renee Jones, *Senior Professional Development Specialist, Tinker Federal Credit Union*
Usman Memon, *Managing Partner, Streebo*
Sharon Sutila, *CEO & Founder, Cluso Investigation*
Andrew Ward, *District Executive Director, Victorian Order of Nurses (VON)*

Harish Grama, *Vice President, Middleware Products, IBM*

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

TRACK 1: CUSTOMER CASE STUDIES

BUS-S01
BUILDING INNOVATIONS TO DIGITAL EXPERIENCES FOR BUSINESS RESULTS AT CANON U.S.A.

Speakers: Michael Lebron, Director, IT Technical Architecture Division, Canon U.S.A., Inc., Brian Erickson, SVP Application Development & Integration, Hitachi Consulting

Companies have been building portals and commerce sites for years to market and sell to their customers. As the marketplace has become more digital and customer expectations continue to rise, innovative companies are integrating these solutions into a single digital experience that engages and empowers customers across channels and devices. By focusing on the end-to-end customer experience, organizations can drive additional revenue, improve customer loyalty, and reduce customer support costs.

This session will describe how Canon U.S.A. is building digital experiences with world class responsive design with the IBM suite of Digital Experience products to achieve real business results. By combining the power of IBM WebSphere Commerce, Portal, Web Content Manager and Connections platforms—and integrating them with powerful enterprise application solutions, knowledge center and personal productivity tools —Canon is transforming the way they will engage with consumers, business customers, and channel partners. This transformation emphasizes IT as a critical enabler of Canon U.S.A's growth strategy now and in future Digital Marketing initiatives.   (Level: Introductory)

BUS-S02
ENABLING THE IBM.COM DEVELOPMENT INFRASTRUCTURE: HOW PURE APPLICATION SYSTEM AND PORTAL SAVED THE DAY

Speakers: Pratap Basantia, Senior Lab Manager, ibm.com, IBM, Joe Lopatka, Sr. Manager, Digital Integration & Services, IBM

In this session we'll share the trials and tribulations of leveraging PureApplication Systems for the www.ibm.com development environment. We will discuss our challenges and successes as we leveraged the pre-installed, pre-integrated aspects of the PureApplication system to install our continuously-delivered Portal Platform. We'll also share our multi-rack case study as we introduced a second PureApplication System to our development environment. Lastly, we'll share our ROI and how the PureApplication System and WebSphere Portal have enabled IBM.com to reduce resource requirements, eliminate manual errors and increase delivery times. (Level: Intermediate)

BUS-S03
INTEGRATING DIGITAL ANALYTICS FOR MULTI-CHANNEL OPTIMIZATION AT PACIFIC LIFE

Speakers: Denny Pichardo, Portal/Java Architect, Pacific Life, Jim Ryan, Collaboration Architect, IBM

Every business needs to know how their digital presence is being leveraged by their customers. Attend this session to gain an overview of digital analytics concepts, and understand the technical evaluation factors and methods used at Pacific Life to integrate digital analytics to their multi-channel platform. We'll discuss how IBM Digital Analytics was integrated, analytics reporting results, and include best practices from both a business and technical perspectives.
(Level: Intermediate)

BUS-S04
SESSION TO BE ANNOUCED

TRACK 1: CUSTOMER CASE STUDIES

BUS-S05
HOW BCBS TENNESSEE CREATES SELF-SERVICE APPS IN MINUTES WITH IBM FORMS EXPERIENCE BUILDER

Speakers: David Hogan, Manager, eBusiness Marketing, Information Services, Marty Lechleider, Program Director, Digital Experience and IBM Forms Product Manager

Learn how BlueCross BlueShield of Tennessee is using IBM Forms Experience Builder software to increase efficiency and enhance customer experience. You will see how the software works and gain an understanding of how it can provide value to your organization. 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 BlueCross BlueShield of Tennessee is using and gaining value from the software, and how your organization can get started. (Level: Introductory)

BUS-S06
DRIVING SALES AT CLUSO INVESTIGATION: MOBILE MARKETING USING WEBSPHERE PORTAL AND MOBILEFIRST

Speakers: Sharon Sutila, CEO & Founder, Cluso Investigation, Philip Cheshire, Software Engineer, Asponte

Typical small businesses use typical advertising means. So what happens when a small business starts thinking outside the box? In this session attendees will hear how Cluso Investigation and Asponte Technology teamed up to help drive web traffic and increase sales by using a mobile application built with MobileFirst and WebSphere Portal v8.5, and deployed via Google Play and Apple App Store. (Level: Introductory)

BUS-S07
IT'S NOT ROCKET SCIENCE, OR IS IT? THE DIGITAL EXPERIENCE PLATFORM AT MIT LINCOLN LAB

Speakers: Vishal Chawla, User Experience Team Lead, MIT Lincoln Lab, Ken Rokicki, Principal Architect, Avnet Services

MIT Lincoln Laboratory took the next step in their journey of building the best digital experience for their employees possible. The Lab moved forward with their plans to bring Web Content Manager, Forms Experience Builder, and Connections into a very compelling UX that enables greater efficiency in what they do through the latest features now available supporting social portal integrations. Features like Social Rendering, enhanced mobile support, and e-Forms have delivered more functionality than the lab has ever had. Let us walk you through how this collection of rocket scientists now work better, smarter, and faster with their enhanced digital experience platform, and even get a sneak peak at the future that mobility has in The Lab.   (Level: Introductory)

BUS-S08
TRANSFORMING DIGITAL DELIVERY WITH CONTENT DRIVEN PORTALS AT PRUDENTIAL

Speakers: Peter Kempf, Director, IT Architecture, Prudential Financial, Nick DeFeis, Vice President, IT Architecture, Prudential Financial

Attend this session to learn how Prudential is transforming its Digital Delivery leveraging IBM WebSphere Portal and Web Content Manager. Prudential's Digital transformation demands agility at all levels. Traditional Portal Java development and delivery is no longer agile enough! This session will describe how Prudential is leveraging IBM's platform to achieve their goals. (Level: Introductory)

TRACK 1: CUSTOMER CASE STUDIES

BUS-S09
EXTENDING THE SOCIAL INTRANET INTEGRATIONS AT DOMINION

Speakers: Mike Michael, Enterprise Systems, Dominion Enterprises, Craig Yerger, Infrastructure Practice Lead, Asponte

In this session we will cover how Dominion Enterprises, a marketing services company that serves many industries has used WebSphere Portal, along with Web Content Manager (with the Content Template Catalog), Forms Experience Builder, Watson Content Analytics with Enterprise Search, Sametime, Connections Profiles and awareness, and more in the past year to consolidate and simplify the employee intranet into a single point of entry. Using Single Sign On via SAML, employees now have a "one ring" intranet. Dominion Enterprises is using Forms Experience Builder to replace paper and disparate online forms with streamlined processing, and for surveys (that were previously handled though a litany of venues). The platform also integrates access to Google Sites, Microsoft Sharepoint, WordPress, and Drupal. IBM Watson Content Analytics with Enterprise Search aggregated searches across a host of different systems to a centralized search service, Asponte's File Manager is also part of the intranet solution for added file security and sharing. See how Dominion Enterprises consolidated a myriad of sites and links into one clean, social, simple tool for employees. (Level: Introductory)

BUS-S10
IMPROVING HEALTHCARE MANAGEMENT AT VICTORIAN ORDER OF NURSES WITH IBM FORMS EXPERIENCE BUILDER AND DIGITAL EXPERIENCE

Speakers: Andrew Ward, Executive Director, Victorian Order of Nurses, Randi Byrne, President, Armec Group

The Victorian Order of Nurses, Canada's largest national not-for-profit, charitable home and community care organisation, was tasked with reducing the number of falls by seniors in their care across Ontario. The initial program was set up manually, using pen and paper, and results accounting from the various districts delivered divergent processes and variable results. The VON funding model required drastic improvements in tracking, processes and reporting for this program to adhere to best practice policies and be a success. Attend this session to learn how this organization updated their IT procedures and platform to deliver a cost effective, electronic process solution across districts using Forms Experience Builder and WebSphere Portal, and use of mobile tablets and styluses to capture all the waivers and registrations electronically with digital signatures, making the solution more efficient and secure. The electronic solution also captured the healthcare metrics from the various districts that showed the program was operationally effective. Join us to explore how easy, efficient and flexible it was to set up and deliver this solution across the member organizations, and the benefits the organization continues to derive from the monitoring and reporting the healthcare management solution provides.
(Level: Introductory)

BUS-S11
PERFORMANCE MANAGEMENT AND OPTIMIZATION FOR THE XEROX GOVERNMENT SOLUTIONS HEALTH ENTERPRISE PORTAL

Speakers: Gorkey Vemulapalli, Solution Architect, Xerox Solutions, Hunter Presnall, WebSphere Portal Performance Lead, IBM

The Xerox Government Solutions Health Enterprise Portal supports all of the Health Care Program and Decision Support needs for MMIS management for several states. The solution is based on different IBM products, leveraging IBM Digital Experience and WebSphere Portal Server, WebSphere Application Server, Smarter Process and IBM Security Solutions. To ensure the best possible performance for the users of this major enterprise solution Xerox and IBM worked on optimizing the performance of the solution. To monitor and troubleshoot the solution and optimize the performance AppDynamics Performance Management was used. The session will explain the business drivers, use cases, and architecture choices selected for deployment. We will also discuss in detail how the team leveraged AppDynamics and other tools to optimize and manage the performance of the enterprise health care solution. Join us for a real world showcase how performance was optimized for a state of the art enterprise Health Care solution.   (Level: Intermediate)

TRACK 1: CUSTOMER CASE STUDIES

BUS-S12
COMMONWEALTH OF MASSACHUSETTS APPLICATIONS PORTAL, TRANSFORMING THE CLASSROOM TEACHER EXPERIENCE

Speaker: Pradeep Behl, Senior Software Solutions Architect, IBM Software Services for WebSphere

The Commonwealth of Massachusetts Executive Office of Education is chartered with enhancing the quality of education in Elementary school class rooms and High school class rooms throughout the State of Massachusetts. In this session you would learn of their innovative use of WebSphere Portal and Personalization technology for role based targeted delivery of education applications and for educator specific content. It delivers a hub for the class room teacher to improve productivity, and provides the framework going forward for even more productivity enhancements. You will also see how the Portal fits into the overall integration architecture including integration with Cloud based applications.
(Level: Introductory)

BUS-S13
UPGRADING TO IBM WEBSPHERE PORTAL DELIVERS BUSINESS RESULTS FOR RETAIL OPERATIONS AT LEONISA

Speakers: Marco Caramma, TSGroup, Roberto Chiabra, IBM

Attend this session to learn about the benefits achieved from the portal deployment supporting retail operations at Leonisa. Learn the business drivers that led to the selection of WebSphere Portal to deliver the digital experience solution designed to increase customer engagement and the percentage of web orders received and managed through the retail storefront. We will share lessons learned through the project upgrade from a legacy web site application to a modern digital experience solution on IBM WebSphere Portal Version 8. We'll detail the project plans, and lessons learned during the processes of updating the previous legacy web solution to IBM WebSphere Portal. We'll show the digital experience solution services that deliver self-services features for customers including Online Orders, Payment History, Payment Due, Online Catalog, and many others. Understand the choices made to manage the migration effort for best success and a smooth transition. We will share the business benefits, including the productivity gains end users are experiencing, as well as ongoing practices to ensure the solution continues to meet and exceed production service and ongoing business requirements.
(Level: Intermediate)

BUS-S14
ONEAMERICA BRINGS THEIR NEWSROOM FUNCTIONALITY HOME TO WEBSPHERE PORTAL AND WEB CONTENT MANAGER

Speakers: Jerry Quinn, Assistant Vice President, eBusiness, OneAmerica, Craig Yerger, Infrastructure Practice Lead, Asponte

Learn how OneAmerica reduced ongoing costs tied to a 3rd party service by building their newsroom using IBM Web Content Manager / WebSphere Portal. The OneAmerica newsroom includes many features such as filtering by year and category, dynamically highlighting quotes in the article, and providing sharing through Twitter, LinkedIn and email. The newsroom is now easier to maintain as well. We'll present the business case and a high-level of the implementation of the new newsroom. (Level: Introductory).   (Level: Introductory)

BUS-S15
THE TINKER FEDERAL CREDIT UNION EMPLOYEE PORTAL: INFORMATION YOU CAN BANK ON

Speakers: Renee Jones, Senior Professional Development Specialist, Tinker Federal Credit Union, Dan Makuch, Enterprise Solution Architect, Base22

Tinker Federal Credit Union (TFCU) is the largest credit union in Oklahoma, and one of the 50 largest in the country, with 27 full-service locations, more than 300,000 members, and over $3 billion in assets. Although TFCU has less than 1000 employees, they face many of the same challenges as much larger organizations when it comes to ensuring that front line workers have quick and easy access to accurate, up-to-date information when they need it. Â In this session we will share the story of TFCU's journey from an outdated intranet where critical content was locked away in hard-to-work-with PDFs, to a modern, personalized digital workspace based on IBM Digital Experience (DX) software and the Base22 Employee Portal Blueprint.
(Level: Introductory)

TRACK 1: CUSTOMER CASE STUDIES

BUS-S16
TACO BELL PORTAL: AWARD WINNING USER CENTERED DESIGN AND BEST PRACTICES
Speaker: Ben Shoemate, Enterprise Web User Experience and Information Architecture, Base 22

Taco Bell is a quick-service restaurant chain that serves more than 2 billion customers each year in more than 6000 restaurants. Understand the latest innovations of the Taco Bell implementation of IBM WebSphere Portal, Web Content Manager Templates (CTC) and Social Communications to fulfill the needs of its restaurant management and staff. The Taco Bell portal was awarded two platinum Marcom awards this past year, one for best portal and one for best website redesign, which was completed using a user centered design approach. Attend this session to see examples of how Taco Bell leverages the security and personalization features of WCM, incorporates multichannel design, and how they manage their content strategy and governance practices. (Level: Introductory).

BUS-S17
SESSION TO BE ANNOUNCED

BUS-S18
CISCO'S PORTAL MIGRATION TO VERSION 8.5 & FARMING IN THE WORKS

Speakers: Nara Tadepalli, Senior IT Engineer, Cisco, JayaPrasad Thambuganipalle, Senior Accelerated Value Leader, IBM, David Nixon, WebSphere Portal Operations Architect, IBM

Learn how Cisco Systems designed and deployed the next generation, robust, enterprise-wide WebSphere Portal Platform "Cisco Enterprise Portal (CEP)" to support numerous global business initiatives. Presenters will then share how Cisco has completed a Proof-Of-Concept project, including resolution to the WSRP & personalization issues encountered, and is now in the process of migrating the Portal 6.1 environments. The target environment is WebSphere Portal 8.5, running on WebSphere Application Server 8.5.5, to leverage the best in class portal capabilities, while switching from a clustered architecture to a Farm architecture to minimize the maintenance efforts. You will also learn the reasons and benefits of why Cisco changed the target Portal version from 8.0 to 8.5 and the migration approach itself, when Portal 8.5 was released. Presenters will also share Cisco's active-active, multi-data center strategy which provides high-availability and zero downtime deployments. (Level: Intermediate)

BUS-S19
CONSUMER ENGAGEMENT WITH FLORIDA BLUE AND EXCEPTIONAL DIGITAL EXPERIENCES FOCUSING ON MULTI-CHANNEL DELIVERY

Speaker: Phani Kanakala, Manager, Web and Mobile team, FloridaBlue, Charles Mahoney, Senior Technical Architect, Perficient

Florida Blue is experiencing a constantly evolving market driven by changes in customer behaviors and demands along with the Affordable Healthcare Act, making consumer engagement more important than ever. Delivering information, products and self- service capabilities digitally to multiple channels is critical to reaching consumers and exceeding expectations while also meeting business drivers. Florida Blue is a long-time IBM customer and continues to leverage its investment to deliver innovative solutions. Attend this session to learn how Florida Blue continues to engage consumers using the portal & Websphere platforms with content management, analytics, personalization, SOA and social interaction to deliver multichannel exceptional customer experiences with measurable ROI. (Level: Introductory)

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TRACK 1: CUSTOMER CASE STUDIES

BUS-S20
PORTAL E-GATEWAY: DELIVERING NEXT GENERATION E-HEALTH CARE SERVICES TO CUSTOMERS AT BLUE CROSS BLUE SHIELD MICHIGAN

Speakers: Vijayan Selvam, Blue Cross Blue Shield- Michigan Chief Technical Lead and Architect, Iqbal Singh, IBM Software Services for WebSphere Chief Architect

Blue Cross Blue Shield Michigan's new portal eGateway has been successfully deployed to the IBM Digital Experience Platform along with IBM Security solutions and integration technology. The solution provides healthcare plan information, enrollment, and patient self-service features including appointment scheduling, find a doctor, wellness information to thousands of BCBS-MI plan members, patients, and providers. This session will cover this organization's journey planning and delivering this solution. Details include migration from former platform and hardware technologies, to the new eGateway on IBM hardware and software, with integration across several back end services needed to support the solution services, presented to audiences through (IBM WebSphere Portal and Web Content Manager V8. Hear how the upgraded solution was delivered under their "DIGS" initiative (Digital Infrastructure Gateway Services). The DIGS platform provides secure and rich user experiences supporting Healthcare Advisors, Policy Agents, and Group Plan users.

The team will present the business and technical benefits of this gateway to their business, which include the abilities to securely extend eservices and content through multi-channel delivery by establishing the IBM Digital Experience Platform as the central aggregation and information delivery gateway. The platform functions as the central integration platform for healthcare information and provider applications, delivered using the Portal's secure, role based delivery services that support individual customer needs. See how this team managed the project development and delivery of this platform that aggregates content, applications, security, advanced search, analytics, composite applications, to a tailored user experience that places the customer requirements as the focus of the solution UX design. (Level: Intermediate)

BUS-S21
SESSION TO BE ANNOUNCED

BUS-S22
MODERNIZING THE PORTAL THEME DURING MIGRATION AT ROYAL BANK OF CANADA: DELIVERY AND LESSONS LEARNED

Speaker: Alex Aylwin, Senior Developer, Royal Bank of Canada

The focus of this breakout session will be to outline the dual-theme approach that the Royal Bank of Canada team followed as they managed their platform upgrade to Version 8. In this session we'll share the project outline and milestones and the issues encountered during the migration to a WebSphere Portal modular theme. Learn how the RBC team was able to overcome these issues using two themes, their lessons learned, guidance for their ongoing solution management, and a preview of upcoming platform enhancements under consideration. The session will give a client's perspective on how updating their version of WebSphere Portal benefitted the organization, and a real-world example of the challenges that could arise along the way. (Level: Intermediate)

BUS-S23
A GREAT PORTAL FOR GREAT PEOPLE: THE KROGER INTRANET
Speaker: Arturo Araya, Developer, Kroger Technology, Bradley Deener, Certified Technical Sales Specialist, IBM

The GreatPeople Employee Portal is used by over 400,000 employees across 19 divisions to get the latest news and information, share and communicate socially, and access their weekly schedules, all of it across mobile and non-mobile devices to internal and external audiences. The content is created using Web Content Manager in a dynamic fashion - tailoring news articles and videos to the different employees based on their profile. In this session we will outline the solution architecture, the steps we took to implement and maintain the solution as well as how we optimized its performance. Key implementation items like integration with different backend systems for reporting and for social interaction, integration with our Google Search Appliance for search, responsive theming with Bootstrap, and Web Content Manager video display will be discussed. We will also provide a glimpse into the future of Great People and how IBM WebSphere Portal will serve as the keystone for Kroger's next generation intranet solution. ROI. (Level: Introductory)

TRACK 2: ACCELERATING SOLUTION TIME TO VALUE AND ROI

BUS-R01
CREATING ENGAGING, SUSTAINABLE CUSTOMER RELATIONSHIPS IN THE DIGITAL AGE

Speakers: Kirsten Kelley, Senior Offering Manager, Digital Experience software, IBM, Tyler Tribe, Senior Offering Manager, Digital Experience and Mobile software, IBM

Your customers have a growing number of options for companies to do business with. These organizations are banging on their doors every day, and in order to ensure that your customers are not tempted to look elsewhere, you need to provide them with a compelling reason to stay! During this session, we will discuss some of the key factors in developing an engaging customer experience that can best yield business results. We will highlight some successful strategies our customers have employed to become leaders in their industry, and review the technology they used to get there. (Level: Introductory)

BUS-R02
SHORTEN YOUR TIME TO WOW WITH DIGITAL EXPERIENCE IN THE CLOUD

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

Getting started with a new technology can be a challenge, but with our new cloud options, IBM Digital Experience can shorten the time it will take you to deliver a great user experience and make your customers say WOW!

Attend this session to understand the options for using the cloud to accelerate time to value for user engagement, reduce wait times and increase agility. We'll cover our new Digital Experience on Cloud products as well as other options open to companies. We'll give some examples of how to build a business case for moving to cloud, explore the kind of costs and benefits you should expect, and discuss what your migration experience will be like. (Level: Introductory)

BUS-R03
TRANSFORMING CUSTOMER SELF SERVICE THROUGH DIGITAL SELF-HELP WITH IBM'S SMARTER PROCESS AND DIGITAL EXPERIENCE

Speaker: Dave Millen V*ice President, Product Management, IBM Smarter Process*

The future of business is digital and your customer experience and business operations in this digital world are inextricably connected to each other. From running mission critical self-service processes such as within call centers, to expanding your offerings to newer self-service channels, digital self-help is a critical component for any growth business. In this session we'll cover how you can help your users quickly and painlessly take care of increasingly sophisticated interactions with your business through a digital self-help channel that is built on the IBM Smarter Process and Digital Experience capabilities. (Level: Introductory)

BUS-R04
BEYOND THE EXCEPTIONAL EXPERIENCE - DRIVING YOUR CUSTOMERS AND EMPLOYEES FROM ENGAGEMENT TO COMMITMENT

Speaker: Peter Funke, Executive Consultant, IBM Software Group

IBM has long promoted the prospective value of exceptional experiences. Personalization, particularly with social connections, has now shown huge ROI for first movers that have made these investments.   But what if this "vein of value" were aggressively mined and leveraged?   Could a consumer or employee that is modestly entertained by your site, be drawn into increasingly deep engagement, and further, even passionate commitment to your firm's values?   As digital interactions have replaced traditional engagement patterns, it is imperative that we understand the key variables that most effect your audience (consumer, B2B customer/partner or employees) motivations, and how these effect their loyalty, trust, and advocacy for your firm and brand.

In this evocative presentation we will present a framework for achieving "best possible value" by aligning each portal experience with the specific motivations or your audiences.   "Most essential" use cases/demos from various industries will be shared as examples of just how exciting these opportunities can be! (Level: Introductory)

TRACK 2: ACCELERATING SOLUTION TIME TO VALUE AND ROI

BUS-R05
THE ULTIMATE CUSTOMER EXPERIENCE STARTS WITH THINKING....BY DESIGN

Speaker: Carolyn Baird, Global Research Leader, IBM Institute for Business Value

IBM has invested $100M to build out agile new Design Studios around the globe to create a repeatable method of innovating and capturing knowledge around transformational customer experiences. Collectively the teams are creating some of the most innovative approaches to deliver rich new digital experiences. Their ideas are fueled by the best thinking from from IBM Research, IBM Watson, and key partnerships like Apple and Twitter. This session will use some of the very latest research to talk about designing for Millennials and Mobility. (Level: Introductory)

BUS-R06
SOCIAL PORTAL BUSINESS ADOPTION MODELS: ANALYTICS AND PLANNING IN ACTION

Speaker: Slava Frid, Managing Director, Gemini Systems

Success of your social portal business is going to depend on the adoption of the solution by the targeted users. Join us for a discussion of how various adoption models can not only help your implementation succeed, but also guide your whole IT strategy down the path most beneficial to your users. We will share models, metrics, and approaches to make sure the next initiative is seen as "of the users, by users, and for the users! (Level: Intermediate)

BUS-R07
CREATING AN ENGAGING, "CONSUMER GRADE" EMPLOYEE EXPERIENCE AT PRUDENTIAL

Speakers: John Huetz, Vice President, Information Systems, Prudential, Kirsten Kelley, Senior Offering Manager, Digital Experience Software, IBM

As we rely on devices and technology to live our lives, our expectations rise to new heights.   These expectations are not limited to our personal experiences, but, they are prevalent in the workplace as well. During this session, we will discuss some of the industry and social trends in today's market, and how these affect our expectations of digital experiences at work. We will explore Prudential's journey from creating a social intranet, to a "consumer grade" digital experience that engages our employees. We will share our roadmap for mobile deployment, as well as thoughts for deeper analytics measuring business goals against actual intranet outcomes. Learn how we personalize our intranet for maximum impact, and where we are heading to bring the outside in. You will hear about the lessons we learned along the way, and how our original goals continue to evolve and adapt to our corporate culture. (Level: Introductory)

BUS-R08
ACCELERATING A PORTAL UPGRADE USING THE CLOUD

Speakers: James Dean, Portal Architect, Blue Cross Blue Shield of Tennessee, Rich Rosetto, CTO, Digital Experience Consulting, IBM

BlueCross BlueShield of Tennessee recently upgraded from WebSphere Portal and Web Content Manager v6.1 to v8.5. In this session we will explain how we were able to upgrade quickly and easily using the IBM Lab Services Portal Upgrade Accelerator. The Upgrade Accelerator is a cloud based upgrade approach that abstracts complexity and increases the velocity of the upgrade work. Join us as we discuss the key challenges we faced and our innovative approach to this upgrade project.   (Level: Intermediate)

BUS-R09
PERFECTLY PROFITABLE PROJECTS: CREATING A DESIGN SERVICES TEAM

Speaker: Anne Zimos, Practice Leader, Creative Design Services, CHQ, BT/CIO, IBM

Need a way to create good design assets without a steep pricetag? This session will review how to create a self-sustaining and potentially profitable internal design team. Understand the how to hire, how to structure pricing, how to price internationally for local markets, where to get customers from, and how to enable the team with tools to manage the flow of tasks.   (Level: Introductory)

TRACK 3: OPTIMIZE DIGITAL EXPERIENCE SOLUTIONS FOR BUSINESS RESULTS

BUS-G01

NEW MOBILE APP CAPABILITIES OF THE DIGITAL EXPERIENCE PORTFOLIO

Speaker: Tyler Tribe, Offering Manager, Digital Experience and Mobile Solutions, IBM

This session will discuss and demonstrate a new set of mobile capabilities within the IBM Digital Experience portfolio. These exciting new capabilities enable the line of business to work hand in hand with mobile app developers to deliver personal, adaptive, and relevant content to hybrid or native mobile applications. Come see how a new content authoring experience brings workflow, segmentation, and mobile notifications together to help drive the right mobile app experience for your users. (Level: Introductory)

BUS-G02

DIGITAL EXPERIENCE - HOW YOU UNITE IT AND LINE OF BUSINESS

Speaker: Mike Ostrowski, V.P. of Technology, Mainline Enterprise Digital Solutions, John Hoover, Mainline Enterprise Digital Solutions

IBM calls it CAMSS. IDC calls it the Third Platform. Others call it SMAC. Regardless, everyone knows that Cloud, Analytics, Mobiles, Social and Security are top of mind. The reality is that business people who have real world problems and opportunities do not think like IT folks. Often times a business problem requires some combination of Social, Security, Analytics and Mobile...and...sometimes it needs to live on the Cloud. IBM's Digital Experience solutions can unite the individual components of CAMSS into a single user experience that drives value up and down the value chain. Come to this session to see some real world use cases and how the IBM Digital Experience suite can provide the glue. For example, imagine the power if you combined social with analytics to allow users around the globe to solve business issues in real time. We call this Collaborative Analytics. Also, what happens when you combine mobile with analytics to allow users anywhere, on any device to take action based on alerts driven by the analytics platform. We call this Actionable Analytics. This session will inform you on how to build real world solutions that provide true value. (Level: Introductory)

BUS-G03

VIEW YOUR EXCEPTIONAL DIGITAL EXPERIENCE THROUGH THE EYES OF YOUR CUSTOMERS

Speaker: Karen He, Product Marketing Manager, IBM ExperienceOne

Creating an exceptional user experience is critical to delivering an exceptional digital experience, but the toughest question to answer is" "How do we know if our customers are having a bad experience online?" Don't wait until disgruntled customer call your contact center, or post brand-damaging messages to social networks. In this session, you will see how to use IBM's Customer Experience Management tools and record, analyze, and even replay the actual customer experience, giving you the visibility and insight into why customer struggle with – or worse still, abandon – online transactions. This deeper insight helps organizations understand the business impact of customer experiences issues, thereby driving optimization decisions which lead to increased online conversion rates, with decreased customer struggle. Level: Introductory)

BUS-G04

SOCIAL DIGITAL EXPERIENCES LIVE!!

Speakers: Bryan Daniel, Senior Technical Specialist, IBM Digital Experience and Social Collaboration Solutions, IBM, Mark Neumann, Executive IT Specialist, IBM

In this action packed live demonstration filled session see how IBM Digital Experience software allows companies to create customized digital experiences that reinvent the way they engage with their most important audiences: customers and employees. The demonstration in this session will highlight how IBM's Digital Experience can be the integration point for all your companies needs. Build customer loyalty with a social digital experience and turn your employees into intellectual capital sharing machines by using IBM Social Software. Products included in the demonstrations will include the latest capabilities from IBM WebSphere Portal, IBM Connections, IBM Commerce, IBM Forms, IBM Cognos Business Intelligence,

BUS-G05

DEVELOP ENGAGING UX WITH PARTICIPATORY DESIGN CAPABILITIES

Speaker: Paul Bucalo, Practice Manager, Sirius Computer Solutions

How can a design facilitate system adoption? This session will demonstrate how built-in features of IBM WebSphere Portal with Web Content Manager allows the stakeholder to customize their user experience through the participatory design process. Participatory design is a methodology that directly involves stakeholders in the design process and when applied to software technologies can increase efficient and effective communication between a user and the technology. See how making users the arbiters of the design process and facilitators of the usability process can help ensure rapid and loyal adoption. (Level: Introductory

TRACK 3: OPTIMIZE DIGITAL EXPERIENCE SOLUTIONS FOR BUSINESS RESULTS

BUS-G06
LEVERAGING THE DIGITAL EXPERIENCE AND MARKETING AUTOMATION TO TRANSFORM CUSTOMER ENGAGEMENT

Speakers: Connie Triassi, ExperienceOne Client Solution Professional, IBM, Angela Caruso, Technical Sales Specialist, IBM Digital Experience and Enterprise Social Solutions, Bryan Daniel, Senior Technical Specialist, Digital Experience, IBM

The IBM Digital Experience and IBM ExperienceOne solutions empower marketing professionals to create adaptive engagement patterns which transform how they engage with customers. This includes the ability to collect and learn about customer behaviors, make real-time business decisions on delivering personalized content to customers, and reaching customers across multiple channels (i.e. web, social, email, mobile). This session will provide an overview of the various IBM ExperienceOne components and will then show, through live demonstrations, how IBM Interact, IBM Silverpop, IBM Mobile Push Notification and IBM Tealeaf can be leveraged with IBM Digital Experience software to increase customer engagement, customer satisfaction & loyalty, and improve conversion rates. (Level: Introductory)

BUS-G07
THINKING OUTSIDE THE CART - PERSUASIVE DIGITAL EXPERIENCES!!
Speakers: Bryan Daniel, Senior Technical Specialist, IBM Digital Experience and Social Collaboration Solutions Technical Specialist, IBM, Nicole Carrier, Director and Chief Strategist, Digital Experience Software, IBM

How can IBM's Digital Experience offerings be combined with WebSphere Commerce services to deliver top notch sites that maximizes customer engagement and revenue? This session will cover just that – demonstrating how to combine IBM Digital Experience and IBM Commerce for a best-in-breed customer experience. See how businesses can easily integrate and combine commerce, social, and application data for a seamless and exceptional experience, which is mobile ready and manageable by the business without recourse to IT. (Level: Introductory)

BUS-G08
BE YOUR COMPANY'S DIGITAL HERO!

Speaker: Minesh Manilal, Director, Digital Experience, Prolifics

In today's disruptive world, digital experience technologies are quickly changing how we work and interact with customers, end users, and other businesses. Please join us as we discuss the importance of digital transformation and how it can help your company save money and increase revenue. In this session you will better understand the challenges faced by companies around the world and proven tactics for resolution. You will also learn about the considerations that need to be thought through and governed in order to achieve true digital excellence. We will talk about a wide array of topics from data-driven marketing to infrastructure considerations to operational governance, helping equip you to becoming your company's Digital Hero. (Level: Introductory)

BUS-G09
STEPS TO RELEVANT AND IMPACTFUL PERSONALIZATION
Speaker: Dan Fertig, Director of Partner Channels, Maxymiser, Inc.

If you asked "what is personalization?" to different people in your own organization, would you get different answers? Mark Simpson founded the world's leading customer experience optimization company and will lay out the necessary steps needed to begin, and scale, your journey towards one-on-one personalized marketing. (Level: Introductory)

BUS-G10
APPLICATION MODERNIZATION IN THE DIGITAL EXPERIENCE WORLD

Speakers: John Head, Director of Enterprise Collaboration, PSC Group, LLC, Toby Samples, Consultant, PSC Group, LLC

Application Modernization is the hottest buzzword in the IT world today. For many, it means the migration and transformation of an old application to a modern platform and emerging technologies. With Digital Experience solutions, means much more. Application Modernization is about taking what consumers expect from cutting edge mobile experiences, websites and applications – Slick User Experience, Modern Workflow, Mobile Support, Social and Cloud, and applying it to the enterprise space. This session will look at these five areas and apply them to WebSphere Portal and the IBM Digital Experience solutions.   Examples will highlight how and why focusing each of these areas can have a positive impact and upside inside your organization and recommendations on how to apply Application Modernization. (Level: introductory)

TRACK 3: OPTIMIZE DIGITAL EXPERIENCE SOLUTIONS FOR BUSINESS RESULTS

BUS-G11
BUSINESS IMPACTS OF ADVANCED VIDEO IN DIGITAL EXPERIENCE SOLUTIONS

Speaker: Ofer Luft, Sr. Director, Customer Solutions, Kaltura, Inc.

Companies continue to seek ways to personalize the way they engage users and customers through powerful, engaging digital experiences. Video is widely recognized as the most engaging digital medium today, and customers need to learn how to seamlessly and effectively leverage video inside their digital experience solution. Kaltura, the leading video technology company, will share how you can leverage the power of video without all the management complexities typically associated with video. Learn how an integrated Kaltura – IBM Portal/Digital Experience solution can quickly increase the ROI on your digital experience campaign through powerful video creation, publishing, user engagement, and tracking. (Level: introductory)

BUS-G12
SESSION TO BE ANNOUNCED

BUS-R13
DESIGN FIRM, MEET TECHNOLOGY: HOW TO ENGAGE CREATIVITY WITH FUNCTIONALITY

Speaker: Cindy Sanderson, Delivery Manager, Avnet Services

Every organization faces this issue: what is the right time to engage the design team with the technical architecture team? Join us as we take you through some of the decision making process of engaging design with architecture as organizations plan their Digital Experience solutions.

- How much is this beautiful, intuitive design going to cost to implement?
- Is my design firm making use of what my product platform is capable of out of box?

Both questions that need to be asked in any proposed implementation, which could result in possible restructuring of decision paths, to ensure correct engagement timing. This session is not to provide a single answer or solution but to expose the key topics, including considerations for multi-channel design and planning, and questions to get the conversation started to propel your organization on the path to success! Specific considerations when organizing Web Content Manager and WebSphere Portal design and ongoing design management, along with best practices from example customer engagements will be included. (Level: Introductory)

TRACK 4: DIGITAL EXPERIENCE SOFTWARE AND SOLUTIONS

TECH-P01
GETTING STARTED WITH IBM DIGITAL EXPERIENCE V8.5 SOLUTIONS

Speakers: Sunil Hiranniah, Worldwide Digital Experience Sales Leader, IBM, Lauren Wendel, Digital Experience Product Manager, IBM

IBM Digital Experience Version V8.5, built on the foundation of WebSphere Portal and IBM Web Content Manager, delivers 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 services including business portlets, mobile delivery, web content publishing, BPM Task process management, personalization, content targeting and EMM services, social portal support, commerce integration, developer tools, security, standards support, on-premise and cloud-based deployment approaches, and more.   Learn how to best apply the Digital Experience V8.5 features in support of digital experience solutions that can achieve competitive advantage, customer loyalty, enhanced employee interactions and business growth.
(Level: Introductory)

TECH-P02
IBM WEB CONTENT MANAGER 101

Speaker: Joe Breal, Senior Managing Consultant, Software Services for WebSphere, IBM

Has your company decided to create a new content-based web site for end users or for employees? Have you been assigned the task to find a tool to help create and manage the content? IBM Web Content Manager (WCM) provides the features and functions to help you organize and manage your content-based web site. This is an introductory session on WCM that will provide insight and best practices for Library Management, Content Authoring and Development, Design Artifacts, Syndication, and Access Control. If you are just getting started with building a content-based web site or you are looking to extend your knowledge of WCM this session is for you. (Level: Introductory)

TECH-P03
WEIGHTLESS DIGITAL EXPERIENCE: OPTIONS FOR DEPLOYING DX IN THE CLOUD

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

IBM Digital Experience offers easy-to-use tools for business users and developers to work together to build rich, personalized websites for marketing, customer/citizen service and intranets. Business demands ever shorter turnaround time on these systems of engagement, as well as constant access to the latest capabilities. Attend this session to learn about the options for using the cloud to accelerate time to value for user engagement, reduce wait times and increase agility. We'll cover our new Digital Experience on Cloud product as well as other options open to companies; we'll also look at how you can integrate with services delivered on Bluemix and use Cast Iron to integrate your packaged applications. Finally, we'll review considerations for companies who have an existing solution that they would like to migrate to cloud.. (Level: Introductory)

TECH-P04
WHAT'S NEW WITH IBM WEBSPHERE PORTAL AND WEB CONTENT MANAGER

Speaker: Rob Will, Distinguished Engineer and Chief Architect, Digital Experience Software, IBM

WebSphere Portal and IBM Web Content Manager continues to get more and more powerful and simpler to work with than ever! This session will update everyone on the latest new features introduced in WebSphere Portal and IBM WCM since we shipped V8.5 last year. 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 just these new capabilities and assumes an understanding of WebSphere Portal V7.0 or V8.0. (Level: Introductory)

TRACK 4: DIGITAL EXPERIENCE SOFTWARE AND SOLUTIONS

TECH-P05
WEBSPHERE PORTAL SECURITY: AN OVERVIEW AND UPDATE

Speaker: Sascha Schefenacker, WebSphere Portal Security Specialist

WebSphere Portal provides various options for how your portal system can be secured. This session will provide an overview on current platform security and authentication services, and update on recently introduced features. Features presented will include Impersonation, StepUp authentication, RemeberMe, WebSphere Application Server Group assertion, SPNEGO support, HTTP Outbound/SAML integration, and all major security concepts available with WebSphere Portal Version 7.0 and higher releases. This includes authentication, single sign-on, WSRP security, Java 2 platform security, and support for multiple LDAP integration within Virtual Portal environments. (Level: Introductory)

TECH-P06
TRANSFORMING BUSINESS OPERATIONS TO CUSTOMER CENTERED DELIVERY

Speakers: Chris Vavra, Program Director, Product Management (BPM), IBM, Thomas Stober, Digital Experience Foundation Architect, IBM

Customers expect their experience to be flawless at every touchpoint, and with competitors only a click (or tap) away, company leaders have a strong incentive to deliver. Modern BPM solutions are helping enterprises worldwide to reinvent core business processes and drive new growth and operational efficiencies. Learn more about IBM's industry-leading IBM Business Process Manager capabilities including the intelligent Business Platform (iBP) in the cloud from IBM, and learn how Digital Experience solutions can exploit the potential of on premise, hybrid and cloud-based business transactions, improve the quality of your role-based business processes and help realize significant cost savings. (Level: Introductory)

TECH-P07
WHAT'S NEW WITH IBM CONNECTIONS

Speaker: Ron Denham, Executive Consultant, IBM

IBM Connections provides the platform of social tools you need to transform your organization into a social business. IBM Connections enables you to reach your customers and partners faster, drive innovation, share content and expertise, and complete work faster. In this session, we'll describe what's new in IBM Connections and highlight the new features being planned for the next release. See first hand how IBM Connections can work for you! (Level: Introductory)

TECH-P08
DELIVER DIFFERENTIATED DIGITAL BRAND EXPERIENCES ACROSS MOBILE AND WEB CHANNELS WITH RICH MEDIA

Speakers: Jason Cornell, Senior Product Manager, Digital Experience software, IBM, Stefan Hepper, Digital Experience Architect, IBM

Rich media plays a critical role in enhancing usability and customer experience, resulting in improved adoption and conversion rates while delivering a differentiated brand experience. Attend this session to learn how to transform digital experiences for improved adoption and differentiation with IBM's digital asset management solution. We will discuss how to use images and video to maximize customer engagement with captivating and immersive digital experiences. We will explore how to unleash the creative production process for designers, agencies and digital creatives to enhance user experience. Additionally, we will show you how to maximize rich media value with centralized management, search and editing support.cloud-based business transactions, improve the quality of your role-based business processes and help realize significant cost savings. (Level: Introductory)

TRACK 4: DIGITAL EXPERIENCE SOFTWARE AND SOLUTIONS

TECH-P09
HANDS-ON LAB:
IBM DIGITAL EXPERIENCES LAB-A-LA-CARTE

Speakers: Bryan Daniel, Senior Technical Specialist, IBM Digital Experience and Social Collaboration Solutions,IBM, Dan Collins, Digital Experience Worldwide Technical Specialist, IBM

There's a lot to see and do in Atlanta and this session is no different! Packed with multiple short labs, you'll learn how to create customized digital experiences that reinvent how you engage with your users! Choose from a fine selection of 30min entrees that leverage the LATEST capabilities in our digital experience solution. Specials of the day include a tour of the latest Authoring Experience, Adding Flair through Rich Media Integration, Topping Your Site with Commerce Capabilities, and Spreading Your Content via Content-as-a-Service (CaaS). (Level: Introductory)

TECH-P10
DELIVER IBM WEBSPHERE PORTAL AND IBM WEB CONTENT MANAGER ON IBM PUREAPPLICATION AND IBM SOFTLAYER

Speaker: Paul Kelsey, IBM WebSphere Portal and Web Content Manager Cloud Architect

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-P11
QUICK START AND DEEP DIVE INTO WEBSPHERE PORTAL SEARCH

Speaker: Andreas Prokoph, WebSphere Portal and Digital Experience Search Architect, IBM

Managing effective search servicing across 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 get WebSphere Portal Search installed, configured and up and running. We"ll share the latest platform updates, and include the most common usage scenarios covering Portal Search integration with IBM Web Content Manager and IBM Connections. And finally, some easy and effective tweaks to the search service itself as well as in the presentation of the search results. (Level: Introductory)

TECH-P12
CREATING DIGITAL BUSINESS OPERATIONS WITH WATSON AND TWITTER INSIGHTS
Speaker: Vijay Pandiarajan, Program Director, Product Management, IBM Smarter Process

Customers have a wide range of expectations as they interact with your business and new cognitive styles of work will change how your business responds to these challenges. Harnessing Watson's cognitive ability directly with operational systems such as BPM, intelligent ad hoc processes are created to increase the productivity of your business experts. At the same time, companies must harness data external to their business such as Twitter sentiment and the weather, combine it with their internal operational data and create highly differentiated local operations. In this session, we will cover two forward leaning use cases for knowledge worker empowerment and acting in context with local data to create the next generation of Digital Business Operations. (Level: Intermediate)

TRACK 4: DIGITAL EXPERIENCE SOFTWARE AND SOLUTIONS

TECH-P13
INTEGRATING ENTERPRISE SEARCH SOLUTIONS TO IBM DIGITAL EXPERIENCE

Speakers: Andreas Prokoph, WebSphere Portal and Digital Experience Search Architect, IBM. Scott Parker, Principal Client Advisor, Watson Solutions, IBM

For the information-driven enterprise, digital experience solutions require enterprise search services that relate user's inquiries to all kinds of information and consistently deliver highly relevant results. Finding the right information is not only a matter of good relevance, but also providing effective targeting and navigation within the search result. The session will explain the high level features of how WebSphere Portal and Web Content Manager enable search engines to integrate so that content can be collected, filtered and shown to users in the correct context. We will present enterprise search options supporting IBM Digital Experience solutions, including Portal Search, Watson Content Analytics and Watson Explorer integration. We'll also detail how 3rd party search engines can integrate, and share some easy and effective methods to further optimize the search service and the presentation of search results. (Level: Introductory)

TECH-P14
ACCELERATING NATIVE MOBILE APPLICATIONS WITH CONTENT AS A SERVICE IN YOUR DIGITAL EXPERIENCE

Speaker: John Boezeman, Senior Technical Staff Member and Digital Experience Architect, IBM

This session will show how to how to use Web Content Manager services of IBM Digital Experience software to augment native mobile applications. It demonstrates how a business user can modify content that directly is being consumed by the native mobile application. Using the power of the new Content as Service feature of V8.5 CF05, see how external applications including native mobile applications can consume web content as data for rendering. We will show several ways to consume content in mobile applications. (Level: Intermediate)

TECH-P15
ELEVATE AND OPTIMIZE CONTENT MARKETING AND PRODUCTION WITH NEXT GENERATION EPHOX EDITOR AND CONTENT ANALYTICS

Speakers: Tim Thatcher, CEO and Director, Product Management, Ephox, Marty Lechleider, Senior Product Manager, Digital Experience, IBM

In this session we will discuss latest editing and content reporting and analytics capabilities that help content marketers craft persuasive content more effectively and efficiently. Content marketers will learn to exploit all the latest JavaScript editor capabilities to maximize the impact of their content. We'll also cover using the content analytics and reporting solution to understand your content and content production process and take action to remediate issues before they become critical using the mass update feature.. (Level: Introductory)

TECH-P16
OUT-OF-THE-BOX WEB CONTENT MANAGER TEMPLATES (CTC): WHAT'S NEW?

Speaker: Nick Baldwin, Technical Product Manager, IBM Web Content Manager

Attend this session to understand the latest capabilities of the Web Content Manager Template Catalog offerings, which deliver out-of-the-box support for a broad set of reusable content types. See how the latest innovation, CTC-04 adds new capabilities with built-in responsive website design support to help you rapidly develop feature-rich sites in minutes with prebuilt content, page and site templates that incorporate proven best practice designs. Technical explanations and demonstrations will share how website designers can use the palette of preconfigured portlets and drop reusable components on web pages for navigation, teasers, slideshows, carousels and more. Use the content samples as is, or copy, customize, and combine with existing assets. In addition, attendees will see how to monitor content effectiveness, and track promotional campaigns using the out-of-the-box analytics features in CTC when integrated with digital analytics packages. See how to best apply these components to quickly deliver content rich, interactive websites that will attract and engage your audiences. (Level: Intermediate)

TRACK 4: DIGITAL EXPERIENCE SOFTWARE AND SOLUTIONS

TECH-P17
HANDS-ON LAB
THE BENEFITS OF DIGITAL EXPERIENCE AND EXPERIENCE ONE INTEGRATION - "TAPAS LABS"

Speakers: Rafael Osorio, WorldWide Technical Sales Specialist, IBM, Dan Collins, Worldwide Technical Sales Specialist, IBM

In today's always-connected world, customer expectations have never been higher—and customer engagement never so challenging. Winning organizations are meeting the challenge by equipping their team to better understand their customers and using automation tools to dynamically turn that intelligence into meaningful dialogs. This is the idea behind the Digital Experience and ExperienceOne Integration: an Exceptional Customer Engagement. Attend this lab to gain hands-on experience in this set of mini labs (20 minutes) where everyone (from Line of Business to IT Guys) can see and design an integration of WebSphere Portal / Web Content Manager with IBM Interact (EMM), WebSphere Commerce and IBM Xtify. Come and learn how your organization can benefit (and how you can lead with hands on skills) from implementation of on premise and cloud based market management analytics to add value to your Customer Experience solutions using IBM Digital Experience and ExperienceOne Solutions. (Level: Introductory)

TECH-P18
WHATS NEXT IN IBM SAMETIME

Speaker: Marlon Machado, Senior Product Manager, Social Communications, IBM

Sametime is IBM's premier solution for social communications and the underlying platform for real-time interactions within top-notch digital experiences. After the successful release of Sametime 9 in September, 2013, and a busy year beefing up Connections Chat Cloud and Connections Meetings Cloud it is time to take a peek at what's coming next in IBM Sametime. This session provides an overview of the strategy and themes driving Sametime's next on-premises release and how it will help improve your digital experience in the future. (Level: Intermediate)

TECH-P19
BEST-IN-CLASS INTERACTIVE BUSINESS INTELLIGENCE EXPERIENCE USING IBM WEBSPHERE PORTAL, IBM COGNOS AND IBM SPSS

Speakers: Pankaj Bose - Lead Technology Consultant (IBM Social Business), TATA Consultancy Services, Atul Gandre - Head of IBM Software (Technology Excellence), TATA Consultancy Services

Integrated Workplace requirements are a key need for business users; in parallel achieving a seamless integration has become a strategic need for IT. This session will outline the best practices to provide integrated , interactive Business Intelligence systems delivered to users through Enterprise Portals. Understand the range of approaches and options to integrate IBM WebSphere Portal v 8/8.5 with IBM Cognos v 10.2 and IBM SPSS v 23, to build a robust and scalable Business Intelligence platform with exceptional customer experience. We'll cover options inlcuding use of 'Out-of-the-box portlets', and custom integration options to consider. Details will also include how to enable various key capabilities such as Mobility, Single Sign-On, Multi-lingual and Social for BI systems. (Level: Intermediate)

TECH-P20
HANDS-ON LAB:
MAKE YOUR DIGITAL EXPERIENCE MORE SOCIAL BY INTEGRATING WEBSPHERE PORTAL WITH IBM CONNECTIONS

Speakers: Charlie Price, Advisory Software Engineer, IBM, Greg Presayzen, Client Technical Advisor, IBM

Get hands on technical and configuration experience integrating WebSphere Portal with Sametime and Connections. The lab will begin with each product installed and configured with a common LDAP directory. From here you can pick and choose the integration options and use cases that most interest you. Add the latest technology for IBM Connections and Connetions Content Manager – WebSphere Portal integration with Social Rendering and latest Connections portlets. Work hands on with these integration points to see how you can deliver the real-time collaboration tools people need - right from the applications they use every day, and discover how much easier it is for end users to stay current with projects and work collaboratively. In seeing and working live with many of the common uses cases of a Social Portal you will be able to quickly provide your user community more productive uses of social software in your business.
(Level: Introductory)

TRACK 4: DIGITAL EXPERIENCE SOFTWARE AND SOLUTIONS

TECH-P21
BEST PRACTICES FOR PERSONALIZING YOUR DIGITAL EXPERIENCE SOLUTIONS

Speaker: John McEvoy WebSphere Portal and Web Content Manager Engineering Team Lead, IBM,

Attend this session for a comprehensive view of how to enhance your Digital Experience user experience by implementing personalization. During this session we'll demonstrate how to plan and deliver personalization services in IBM WebSphere Portal and Web Content Manager V8.0.0.1 and V8.5 solutions, including the latest Content Targeting features for better business results. We'll share best practices and recommendations, common pitfalls to avoid, and example implementations supporting a range of customer requirements to illustrate what is possible and how to get the best out of personalization services. We'll share a preview of personalization enhancements under consideration for future development.   See how you can make use of your Personalization services for more efficient content targeting by individuals and teams for your audiences.   (Level: Intermediate)

TECH-P22
DELIVER SMARTER CLOUD BASED EXPERIENCES TO YOUR WORKFORCE

Speakers: Rob Ingram, Senior Product Manager, IBM Talent Suite, Stefan Liesche, Distinguished Engineer, IBM Smarter Workforce

IBM's Smarter Workforce talent portfolio includes a full suite of talent /HCM solutions with intuitive functions for workforce development and employee engagement. In this session, we will provide a detailed overview of the talent portfolio by illustrating use cases that combine applicant tracking, candidate assessment, new hire onboarding and performance management solutions with IBM's market leading digital experience and social platform to create an engaging user experience. We'll also explain how cloud technology and IBM's Digital Experience portal enables the portfolio and creates an ideal foundation for continuous innovation that integrates deep social and analytics capabilities. We will introduce new IBM tools for developers and business partners to help create smarter workforce experiences for their clients. (Level: Introductory) business.   (Level: Introductory)

TECH-P23
IBM DIGITAL EXPERIENCE WEB CONTENT AUTHORING: SHAPE THE FUTURE

Speaker: Nick Baldwin, Technical Product Manager, Web Content Manager, IBM, Stefan Hepper, IBM Digital Experience Development, WCM/Rich Media Architect, DeAnna Steiner, Senior UX Designer for Digital Experience, IBM

Directly influence the future of IBM Digital Experience content authoring experience. Building on the newest features introduced in WebSphere Portal and Web Content Manager Version 8.5, we are envisioning a faster site creation and simpler content creation experience. We invite you to explore and refine the vision with us. Don't miss this opportunity to affect the future of content authoring and site creation. Does our vision and capabilities give you the speed and agility that you need to build exceptional experiences for your audiences? You get to tell us what we got right so far in our designs, and what we should consider based on your needs. (Level: Intermediate)

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D01
INTEGRATE YOUR IT
Speakers: Thomas Stober, Lead Architect, Digital Experience Foundation, IBM, Mudit Mehrotra, Senior Development Manager, Digital Experience

IBM's Digital Experience is a powerful integration platform, which can consolidate an unconnected IT landscape to an appealing and seamless web user interface. Integrating a vast amount of different kinds of APIs and systems can be challenging. In addition it becomes necessary to integrate and mix on-premise deployments with Cloud platforms, such as Bluemix. 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, WebExperience 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 also 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 detail how key integrations such as with IBM Business Process, Connections, SAP, and MS Sharepoint have been efficiently implemented (Level: Introductory)

TECH-D02
DIGITAL EXPERIENCE DEVELOPMENT UPDATE: FROM SCRIPT PORTLET TO SERVER-SIDE JAVA AND EVERYTHING IN BETWEEN

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

The IBM Digital Experience platform has a number of good options for application development tools, from traditional Java-based tools to the latest tools such as Script Portlet that are available for web developers using just JavaScript, HTML, and CSS.   In this session we'll give you a clear picture of your tooling options and the key considerations for each, and we'll describe the newest features in each of the tools.   We'll cover Script Portlet, IBM Web Experience Factory, IBM Rational Application Developer, IBM Digital Data Connector, and IBM Forms Experience Builder.   You'll see live demos of several approaches and you'll come away with an understanding of when you might choose each option. (Level: Introductory)

TECH-D03
DESIGNING AND DEVELOPING PORTAL THEMES THAT POWER EXCEPTIONAL DIGITAL EXPERIENCES

Speaker: Stephan Hesmer, Web 2.0 Architect and Front-end Engineering Lead, 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: Introductory)

TECH-D04
TAKING THE NEXT STEP WITH RESPONSIVE DESIGN

Speakers: Jon Lidaka, Digital Experience Mobile Development Lead, IBM, Sarah Hall, WebSphere Portal and Web Content Manager Lab Services Developer, IBM

This session will discuss the future of responsive design and the technologies available today in WebSphere Portal and Web Content Manager and related offerings such as the mobile enabled theme, mobile preview and other integrated services that can help you succeed. We will discuss the enhanced capabilities of using flexbox and provide simple techniques to help you overcome the typography challenges within a responsive site. In addition we will review the latest techniques for handling images, advanced SVG use, performance and upcoming CSS4 enhancements. Responsive design is no longer just about adapting to screen size, but processing information to render a tailored user experience. (Level: Intermediate)

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D05
USING IBM SCRIPT PORTLET TO BUILD APPLICATIONS FOR IBM DIGITAL EXPERIENCE WITH WEB DEVELOPER SKILLS AND TOOLS

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

If you are familiar with the "big three" of web development - HTML, CSS, and JavaScript - you can now use IBM Script Portlet to develop applications for WebSphere Portal, without any Java/JEE, without code deployment, and without any specialized skills.   You can use any JavaScript libraries and frameworks such as jQuery, AngularJS, Backbone, and others. You can use the browser-based editor or you can use your favorite editor and other tools, automatically "pushing" your code to a Portal server in the cloud or locally.   Your application artifacts are stored in IBM Web Content Manager, giving you features such as project support and workflow approval, but you can also work with any source code management system and automatically push the latest code to the Portal/WCM server.   Your applications can be as simple as a chart or map, or they can be complex multi-file applications such as highly interactive transactional applications with multiple views.   Come to this session to see how the latest release of IBM Script Portlet for WebSphere Portal makes all of this possible (and easy!). It's a "must see" session for anyone doing script application development for WebSphere Portal, and you'll come away with a good understanding of the latest tools and programming techniques. (Level: Introductory)

TECH-D06
EXTENDING YOUR DIGITAL EXPERIENCE TO THE IBM MOBILEFIRST PLATFORM

Speaker: Jonathan Lidaka, Digital Experience Mobile Development Lead, IBM

A key to creating a successful digital experience is consistent branding and messaging across all delivery channels. The IBM Digital Experience offers a compelling integration story with the IBM MobileFirst platform that allows you to extend to the hybrid application environment. This session will showcase a Mobile Banking demo that is broken down technically to guide you through best practices for extending and enhancing your digital experience with a hybrid application while maintaining the consistent experience. In addition, we will discuss delivery of targeted content across all channels and use of native device features to augment the experience, including IBM Bluemix for push notification services. Come learn about integrating with a mobile application in a simple and convenient manner.   (Level: Intermediate)

TECH-D07
THE DIGITAL DATA CONNECTOR: HOW TO MAKE DATA CENTRIC APPLICATIONS PART OF THE DIGITAL WORLD

Speakers: Thomas Steinheber, WebSphere Portal and Web Content Manager Software Engineer, IBM Victor Leung Technical Sales Professional, IBM

Within organizations there are many data centric applications. These applications can range from applications that show stock levels through to business process applications, all this data can enrich the digital experience. Imagine showing what you need to complete today in an attractive and consistent manner through a web Portal or delivering up to the minute inventory stock levels to your consumers. These interactions can change a digital experience into being an essential business tool. In this session we will give you a conceptual overview of the Digital Data Connector (DDC) framework, and will step through an example of how to use Web Content Manager presentation components to integrate your business data. You'll view how to take an existing web service and the steps required to consume that web service using the Digital Data Connector (DDC). We will then show how that data can be styled and integrated into our page design which is based on the bootstrap framework. Attendees will leave with not only and understanding of the approach but a step by step guide on how to utilize these techniques within their organizations. (Level: Intermediate)

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D08
POWERFUL INTEGRATION TECHNIQUES BETWEEN IBM FORMS EXPERIENCE BUILDER AND IBM WEBSPHERE PORTAL

Speaker: Eric Dunn, Forms Experience Builder Architect, IBM

This session will cover new ways in which powerful solutions can be built quickly by integrating IBM Forms Experience Builder and IBM WebSphere Portal. We will overview the latest capabilities of IBM Forms Experience Builder, and out of box integration with WebSphere Portal and Web Content Manager. In addition, attendees will learn how to enable the Script Portlet to communicate with the Forms Experience Portlet via public render parameters. We will also cover how data captured by Forms Experience Builder can be shown in a custom WCM presentation template via the Digital Data Connector (DDC) calling the Forms Experience Builder Data Access REST API. Learning how to integrate these technologies and following the techniques will allow the attendee to quickly put together compelling and interactive digital experiences to solve their business needs. (Level: Intermediate)

TECH-D09
HANDS-ON LAB
EXTENDING YOUR DIGITAL EXPERIENCE TO THE IBM MOBILEFIRST PLATFORM

Speakers: Jonathan Lidaka, Digital Experience Mobile Development Lead, IBM, Howard Krovetz. Chief Test Architect, Digital Experience, IBM

In this lab we'll discuss and demonstrate the process of taking your existing IBM Digital Experience assets and delivering them to the mobile application channel. IBM MobileFirst creates applications that can consume web content from the Digital Experience using REST services, centralizing the creation and management of content for your site. In addition, we'll show you how to create a single source solution where you can share web assets between your mobile application and the Digital Experience by using the latest features of the script portlet. Obtain this hands-on guidance to optimize delivery of mobile platform services to your audiences. (Level: Introductory)

TECH-D10
EXPLOITING IBM BLUEMIX WITH IBM DIGITAL EXPERIENCE

Speaker: John Boezeman, Senior Technical Staff Member, Digital Experience Architect, IBM

This session will cover common integration patterns for consuming IBM BlueMix services in your IBM Digital Experience. It will explain ways to provide common authentication between the cloud or on-premise Digital Experience and BlueMix. Attendees will learn how to expose Digital Experience services on BlueMix and aggregate them together. We will also cover scaling, transformation and caching models for optimal delivery of the integrated solution. (Level: Intermediate)

TECH-D11
INTEGRATING IBM SMARTER PROCESS INTO YOUR DIGITAL EXPERIENCE USING IBM SCRIPT PORTLET

Speaker: Kevin Tapperson, Digital Experience Advisory Software Engineer, IBM
IBM Script Portlet facilitates rapid, iterative development of JavaScript based applications for deployment on WebSphere Portal that can use REST services to integrate with IBM or third party software. IBM Smarter Process provides powerful technologies for automating and optimizing business operations. It can accelerate your business process workflow, facilitate collaboration and enhance process governance. This session will focus on demonstrating integration techniques for building IBM Script Portlet applications that leverage IBM Business Process Management. This session will provide an in depth look at the development process for building a JavaScript based portlet that uses REST APIs to expose IBM Smarter Process functionality in WebSphere Portal. (Level: Intermediate)

TECH-D12
THEME DEVELOPMENT: LEARN HOW TO DEBUG MODULARIZED THEMES, RESOLVE ISSUES AND GET TO KNOW COMMON PITFALLS

Speaker: Stephan Hesmer, Web 2.0 Architect and Digital Experience Front End Lead Engineer, 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)

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D13
DEVELOPING FOR AN EXCEPTIONAL WEB CONTENT EXPERIENCE

Speakers: Stefan Hepper, Digital Experience Architect, IBM, Nick Baldwin, Technical Product Manager, Web Content Manager, IBM

In this session we will showcase all of the many ways a developer can extend IBM Web Content Manager and demystify the ways in which these extension points can be used. To illustrate the developer API options we will give examples on how these extensions can be used to enhance the many different aspects of the web content management environments. Along the way we will cover best practices for using these extension points and guidance to deploy and manage the new assets to your environment to ensure continuous operations and administration. (Level: Intermediate)

TECH-D14
HANDS-ON LAB:
APPLICATION DEVELOPMENT WITH IBM SCRIPT PORTLET "TAPAS-STYLE"

Speakers: Rafael Osorio, Worldwide Technical Sales Specialist, Digital Experience, IBM, Jaspreet Singh, Architect, Script Portlet and Rational Application Developer Tools, IBM

 With the latest release of IBM Script Portlet you have lots of features you can use for developing applications using JavaScript, HTML, and CSS. In this lab you can sample up to six short mini-labs to get a taste of the techniques you're most interested in. You can create script portlet applications with maps, charts, rest services, WCM tags, portlet communication, portlet preferences, and HTML5 mobile features.   You'll also get to use different JS libraries and frameworks including AngularJS. Finally, you will be able to try out the newest tools and techniques such as using external editors with "push" to server, working with multi-file applications that include images and media, adding applications to the portal site toolbar, and storing scripts in shared libraries.   Come and learn the "state of the art" in Script Portlet. (Level: Intermediate)

TECH-D15
WHAT'S NEW IN RATIONAL APPLICATION DEVELOPER TOOLS FOR IBM WEBSPHERE PORTAL
Speakers: Jaspreet Singh, Architect, Rational Application Developer - Portal Tools, IBM, Mudit Mehrotra, Senior Development Manager, Digital Experience

In current era of application development, it's a fundamental requirement to design and create digital experiences with multichannel delivery support. Come and join this session if you're a web developer with little portlet development exposure and skills and you'd like to create a portlet application and digital experience sites that optimize for desktops, smartphones and tablets or as native smartphone or tablet applications. This session will give you a sneak preview to the latest features that IBM Rational Application Developer has to offer for creating multichannel applications for WebSphere Portal 8 and higher releases. The session will demonstrate how easily you can create standard (JSR 286) script based portlets using regular web development skills like HTML, CSS and JavaScript. The session will also cover integration with IBM WebSphere Portal 8.5, including recently introduced portal tooling capabilities for IBM WebSphere Application Server Liberty profile and Script based Portlet. (Level: Intermediate)

TECH-D16
WE SPEAK YOUR LANGUAGE: CREATE AND MANAGE A MULTILINGUAL DIGITAL EXPERIENCE

Speakers: David Rosenfeld, Worldwide Consulting Technical Sales Leader, IBM

This session will demonstrate how to create and manage a multilingual website with IBM Digital Experience. 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, based on WebSphere Portal Server and Web Content Manager software. We will cover the components and procedures for creating and managing web content in multiple locales and languages. We will discuss how to automate, synchronize and manage language translations, including the use of Watson Translation on IBM Bluemix. Finally, we will discuss how to accomplish this with minimal administrative oversight, maximum content contributor participation and ease of use.
(Level: Intermediate)

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D17

HANDS-ON LAB

INTEGRATING IBM BLUEMIX WITH IBM DIGITAL EXPERIENCE

Speakers: Rafael Osorio, Digital Experience Worldwide Technical Sales Leader, IBM, John Boezeman, Senior Technical Staff Member and Digital Experience Architect, IBM

In today's cloud world, developers are using IBM BlueMix as a cloud plataform to rapidly build, manage and run applications. In this lab you will learn how to integrate BlueMix applications in your Digital Experience (DX) solution and also how to consume DX services in your standalone Bluemix applications. In this lab you will have the opportunity to try the common integration patterns of IBM Digital Experience using foundation components WebSphere Portal and Web Content Manager V8.5 and IBM BlueMix. Attendees can select from a list of mini labs (20 minutes to complete each lab) that will show how to consume Bluemix via Scripting, via Digital Data Connector (DDC), via Web Application Bridge and how to consume Web Content Manager Content as a Service on a Bluemix Application. Come and learn how you can integrate cloud applications in your Enterprise Portal.   (Level: Intermediate)

TECH-D18

LEVERAGING THE POWER OF WEB CONTENT MANAGER WITHIN A PORTAL THEME

Speakers: Sarah Hall, WebSphere Portal and Web Content Manager Lab Services Developer, IBM, Jon Lidaka, Digital Experience Mobile Development Lead, IBM

Increasingly, site designers and content managers want to store their WebSphere Portal theme artifacts (CSS, JavaScript and images) in Web Content Manager (WCM). Storing these items in WCM allows site and content experts to change the theme artifacts without having to change the theme structure itself.   Attendees will leave this session will an overview of the approaches, and also detailed coding examples for incorporating WCM into the theme. We'll also outline the the pluses and minuses of these options. In addition, recommendations for increasing performance if WCM is incorporated into the theme delivery will be covered.   (Level: Intermediate)

TECH-D19

HANDS-ON LAB

TUNING YOUR MARKETING WEBSITE IN 3-PART HARMONY

Speakers: David Rosenfeld, Worldwide Consulting Technical Sales Leader, Digital Experience, IBM, Dan Collins, Worldwide Technical Sales Leader, Digital Experience, IBM

This session includes labs on three key aspects of building and modifying content, also for audience targeting and analysis for your website, particularly for one oriented towards marketing your product or service:
1) The latest Web Content Manager V8.5 updates for adding/editing content to a web page, including a new inline interface and the new javascript editor, textbox.io.
2) The latest features of IBM Rich Media Edition which can be used from Web Content Manager to integrate and manage images and videos on your site. The updates add image renditions and image and video editing
3) Integration of Maxymiser providing services that provide A/B testing and Multivariate analysis of your content according to audience requirements.
These labs will provide hands-on experience to learn the latest services and ease of use enhancements with which you can maintain a site that is up-to-date, personalized and compelling to your customers. And singing in 3-part harmony!
(Level: Intermediate)

TECH-D20

USE OF IBM'S DIGITAL EXPERIENCE PLATFORM TO ENABLE WEARABLE TECHNOLOGY IN BANKING

Speakers: Laks Sundararajan, IBM Champion and Senior Architect, Mindtree, Craig Besnoy, Principal Consultant, Digital Transformation, Mindtree

A wearables strategy is an essential extension to every bank's Internet of Things Digital Strategy. In these examples, see how Financial services organizations can consider integrated forward thinking features designed in an agile, Omnichannel solution that moves with the market. IBM's Digital Experience Platform delivers a comprehensive set of mobile products and services to create these solutions. We'll cover the trends, business drivers and technical details along with demonstrations, including:

- Designing the API in a channel-agnostic manner

- Implementing the design with data stubs/mock objects
- Mediating and integrating between the facade and the systems using custom adapters   (Level: Intermediate)

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D21
SWEET INTEGRATION TREATS TO BAKE CUSTOMER CENTRIC DESIGN TO EXCEPTIONAL DIGITAL COMMERCE SITES

Speaker: Kioko Mwosa, Worldwide Digital Experience Sales Leader

The sweet spot of the IBM Digital Experience solution is its ability to quickly and easily integrate with multiple applications to enhance business outcomes. In this session you will learn how to add functionality that your line of business users, developers and site designers can use right away to create exceptional digital sites and commerce storefront experiences guided by customer centric delivery approaches. Topics presented and demonstrated will include A/B Multivariate testing, Digital Asset Management, Promotion targeting and Commerce integration. (Level: Intermediate)

TECH-D22
EXCEPTIONAL MULTI-CHANNEL DIGITAL EXPERIENCE DEVELOPMENT WITH PRIMEFACES MOBILE AND CDI
Speakers: Jaspreet Singh, Architect, Rational Application Developer - Portal Tools, IBM, Mudit Mehrotra, Senior Development Manager, Digital Experience

JSF has always been one of the most preferred MVC frameworks to for building component based UI for applications. JSF V2 improvements in state management and ajax behavior have made it all the more scalable and function-rich. Come join us in this session as we create multi-channel Exceptional Digital Experiences powered by all the goodies JSF brings in using one of the most popular 3rd party JSF UI component libraries, PrimeFaces that brings in simplicity, performance, lightweight and flexibility to JSF portlets. We will also show you how it is easier than ever to use enterprise beans with JSF portlets in a loosely coupled ways by incorporating Contextual Dependency Injection (CDI) that offers flexible dependency injection and scoping. In this session, we will demonstrate how IBM Rational Application Developer makes it ever so convenient to create JSF portlets that use PrimeFaces mobile components and CDI with its drag and drop features, wizards and auto code generation. (Level: Intermediate)

TECH-D23
REACTIVE PROGRAMMING, A USAGE EXAMPLE IN PORTLETS AND SERVICES

Speaker: Sean Modlin, Senior Architect, Avnet Services

Developing scalable and high performing web applications is critical for any business to achieve new levels of growth, efficiency and agility. Reactive programming helps achieve these with aspects from asynchronous, message-driven and event-based systems. This session will introduce the concepts of the Reactive Manifesto with focus on Reactive Programming. We will further discuss possible ways of implementations including Reactive Extensions with Observables. This will be followed by a code example and demo of Reactive web-app using portlets and services. (Level: Intermediate)

TECH-D24
HANDS-ON LAB
USING OPEN SOURCE JAVASCRIPT FRAMEWORKS TO BUILD EFFECTIVE MOBILE SOLUTIONS IN WEBSPHERE PORTAL

Speakers: Nischitha Rai, Managing Consultant, IBM Software Services for WebSphere, Abhishek Singh, Software Architect, IBM

Increased reliance on smartphones and tablets for day-to day-activities has led to tremendous increases in mobile application development in the past few years. Organizations with enterprise applications are interested in the most advantageous approaches for extending their solutions to be device neutral. Adopting open source JavaScript frameworks to create hybrid mobile applications is one such effective pattern to creae mobile mobile applications that are automatically optimized for various devices. This lab provides hands-on experience in designing and developing device-neutral multichannel portlet applications with several frequently used open source JavaScript frameworks and MVC patterns. See, and directly produce WebSphere Portal multichannel enterprise business applications with frameworks such as jQuery/jQuery Mobile, Angular.js, Backbone.js, Bootstrap, SOLR, JAX-RS based REST services and HTML templates. (Level: Intermediate)

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D25
LESS PAIN, MORE GAIN WITH DEVOPS FOR MOBILE APPS

Speakers: Steve Lokam, OpenLogix, Prashanth Kurimella, OpenLogix

In this session, we will talk about the role of Devops in Mobile Application development. You will learn about some of the rapid mobile application development tools available which can shape your ideas or concepts to applications in no time. We will talk about some of the leading devops platforms like IBM Bluemix and explain their role in mobile application development. We will explain why mobile applications and devops go together in delivering applications from inception to production. This session is must for IT leaders. mobile app developers, line of business leaders and all dreamers looking to materialize their inceptions into real world mobile applications rapidly.   (Level: Intermediate)

TECH-D26
BUILDING A RICHER, MORE PERSONALIZED CUSTOMER EXPERIENCE FOR THE API ECONOMY

Speaker: Ajay Kadakia, Business Unit Executive, WW Sales, Integration Middleware

You've heard it; we are in the age of the customer. It is no longer sufficient to simply present or display your products/services and expect a customer to choose you. Customers need to be presented with an experience that is personal and provides context, capturing their wants and needs. Enter APIs. With the growing number of applications, devices and data, API's allow you to capitalize on the explosion of new sources of information to create a powerful customer experience and capture new business opportunities. Join us to learn how you can take your customers experiences to the next level with a digital experience and API solution.   (Level: Intermediate)

TRACK 6: BEST PRACTICES

TECH-B01
IBM DIGITAL EXPERIENCE SOLUTION ARCHITECTURES AND OPERATIONS

Speakers: David Eyerman, Executive IT Architect, Software Services for WebSphere, IBM, Paul Kelsey, WebSphere Portal and Web Content Manager Operations and Cloud Architect, IBM

This 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, this session will cover the operational architectures supported and commonly implemented to support enterprise deployment requirements: Virtual Portals, Clusters, Farming, & Cloud. The best designs and newest designs for solution High Availability will be presented. It will cover the best and many ways to integrate WebSphere Portal based solutions with other social, process, storefront management and cloud solutions including IBM Connections and Connections Cloud, WebSphere Commerce, Smarter Process/BPM, and IBM SoftLayer. Numerous customer deployment examples will be cited. Come to this presentation to understand your options to manage successful enterprise Digital Experiences deployments. (Level: Introductory)

TECH-B02
MANAGING YOUR WEBSPHERE PORTAL PLATFORM FROM THE COMMANDLINE OR BASH~$ ./PORTAL.SH

Speakers: Johannes Lebek, Digital Experience L3 Release Lead, IBM, Howard Krovetz, Chief Test Architect, Digital Experience Software, IBM, Stefan Koch, Chief Programmer, Digital Experience Software, IBM

The WebSphere Portal and Web Content Manager platform provides several methods for organizations to administer, update, and customize digital experience sites. With tools like XMLAccess, WebSphere Portal provides a very powerful way to do configuration and content updates. It allows you to export an entire portal configuration or parts of a configuration, for example specific pages, to an XML file. In conjunction with other tools like Release Builder or even XSLT transformation you can do powerful things to move configurations from one system to another. But besides XMLAccess there are other exciting tools which allows an Administrator to control or monitor your system from the commandline. In this session we will give you an overview of the Administrator tools we have available in WebSphere Portal and Web Content Manager Versions 8.0l0.1 and higher, and we will provide you best practice guidance as to when to use which administration tool. (Level: Introductory)

TECH-B03
HOW IBM DIGITAL EXPERIENCE CONTINUOUS DELIVERY MAKES YOUR LIFE EASIER

Speaker: Johannes Lebek, Digital Experience L3 Release Lead, IBM

Beginning with IBM Digital Experience foundation components WebSphere Portal and Web Content Manager V8.5, new features, enhancements and component updates have moved to a Continuous Delivery model. The results deliver new capabilities and fixes without the need for migrations or upgrades. Attend this session to learn the concepts behind this strategy and the benefits that this will bring you and your organization. (Level: Introductory)

TECH-B04
HANDS-ON LAB
ON RAMP TO INSTALLATION AND ADMINISTRATION OF WEBSPHERE PORTAL AND WEB CONTENT MANAGER 8.5
Speaker: Chet Tuttle, Senior Developer, Digital Experience Software, IBM

In this session, you'll see how easy WebSphere Portal and Web Content Manager version 8.5 can be installed and administered and how new features from the Continuous Delivery track can be applied and used. The Hands On Lab demonstrates the key parameters and fine tuning guidance you need to quickly implement your WebSphere Portal and Web Content Manager solution. Working with Version 8.5 software, attendees will explore the key administration tools for managing WebSphere Portal and Web Content Manager including the latest enhancements with the Scripting UI and the new Configuration Wizard to automate installations, configurations and platform component updates. 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: Introductory)

TRACK 6: BEST PRACTICES

TECH-B05
DEEP DIVE: SOCIAL BUSINESS INFUSION PATTERNS WITH DIGITAL EXPERIENCE

Speakers: Greg Presayzen, Client Technical Advisor, IBM, Lamont Bowens, Digital Experience Integration Lead Architect, IBM

In this session, we will focus on five business problems that we will solve by integrating IBM Connections into the Digital Experience. We will take each example customer deployment scenario and show you through live demonstrations how to deliver a solution that matches the business requirements to end users quickly and efficiently using out of the box technology. The session will cover use cases for Social Rendering, the IBM Connections Portlets and Digital Data Connector to implement infusion patterns for Social Digital Experiences. Not sure when to use Social Rendering over the IBM Connections Portlets, or when you should write your own Social Rendering lists or present social content results using DDC? We will help provide guidance on when you should use each technology in your organization. (Level: Introductory)

TECH-B06
OPTIMIZE YOUR IBM WEBSPHERE PORTAL AND WEB CONTENT MANAGER PERFORMANCE

Speakers: Hunter Presnall, WebSphere Portal Performance Team Lead, IBM, Lee Backstrom, Web Content Manager Performance Team Lead, IBM

Get the best performance out of IBM WebSphere Portal and Web Content Manager platform and applications. In this session, you'll learn platform administration best practices and advanced tuning techniques for optimizing different IBM WebSphere Portal areas, such as IBM Web Content Manager, personalization, client-side aggregation, and the theme optimization features. Also covered are performance best practices for user interface design, mobile multi-channel delivery, portlet development frameworks, such as IBM Web Experience Factory, JSF and JSR 286-based portlets. (Level: Intermediate)

TECH-B07
UPGRADING TO IBM WEBSPHERE PORTAL AND WEB CONTENT MANAGER V8.5

Speaker: Joseph John, WebSphere Portal and Web Content Manager Migration Lead Engineer, IBM

Don't get stuck in the past. Find out the best path to get the latest versions of IBM 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 IBM WebSphere Portal and IBM Web Content Manager 8.5, and will also discuss the practical steps you can take to avoid common problems during the migration. We will make sure to fill you in on the latest enhancements to the install, configuration and migration process added in WebSphere Portal V8.5. 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 IBM WebSphere Portal V8.5 services. (Level: Intermediate)

TECH-B08
HANDS-ON LAB
LEARN FORMS EXPERIENCE BUILDER - TAPAS STYLE!

Speakers: Chris Dawes, Forms Experience Builder, Eric Dunn, Forms Experience Builder Architect, IBM

Forms Experience Builder (FEB) is a web-based application design engine where anyone can quickly and easily build world-class forms solutions in minutes. Is this the first time that you have heard about FEB and you want to learn more? Are you a seasoned user of FEB and want to learn its more advanced features and functions? This hands-on lab will allow the participant to choose the aspect on which they want to focus. The topics include: FEB 101, integrating with WebSphere Portal, integrating with LDAP, integrating with the Connections API, creating a service description to integrate with any web-based service, using custom JavaScript to enhance your application functionality, using services to pull information from other sources into your FEB application, creating an application with a custom UI, building a multi-stage application and more! Each topic will have its own step-by-step guide that the participant can work through. Come and experience FEB to its full potential!   (Level: Intermediate)

TRACK 6: BEST PRACTICES

TECH-B09
WEBSPHERE PORTAL AUTHENTICATION AND AUTHORIZATION IN CLOUD-INTEGRATED SOLUTIONS

Speaker: Sascha Schefenacker, WebSphere Portal and Web Content Manager Security Specialist, IBM

Many organizations are implementing cloud or hybrid cloud services, which can accelerate time to value and increase agility in managing their production or development implementations. In this session, we will provide an overview on the different security protocols involved in establishing secure authentication and authorization services across cloud and on –premise environments. We'll include an overview of the WebSphere Portal 8.5 support for Outbound HTTP connections, and new authentication handler support for SAML 2.0. We'll then dive into specific considerations organizations will need to manage in extending their on-premise WebSphere Portal environments to cloud platforms, or when beginning their efforts from cloud environments. Integration scenarios with IBM Digital Experience on Cloud and IBM Connections Cloud will be used to illustrate security configuration examples. Understand the recommended approaches and requirements of the SAML based patterns to your planning when leveraging the benefits of cloud services supporting in your deployments. (Level: Intermediate)

TECH-B10
HANDS-ON LAB
STEP-BY-STEP MIGRATION TO WEBSPHERE PORTAL V8.5 USING THE CONFIGWIZARD

Speaker: Joseph John, WebSphere Portal and Web Content Manager Migration Lead Engineer, IBM, Howard Krovetz, Chief Test Architect, Digital Experience Software, IBM

Come and experience the simplified Portal Migration experience based on the ConfigWizard. The enhanced Configuration Wizard in WebSphere Portal 8.5 is a browser-based user interface utility that prompts you for your system configuration requirements, and generates tailored instructions for administrators to complete, designed to ensure the right paths are followed to successfully complete simple to more complex WebSphere Portal configuration tasks. Lab attendees will have the opportunity to generate step-by-step instructions using the ConfigWizard for migration requirements, and walk through these steps to upgrade the lab environment from WebSphere Portal v8.0.0.1 to WebSphere Portal v8.5. You will also have the opportunity to explore the ConfigWizard tool and learn how it can assist you in many other configuration tasks beyond your migration efforts. (Level: Intermediate)

TECH-B11
HANDS-ON LAB
WEBSPHERE PORTAL AND WEB CONTENT MANAGER PERFORMANCE TROUBLESHOOTING

Speakers: Speakers: Hunter Presnall, WebSphere Portal Performance Team Lead, IBM, Lee Backstrom, Web Content Manager Performance Team Lead, IBM

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: Advanced)

TECH-B12
HANDS-ON LAB
BUILD, PACKAGE AND DEPLOY PORTAL APPLICATIONS WITH URBANCODE DEPLOY ON IBM SOFTLAYER CLOUD

Speakers: Jer O'Connor, Digital Experience Software Engineer, IBM, Stefan Koch, Chief Programmer, Digital Experience Software, IBM

Most digital experiences are built from a variety of integrated technologies. These typically include web content, applications, forms, social capabilities, and multi-channel delivery including mobile devices. Building a seamlessly integrated digital experience across all these technologies can be challenging. In this session we'll introduce the Portal Application Archive and show you how it can be used to bring together these WebSphere Portal Server and customized resource technologies into a single deployable unit. We will show how this PAA unit can then be consumed by UrbanCode Deploy and installed to a Portal server on the SoftLayer cloud for test and production. Attendees will receive the hands on experience of packaging on – premise digital experience assets using the UrbanCode Deploy plugin and deploying to a Portal Server instance on IBM SoftLayer. See how quickly you can move valuable assets to the IBM SoftLayer cloud supporting your development or production processes. (Level: Intermediate)

TRACK 6: BEST PRACTICES

TECH-B13
CACHING TECHNIQUES FOR WEBSPHERE PORTAL AND WEB CONTENT MANAGER

Speaker: Hunter Presnall, WebSphere Portal Performance Team Lead, IBM

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)

TECH-B14
DART PAST YOUR COMPETITION BY GETTING YOUR DIGITAL EXPERIENCE INTO MARKET FASTER THAN EVER BEFORE

Speaker: Mark Polly, Director, Digital Experience Solutions, Perficient

Can't wait to get your new digital experience into market? Have you been told it will take weeks or months to get your application built? Envious of those startups who seem to add features to their web sites every day? Building out your portal doesn't have to take a long time. In this session we'll show you how to take complexity out of portal implementations using IBM Digital Experience and new, modern Javascript frameworks like AngularJS and Backbone. In this session, we'll look at how we can use IBM WebSphere Portal, IBM Web Content Manager, AngularJS, Backbone and IBM PureSystems to speed delivery of your digital experience like never before. (Level: Introductory)

TECH-B15
WHAT TO EXPECT WHEN YOU'RE EXPECTING...A PORTAL! - VOL. 3 - GETTING STARTED WITH ANALYTICS

Speakers: Mike Kudla, Cloud Architect, Digital Experience, IBM, Rich Gorzela, IT Specialist, CIO Office, IBM

We guided you through your initial Portal deployment, Portal growth, and now we'll help get you started using analytics for understanding how your Portal is used, and for other uses such as capacity planning. In a follow-up to "What to Expect When You're Expecting...a Portal! - Volumes 1 and 2, the presenters will overview the analytics capabilities available with the Digital Experience/WebSphere Portal platform including server based analytics, Active Site Analytics framework, client side options and more. Attendees will gain an understanding the available options and approaches for the use of analytics:
  - Why analytics?
  - Tools and technologies
  - Guidelines and scenarios
Based on practical examples and lessons learned from deployments, we'll share implementation examples including migration to IBM Digital Analytics, leveraging analytics data for capacity planning, and others. What to Expect When You're Expecting - Volume 3, is as valuable for the seasoned Portal parent as it is for the new Portal and Digital Experience parent. (Level: Introductory)

TECH-B16
UNDER THE HOOD: CONSTRUCTING THE DIGITAL EXPERIENCE 2015 OPENING GENERAL SESSION DEMO!

Speakers: Rob Enright, Digital Experience Strategist, IBM, Stefan Koch, Chief Programmer, Digital Experience, IBM, Bryan Daniel, Senior Technical Specialist, Digital Experience, IBM

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 2015, here in Atlanta. See how you can integrate and apply new services to extend your WebSphere Portal and Web Content Manager platforms, plus how to enable the business create and manage content across all your channels! (Level: Intermediate)

TRACK 6: BEST PRACTICES

TECH-B17
DIGITAL EXPERIENCE + PROCESS = A BUSINESS WORKHORSE...ACHEIVING BUSINESS AND TECHNICAL RESULTS

Speaker: Rich Sisco, Senior Director, Mainline Information Systems

In this session, the audience will learn successful approaches to create a "business workhorse" using IBM Business Process Management and IBM WebSphere Portal and Web Content Manager solutions together. We will share deployment scenarios that have been implemented as examples, and share how customers can combine the two technologies and come away with a viable solution that can show ROI. The session will speak to technical and business best practices to achieve results. Emphasis for this session is on the word DO and not the word CAN'T. (Level: Introductory)

TECH-B18
WARP FACTOR 10 – ENTERPRISE CLASS SOLUTIONS AT DIGITAL AGENCY SPEED

Speaker: Christopher Geiser, Chief Technology Officer, Garrigan Lyman Group

The digital agency world requires technology to move at warp speeds. Faster time to market with changes that more often impact presentation over content, or where content is dynamic enough to be maintained by an extensible service, how that content is presented to the user becomes the most critical factor in success in agency executions. This session will focus briefly on the steps taken by The Garrigan Lyman Group, a Digital Marketing Agency based in the US with a global reach, to create a new opportunity for agencies and other businesses requiring faster speed to market with new interfaces, increased extensibility to mobile via responsive design and the ability to radically change user interfaces with the skill sets that they already have in-house.

Attend this session to learn how this team applied the IBM Digital Experience platform, including WebSphere Portal and Web Content Manager to support requirements to prototype and deliver user experiences that require rapid iteration and fine tuning as market conditions change. The session will examine live production examples for customer Toyo Tires. Learn from this session how you can achieve success in tailoring Web Content Manager services for your content and design teams to create immersive and compelling user experiences that exceed customer expectations. (Level: Introductory)

TECH-B19
IBM EVENT CONNECT - THE IBM SOCIAL CONFERENCING PLATFORM

Speaker: Brad Schauf, CTO IBM Event Connect, Chris Cotten, Product Manager, IBM Event Connect

Have you used the mobile app at InterConnect or other IBM conferences? You were using IBM Event Connect! Do you host your own meetings or conferences and want to know more about Event Connect and how it can revolutionize your event experience? If you have built a schedule, networked with colleagues, taken a survey, or downloaded a presentation then you know the potential of IBM social software and digital experience services supporting this event for attendees, speakers, and event planners. This session will introduce you to Event Connect, take a peek under the hood, and help you understand how to get the most out of the platform and how you can use it for YOUR event! We will review key features and functions and show how those drove the architectural design, mixing IBM Digital Experience solutions (including WebSphere Portal, Web Content Manager, Connections and others) along with Bluemix, mobile services and their deployment on IBM SoftLayer as a repeatable pattern!. (Level: Introductory)

TECH-B20
CONGRATULATIONS IT'S TWINS! HOW TO HANDLE TWO ACTIVE EXCEPTIONAL DIGITAL EXPERIENCES

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

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 Management Authoring will also be addressed. Examples from existing customer implementations will be included. (Level: Advanced)

TRACK 6: BEST PRACTICES

TECH-B21
PRACTICAL ADVICE ON DEPLOYING PORTAL AS A FARM
Speakers: David Nixon, WebSphere Portal Deployment Architect, IBM, Paul Kelsey, WebSphere Portal Operations and Cloud Architect, IBM

The term "farm" refers to a series of identically configured, stand-alone server instances. The stand-alone servers allow the farm to be increased or decreased without having to worry about complex cluster configurations or inter-server awareness. Server farms offer a simple way to build and maintain a highly scalable, highly available server environment. We will discuss the pros and cons of a Portal Farm deployment including its impact on Web Content Manager syndication and rendering, on demand scalabilty, super fast maintenance application and new support for cloning your filesystem added in Portal 8.5 CF05. (Level: Advanced)

TECH-B22
DELIVERING AN EXCEPTIONAL DIGITAL EXPERIENCE ON IBM SOFTLAYER WITH SMART BUSINESS PROCESSES AND COORDINATED DECISION MANAGEMENT

Speakers: Joey Bernal, Managing Partner and Chief Technology Officer, ElementBlue, Maureen Johnson, Engagement Manager, ElementBlue

Managing customer expectations in a complex WebSphere Portal environment can be a challenge. Factor in multiple customers, the social collaboration ability of IBM Connections, and the real time operations capability of IBM Intelligent Operations Center, this quickly becomes a daunting challenge. Working with multiple customers in a shared environment is something we do a lot and our evolution in this capacity has triggered us to rethink our processes and make some key changes to our management approach. As a complete provider, Element Blue also hosts and supports solutions within our CloudBlue Managed Hosting and Support offering on IBM Softlayer, which has led to the implementation of a more organized and planned deployment process for managing solutions across multiple environments. This session will discuss our approach to managing complex environments, user expectations and deliverables within these agile environments. (Level: Introductory)

TECH-B23
BUILDING AN EXPERIENCEONE SOLUTION WITH CONTINUOUS AVAILABILITY: ARCHITECTURE AND DISCUSSION

Speakers: Raghu Macha, Senior Client Technical Architect, IBM JayaPrasad Thambuganipalle, Digital Experience Accelerated Value Leader, IBM

In this session, we present an overview of the software and hardware components that are required to build an ExperienceOne solution and how they work together seamlessly. In today's fast paced environments, commercial B2B and B2C as well as storefront commerce sites cannot tolerate any planned or unplanned outages that could result in lost consumer traffic and revenue.

We will present and discuss an architecture derived from best practice implementations that provides an "Always On / Continuous Availability" framework supporting such solutions. Please come join us and have an open discussion on this architecture designed to eliminate the need for planned, or occurrences of unplanned outages and provide continuous availability. (Level: Intermediate)

TECH-B24
COMMON PITFALLS TO AVOID WHILE BUILDING ENGAGING OMNI-CHANNEL EXPERIENCES
Speakers: Mohini Basu, Digital Experience Specialist, Streebo, Nirav Modi, Mobile Specialist, Streebo

With the pervasiveness of mobile devices, IT departments at various organizations are often asked to build content or functionalities that can be deployed on various platforms and multiple devices. As organizations migrate their desktop and browser based applications to Mobile in droves, they tend to follow less effective approaches when starting out. These delays can result in high costs, huge time gaps, lost opportunities and subpar solution performances.

Streebo's Mobile research lab team members, focused on pushing further innovation in mobile technology space are building omni-channel solutions, powered by IBM Digital Experience suite, including WebSphere Portal Server, Web Content Manager, and IBM Forms Experience Builder, present to you their learning and findings from hundreds of such omni-channel migrations including experience with Versions 8 and 8.5, and deployments. During the session, they will share learning from some of the omni-channel migrations, team was involved in, and, also share stories of customers, who've found 'success' by leveraging Streebo's 'Pre-built omni-channel solutions' and 'Mobile Experience Suite'. (Level: Intermediate)

TRACK 6: BEST PRACTICES

TECH-B25
MORE THAN JUST SAAS …MAKE YOUR EMPLOYEE PORTAL AVAILABLE AS A PRE-BUILT CLOUD SOLUTION

Speaker: Dennis Rot, Director, Portico Consultancy B.V.

Running your web site in a cloud environment is a fast and easy way to take advantage of the capabilities of IBM's Digital Experience. It becomes even more interesting when an out of the box base Employee Portal is available for you. In this session we will show you how to get access to this Portico Employee Portal Base Pack solution and how to customize it to your own particular needs. This could be done by adding specific Portico Business Apps or do it yourself. We will describe a lightweight programming model, which allows you to easily connect the web site to your own IT infrastructure. We will show how Portico's Employee Portal solution in combination with Digital Data Connector, Web Application Bridge and Script Portlet allow even non-IT people to create meaningful applications and content. And last but not least, we will cover the relevant operational aspects when running your Employee Portal in a Softlayer environment. Get the benefits of SaaS, and tailor it to your own needs.   (Level: Advanced)

TECH-B26
CREATING A WORLD CLASS MANAGED SERVICES AND MANAGED HOSTING PRACTICE WITH DIGITAL EXPERIENCE SERVICES AND THE CLOUD
Speakers : Sean Grigg - Web Practice Director, Daniel Bernal - Industry Solutions Consultant, Element Blue

Come learn how Element Blue has matured their CloudBlue Managed Hosting and Support offerings to leverage cloud services as they have evolved. Topics discussed will include: planning your architecture and choosing a cloud provider, such as IBM Softlayer, migration of environments between different cloud providers, and best practices for release management and system life-cycles. Technical tips for managing these WebSphere Portal and Web Content Manager environments in the cloud will also be discussed, such as the proper use of PAAs, using XML Access, and Syndication options within and between cloud providers. (Level: Intermediate)

TECH-B27
VIDEO MEETS STRATEGY; HOW GENUS MEDIA UPSHOT AND IBM DIGITAL EXPERIENCE SOLUTIONS DRIVE BUSINESS RESULTS

Speaker: Jim Engelking Director of Business Development Genus Technologies

In a simpler time not so long ago, a little creativity and Web Content Manager were all we needed to create a compelling web experience. Now video, digital media and traditional enterprise content are core components of our digital experiences. Video's great, but video and media-infused experiences that directly support key employee and customer facing business initiatives are better. Learn how the combination of Digital Experience solutions including WebSphere Portal, Web Content Manager, along with Genus Media Upshot and IBM FileNet can deliver media and content that drives business results. Strategies to align content with corporate objectives and seamlessly blend media and traditional content from disparate sources will be examined.   (Level: Intermediate)

MEET THE ARCHITECTS PANEL

THURSDAY, JUNE 4, 2014 FROM 8:30 A.M. - 9:45 A.M.

ATRIUM BALLROOM

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, Nicole Carrier, Alice Chou, Doug Geiger, Stefan Hepper, Tony Higham, Paul Kelsey, Jonathan Lidaka, Ken Polleck, Norman Shafa, Stephan Hesmer, Rob Will
Moderators: Anthony Fiorot, Lauren Wendel

Panel members subject to change.   (Level: Advanced)

DIGITAL EXPERIENCE EXPERTS ZONE

MONDAY, JUNE 1, 2015 THROUGH WEDNESDAY, JUNE 3, 2015, FROM 2:45 P.M. – 5:30 P.M

Available for all event attendees each afternoon, the Digital Experience Zone provides an open forum setting to discuss product offering, business value and technical strategy questions with IBM WebSphere Portal, Web Content Manager, Forms, Connections 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
- Mobile enabled solutions
- Product offerings
- Social business
- Upgrades and continuous delivery
- Web Content, EMM and design

For more information and to register please visit: ibm.com/digitalexperience2015

Directory listings subject to change

Speaker Biographies

Arturo Araya has worked at Kroger for over 4 years. As lead developer of Kroger's Portal Applications group he is responsible for maintaining and enhancing Kroger's Store Manager Workbench application, a sales and labor reporting app used by Kroger's nearly 3000 retail locations, as well as GreatPeople.me, the associate portal that is accessed by Kroger's 400,000 associates. His current project is leading the development effort to bring Kroger's associate portal, GreatPeople.me, into the future through the use of Portal 8.5, integration API's, and cloud computing solutions

Alex Aylwin is a Senior Developer at Royal Bank of Canada, and has been working with WebSphere Portal for three years. He has a background in Software Engineering and has been working in web technologies for the last five years, focusing on the responsive web design and front end development. He has a passion for building re-usable code and frameworks for developers.

Pratap Basantia is Senior Lab Manager, ibm.com.   Mr. Basantia is a senior infrastructure administrator responsible for delivering the ibm.com development environment to enable 107 countries in 36 languages. He has expertise in WebSphere Application Server, WebSphere Portal and Pure Application Systems. He is currently leading a global team of technologists to transform the hosting infrastructure for ibm.com.

Anthony (Joey) Bernal is the Chief Technology Officer, and a Managing Partner of Element Blue, an IBM Premier Business Partner with an Industry focus on Digital Experience, Watson Analytics, and Internet of Things. Joey joined Element Blue as a leader and veteran of IBM software and solutions. He is the former Chief Programmer of IBM's Intelligent Operations Center (IOC). And spent several years with the Software Services Portal Lab Services team. He is the author of several popular books and articles covering Application Architecture, Portal Development, Social Networking, and Web 2.0.

Paul Bucalo is Practice Manager, Digital Experience at Sirius Computer Solutions. Paul has been responsible for strategy, design, and implementation of web content management, digital asset management, and other technology solutions in the web experience management space for more than 10 years. Paul began his career with the launch of the first company-wide Web Content Management system for America's largest newspaper company. He has extensive experience in the retail, medical and media verticals. Paul is an effective, results-driven consultant with excellent analytical skills and experience in developing solutions to integrate user interface requirements with technical systems

Jonathan Booth is lead architect for IBM Web Experience Factory and WebSphere Portal tooling. He was the lead architect at Bowstreet, Inc., prior to its acquisition by IBM in 2005, and prior to that 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.

Nicole Carrier is IBM Program Director and Chief Strategist for IBM Digital Experience Software. Nicole's expertise lies in defining, launching, and managing new products, which have included IBM Customer Experience suite, IBM WebSphere Portal Accelerators, IBM WebSphere Dashboard Framework, and IBM Web Experience Factory. Nicole has over fifteen years of product management and IT consulting experience. She joined IBM in January 2006 with the acquisition of Bowstreet, where she was Director of Product Marketing.

Angela Caruso is a Consulting Technical Specialist and since 2002, has been with the IBM Digital Experience and Enterprise Social Solutions sales organization in Canada. Angela has worked with customers from all industries and from various lines of business evaluating software for their projects. She provides guidance to customers by presenting and demonstrating the business value of the IBM Digital Experience solution and how its capabilities meet the customer's technical requirements.

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.

Vishal Chawla is the User Interface and Application Development Team Lead, Technology Innovation & Integration, Information Services Department (ISD) at MIT Lincoln Laboratory

Philip Cheshire is a software engineer with Asponte Technology, Inc. where he delivers high quality, complete Portal, WebSphere and mobile solutions, from inception to next generation, to customers across North America. He has been working with the Digital Experience suite for over 10yrs and is the lead mobile developer for Asponte

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.

Jason Cornell is a senior product manager inside IBM's Digital Experience portfolio focusing on Customer Experience, Web Content Management and Digital Asset Management capabilities. Jason works to define the overall product function and development strategy by collaborating with clients, partners, and industry leaders. Jason's primary areas of interest are site branding and content creation, application development, enterprise application integration, process reengineering and strategy formulation. Jason delivers solution, product and presentations and demonstrations at marketing events worldwide. Jason graduated from Bentley University with a Master's in Business Administration and a Masters in Information Technology. Prior to joining IBM, Jason held several positions with leading Financial Services and Healthcare firms.

Bryan Daniel is a Senior Technical Specialist for IBM's Digital Experience and Social Collaboration Solutions. For over a decade, he has been working closely with IBM Business Partners and customers to assist them with the capabilities provided by the IBM Digital Experience Portfolio. Bryan also develops and publishes code, authors technical articles, and has delivered numerous speaking engagements at various technical conferences.

James Dean is a Portal Architect and Team Lead with BlueCross BlueShield of Tennessee. While his primary focus is on system infrastructure, maintenance, and administration, James's extensive experience as an application architect and web developer help make him a well-rounded contributor on BCBST's various portal-related projects. James has been working with IBM WebSphere software for the last ten years, and currently holds IBM Certifications in Advanced System Administration (Portal), WebSphere Application Server Administration, and Web Content Manager Application Development.

Bradley Deener is a Certified Technical Sales Specialist for IBM's Digital Experience and Social Collaboration Solutions. He has been working closely over the last 16 years with IBM Business Partners and customers to assist them with the capabilities and value provided by IBM solutions.

Eric Dunn is the Architect for IBM Forms Experience Builder. Eric is currently an architect working on the IBM Forms Experience Builder product out of the IBM Victoria Software Lab in Canada.   Eric has over 15 years of Forms development, services, and enablement experience with IBM working with both IBM Forms and Forms Experience Builder.

Brian Erickson is Senior Vice President, Hitachi Consulting. Brian leads Hitachi Consulting's Digital Experience Solutions Practice. In this role, Brian is responsible for the development, sale and delivery of Hitachi Consulting's offerings that help our clients modernize and transform the way they use technology and innovation to deliver operational improvements and strategic advantage. Over the last 8 years Brian has worked closely with Canon as the Hitachi Consulting Account Manager to help them create their digital platforms specifically related to WCS, Portal, and Content Management.

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.

Peter Funke is an Executive Consultant with IBM's world-wide Social and Exceptional Experience team. He has a passion for helping IBM customers to see the potential business value of IBM's emerging social and inter-enterprise solutions.   He presently manages a team that develops "visual models" for clients to help them clarify their vision for their upcoming investments, while also leading key client engagements.   He co-founded the Business Value Assessment (BVA) method for IBM, a best practice sales technique that has been shared with over 1500 clients across most major industries around the world.

Atul Gandre has nearly 20 years of IT experience and is heading the Technology Excellence practice globally for IBM Software technologies within TATA Consultancy Services. His responsibilities include - Thought Leadership, Technology Strategy, Technology Advisory, Solutions Architecture, IBM Platform Architecture in the areas of mostly Digital Experince, Big Data (Big Insights, Streams), Analytics, (Cognos & SPSS), Application Integration, API Management, Mobility, Commerce and many more.

Chris Geiser Chris Geiser, is Chief Chief Technology Officer, The Garrigan Lyman Group.
One of GLG's original core team of professionals, Chris "Whitey" Geiser has played a key role in delivering leading-edge technology solutions for GLG since 1996. As GLG's chief technology officer, he has led teams in providing enterprise technology solutions for such companies as T-Mobile, Microsoft, Avaya, Rick Steves' Europe, Toyo Tires, and many others. To ensure that GLG's technology operations evolve with industry best practices, he has established performance, extensibility, and security as the core principles of all technology efforts. Chris also serves as managing director of GLG's New York office, where he develops and leads GLG's strategic East Coast accounts. Connect with Chris Geiger on
www.linkedin.com/in/chriswhiteygeiser , and https://twitter.com/chrisgeiser_GLG

Rich Gorzela is a Lead Architect and certified IT Specialist within the IBM CIO office organization. Previously he was with IBM Software Services, specializing in IBM WebSphere Portal and Web Content Manager on both pre-sales and delivery efforts. Before that he was part of IBM product development teams.

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.

David Hogan is the Manager of eBusiness Marketing within Information Services at BlueCross BlueShield of Tennessee. David is responsible for leading a team of 11 eBusiness professionals inclusive of content management, design, development, web analytics and usability. His team leverages numerous digital products inclusive of IBM WebSphere Portal, Web Content Manager, IBM Connections, Forms Experience Builder and Watson Enterprise Search.
Over the past 15 years, David has built his career as a valued eBusiness leader serving the health insurance and financial services sectors both domestic and internationally. His passion is to collaborate with talented teams and lead customer-centric technology-driven solutions.
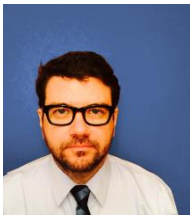
John Huetz is VP, Information Systems at Prudential Financial, Inc. John has nearly 20 years of strategic, process and industrial design experience across various disciplines and businesses at Prudential, leading cross-functional teams to build business solutions for legal and compliance, finance, human resources, communications and IT. He currently manages Prudential's Human Resources digital experience strategy, roadmap and digital asset portfolio, with a focus on building, enhancing and strengthening Prudential's HR portal to be consumer grade experience for it's employees and associates.

As the Portal Migration Development Lead, Joseph John owns the IBM WebSphere Portal Migration Process. He develops the Portal Migration Framework and works with Portal Component Developers to ensure that their components are properly updated during migration. Joseph meets regularly with customers to educate them about the Portal Migration Process and discuss and plan their migration projects.

Maureen Johnson is an Engagement Manager for Element Blue, an IBM Premier Business Partner with an Industry focus on Digital Experience, Watson Analytics, and Internet of Things. Maureen leads the delivery of multiple projects, working closely with clients and colleagues, and is responsible for project management, client relationship management, client satisfaction and delivery excellence. Maureen joined Element Blue as a leader in Marketing with experience in broadcasting. She earned her B.A. in Journalism from the University of the Incarnate Word.

Renee Jones is the Assistant Manager of Professional Development at Tinker Federal Credit Union (TFCU) with over 20 years experience in the credit union industry including 16 years in employee learning and development. She completed her Bachelors degree in Psychology at the University of Oklahoma and also has a Masters degree in Adult Education from the University of Central Oklahoma. Since 2009 her roles at TFCU included the re-design of TFCUs old intranet, managing all content as it transferred to the first TFCU employee portal using WebSphere Portal V6 and Lotus Quickr; then in 2013, she took on the role of project manager / portal administrator for another redesign of their portal migrating to WebSphere Portal V8.

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. Speaker details to be announced.

Paul Kelsey has been with IBM for over 12 years, working on WebSphere Portal and Web Content Manager for the past 10 years, with responsibilities that range from security development and integration work, portal core DB and model programming, to client side theme and JSR286 portlet development. Paul's current focus is to reduce the total cost of ownership for Portal and WebSphere deployments with virtualization, public and private cloud computing, and alternative multinode, and multitenant topologies with a goal of providing customers with the best value in their hardware and software investments. Most recently, Paul led delivery of WebSphere Portal and Web Content Manager V7, V8 and V8.5 for deployment with IBM's new family of hardware and software offerings, PureSystems. He continues to strive to make the cloud offerings a new offering model for all IBM Collaboration Solution products.

Pete Kempf, Systems Architect at Prudential Financial, provides strategic positioning portal and infrastructure across Prudential's product lines.

Mike Kudla is a Cloud Architect and IBM Certified IT Specialist with extensive experience in the design, implementation, and support of IBM Social and Digital Experience Solutions. He's responsible for pre-sales technical solution design, architectures, customer relationships, and customer satisfaction for large enterprise and small-to-medium business accounts across the IBM software portfolio..

Michael LeBron is the Director of Technical Architecture for Canon USA responsible for both Enterprise and Solution architecture. For the past 20 years Mike has hands on experience designing and developing Intranets, Extranets, Internet sites, Content Management Systems, Commerce Systems, Enterprise Service Bus and Service Oriented Architectures, Collaboration Services, Data warehouse, and Identity and Access Management. Mike has acted as the Chief Architect on the development of numerous key systems within Canon USA Inc. utilizing a full suite of IBM products such as IBM Commerce Server, Integration Broker, WebSphere Portal Server and Content Management Server

Jon Lidaka is the Digital Experience Mobile Development Lead. During his time with IBM he has primarily contributed to the front-end development of WebSphere Portal with a focus on mobile enablement. Jon is a frequent contributor to developerWorks and has spoken at multiple IBM conferences.

Stefan Liesche is the Chief Architect for IBM Smarter Workforce. Stefan is defining the strategy for smarter workforce capabilities provided by the Kenexa platform with IBM technology. Stefan worked as Architect for IBM Exceptional Web Experience products for several years. Stefan has been working on Web delivery technologies for the past 14 years, within services projects and IBM's Software Group product development organization. Stefan holds a Master of Science in computer science. In 1998 he joined IBM. Stefan is an IBM appointed Distinguished Engineer (DE).

Joe Lopatka is Senior Manager IBM Digital Integration & Services at IBM. Mr. Lopatka is currently an up line manager responsible for the IBM corporate webmaster team, global creative services, web service design & implementation and tool development for IBM's digital experience. He has 20 years of experience in leading global teams and applying Agile and DevOps processes to deliver world-class, highly available digital experiences for mobile and traditional web platforms.

Ofer Luft is Senior Director of Customer Solutions at Kaltura. Ofer's expertise focuses on defining, delivering, launching and growing digital video strategies for Kaltura's high-profile clients, across multiple verticals and industries. Ofer has over fifteen years of product management and IT consulting experience. He is responsible for bringing Kaltura's video capabilities and best practices to IBM Digital Experience.

Dan Makuch is an Enterprise Solution Architect at Base22. Dan is an accomplished technology professional with an extensive background in delivering high-value web and collaboration solutions for enterprise customers. He has over a decade of experience with IBM Web Content Manager covering a variety of roles, industries, and customer scenarios.

Mike Michael has been working in IT for sixteen years, specializing in collaboration products that include IBM solutions. He currently works at Dominion Enterprises in Norfolk, VA, and integrates HR systems into an IBM WebSphere Portal Extend solution with a SAML security model.

Minesh Manilal is a Practice Director within the Digital Experience Practice at Prolifics. With over 11 years' experience in the IBM space, Minesh has been responsible for the delivery and support of many commercial sites and intranets using WebSphere Portal and other IBM products within the IBM Digital Experience suite. Prior to Prolifics Minesh came from the UK as an IBM Web Content Manager specialist, where he used to be a senior consultant for the creators of IBM Web Content Manger.

Mark Neumann is an Executive Technical Specialist and has been with IBM for 27 years. Mark assists customers with mapping IBM software to their business process. He has worked with IBM services, IBM development labs and customers all over the world on how to integrate IBM software products together. Mark has presented at past LotusSphere, IBM Connect and Impact conferences and at IBM Digital Experience conferences. Mark has created demonstrations and presentations that show the business value of the IBM software products that are used worldwide by the IBM sales teams.

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.

Scott Parker serves as a Principal Client Advisor in the IBM Watson Group. For the past 20 years and counting, Scott has been helping clients elevate their performance and productivity with modern technology and related processes. At IBM, Scott and his team engage with clients to understand the art of the possible along with the measurable value that modern information technologies will yield across the client's organization.

Mark Polly is Director, Portals, Content and Social Practice, at Perficient Inc. During his past 30 years of experience in IT, Mark has worked in roles such as strategist, technical architect, and developer in large companies (Eli Lilly, KeyBank, Progressive), and he has been consulting for the past 18 years. At Perficient, he primarily works on strategy engagements as they relate to Portals, Web Content Management and Social technologies.

Hunter Presnall is the WebSphere Portal Performance team lead. He has over 13 years of performance testing and analysis experience. He has been with IBM Lotus for five years and has worked on IBM Connections, IBM SmartCloud. Previously, Hunter was a consultant in IBM Global Services where he worked with numerous customers to optimize the performance of their Java applications.

Andreas Prokoph is the Search architect for IBM Digital Experience solutions, and has been working at IBM in technology areas such as text search and information retrieval for the past 20 years. He has held various positions as technical lead and software architect for several search solutions scaling from Intranet to client-side embedded search. Also consulting and supporting IBM teams cross brand on search topics, such as IBM Watson Explorer and IBM Web Content Management. Currently software architect responsible for WebSphere Portal and Web Content Management search integration as well as search engine optimization (SEO).

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Rich Rosetto is CTO - Digital Experience Consulting: Rich has been working with IBM Digital Experience products for more than 12 years. Before joining IBM, Rich worked for an IBM customer and experienced his first version-to-version WebSphere Portal upgrade going from version 4.2 to version 5.1. After joining IBM in 2006, Rich has become a technical leader for Digital Experience upgrades and has worked closely with the product development lab to improve the upgrade experience with each new version.

Cindy Sanderson is a delivery manager at Avnet Services with a background in architecture. Her career has traversed from complex infrastructure execution to code development and release automation onto project execution and delivery. With over 15 years in the IT consulting industry, she has experience with multiple project types from early inception phases on to end-to-end lifecycle solutions. Assisting customers to meet business goals with workable, in budget solutions is her passion.

Iqbal Singh is the Chief Architect for IBM Application Infrastructure and Middleware (AIMS) Services. Iqbal leads large enterprise client projects for end to end solution involving; digital experience, security, integration, enterprise architecture, SOA, and defining the strategy and road maps for IBM clients. He is experienced in designing, managing, and implementing complex enterprise systems for various industries (banks, insurance, government, telecommunication, health etc.), responsible for nurturing relationships with vendors for the purpose of enhancing IBM products. Iqbal worked as Architect for IBM Labs and various IBM Solutions and products for several years. Iqbal has been working on Web delivery technologies for the past 18 years, within lab services projects, IBM's Software organization and Global Services. Iqbal holds an Engineering Degree (Bachelor of Applied Science) from University of Waterloo, Canada.

As 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 Web Content Manager at conferences and with customers.

Laks Sundararajan is a Sr.Architect at Mindtree, an IBM Champion for Collaboration Solutions and a key member of Digital Business and Consulting Team specializing in Portal, Mobile, Commerce and Digital Marketing solutions. He has led implementations of many global projects using IBM and other Digital platforms and has extensive background in digital technologies. He holds a Masters in Information Technology from Carnegie Mellon University and a Graduate Degree in Engineering from BITS, Pilani.

Sharon Sutila, CEO & Founder of Cluso Investigation created Cluso's background check processing application delivering a highly reliable report flexible for complex contract compliance and audit enforcement standards. Sutila earned a Bachelor of Engineering Technology from the University of South Florida and has a consulting history with IBM on Worldwide CRM Deployment projects. Licensed Private Security Company Owner, Licensed P.I. Majority Director of Cluso Infolink (Bangalore, India.) Investigative research expert specialized in USA and India data sources.

Abhishek Singh is a Digital Experience Architect with IBM Software Services for IBM Systems. He has over 15 years of IT experience specializing in delivery of Portal and Mobile Application development with focus on SOA, Analytics, Content Management Systems, Responsive UI design and enterprise Java/ JEE applications. His experience includes designing and developing software products, service- oriented architecture, information systems, telecom applications, and client/server applications.

Jaspreet Singh is the Architect for RAD Portal tools and Portal Tagging and Rating UI. He is also a lead developer for the new IBM Script Portlet. His area of expertise is around Digital Experience tooling that includes both server-side, client-side like jQuery, Dojo etc, and multi-channel like Responsive Web Design and IBM Worklight.

Brad Schauf is the IBM Worldwide AVP Chief Technical Architect. For the last 25+ years he has focused on the computer services and consulting industry with a concentration on WebSphere Portal Deployment,

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Ben Shoemate is an enterprise web user experience designer and information architect and a co-founder of Base22. For the last 10 years he has focused on building intranets, portals, web content management solutions and enterprise collaboration and knowledge management platforms for large global companies. Ben has been the lead designer on a wide range of web projects ranging from enterprise portals for global organizations, to mission critical web applications, social networking sites, knowledge management wikis, corporate blogs, role based dashboards, and much more.

Thomas Steinheber has been with IBM for 10+ years , working on WebSphere Portal and Web Content Manager, with responsibilities that range from the JSR 286 portlet development, eventing capabilities, various model programming interfaces, tagging & rating and social rendering. Thomas' focus now resides in the area of Web Content Rendering, Digital Data Connector and Social Rendering, and is currently working on enhancements under consideration for authoring of web content. Most recently, Thomas delivered the Social Rendering Templates as well as JSON Support for the Digital Data Connector framework.

Kevin Tapperson is an Advisory Software Engineer for IBM Digital Experience Tooling. Kevin has over eighteen years of software development experience, and has been working with WebSphere Portal for the last nine years. Kevin began working with Portal in 2006 as a member of the IBM Software Services group, providing customer facing consulting for Portal. In 2008, Kevin joined the Web Experience Factory development team and has been developing for the Web Experience Factory and Script Portlet products.

Tim Thatcher is the Chief Operating Officer, leading product management, product development, strategy and strategic alliances for Ephox. He brings to the company a 30-year track record of excellence in the software and software services business. Prior to joining the company in 2010, Tim held a wide range of positions at IBM. His most recent executive roles included being the Director of Cloud Business Development Strategy for the WebSphere business, the Director of the Webify Solutions acquisition and the Director of Portal and Workplace Products for the Lotus division. Tim was also an early member of the team charged with defining and implementing IBM's Java strategy.

Connie Triassi is an ExperienceOne Client Solution Professional for IBM's Commerce unit, focused on marketing automation. Connie acts as a technical advisor where her focus is on understanding the marketing initiatives & business outcomes that customers want to achieve and relating that to the technology that can support and accelerate those goals. Connie also worked with IBM Collaboration and Digital Experience technology for 10 years prior to joining the ExperienceOne brand.

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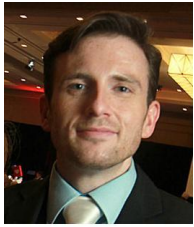
As the District Executive Director for the Victorian Order of Nurses (VON) in the Erie St. Clair region of Ontario Canada, Andrew Ward serves the staff and stakeholders of the Windsor-Essex, Chatham-Kent and Sarnia-Lambton sites of the VON, including the Belle River Nurse Practitioner-Led Clinic and Pelee Island's Nursing Station. Serving the home and community care sector for over a decade, Andrew has pioneered and developed a number of innovative community wellness, primary care and community support programs.

Lauren Wendel is the IBM Product Manager for IBM WebSphere Portal and Digital Experience Private Cloud solutions. 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.