



Event Session Directory as of May 8, 2012 (Subject to change)

At the [Exceptional Web Experience Conference](#), attendees will hear from customers across industries as they share their experiences building and delivering Exceptional Web Experiences. During the many sessions planned, in-depth content will be presented on the latest platform technologies, business advantages and technical strategies.

[Click the track titles beneath to switch to the corresponding detailed session list with abstracts.](#)

Conference Keynotes

“Creating Essential and Exceptional Web Experiences”

“Focus on the Complete User Experience: Inside, Outside, and All Around....”

Exceptional Web Experience Business Program

Targeted at line of business leaders, business analysts and executives

Track 1: Customer Case Studies and Industry Solutions

This track features real-life experiences shared by customers detailing business objectives, implementation approaches and best practices. Attendees will learn from these case studies how to successfully plan and deliver exceptional web experiences for their customers that drive loyalty and satisfaction, and intranet web experiences that help to improve employee productivity. Topics will include project goals and analysis, industry-specific approaches, implementation and governance techniques, and best practices.

Track 2: Accelerating Solution Time to Value and ROI

This track features proven strategies to plan, justify, implement, and manage business solutions and approaches that meet and exceed rising customer and employee expectations, and increase partner and customer service levels.

Track 3: Optimize Web Experiences for Business Results

This track features proven strategies and best practices that can enable business leaders to drive profitability and growth with web experiences crafted to increase customer engagement and retention.

Also covered are approaches, tactics, and capabilities that are key to empowering employees to be more efficient and productive. Topics will include the benefits of being a social business, setting the right delivery and consumption strategy, embracing analytics and campaign management approaches, and more.

Exceptional Web Experience Technology Program

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

Track 4: Web Experience Platforms and Solutions

This track features foundation technologies and solution innovations that power Exceptional Web Experiences inside your company and those facing your customers.

Track 5: Developing Exceptional Web Experiences

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

Track 6: Best Practices and Implementation

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

Business and Technical Topic Roundtable Lunch Discussions

Web Experience Zone

Meet the Architects Panel

Sessions by Category

Abstracts

Conference Keynotes

“Creating Essential and Exceptional Web Experiences”



Larry Bowden, Vice President, Web Experience Software, IBM

Getting the right web experience anywhere, on any device, with the right content - delivered the way the user wants it - is how organizations are transforming their essential websites into exceptional web experiences. In this session, we'll share how customers employ web experience technology to deliver award winning web experiences for spectacular business results. We'll also show approaches on how you can create web experiences that transform how your business interacts with and engages your customers, employees, and partners on the web.

Larry Bowden has over two decades' experience in IBM helping customers exploit the opportunities provided by information technologies. He currently is Vice President, Web Experience Software where he is responsible for the development and delivery of web-based products and solutions to help customers create differentiated web experiences for their customers, partners, employees, or citizens. Before this, he was Vice President Portal Solutions and Lotus Products for the IBM® Lotus® Software brand and the lead for strategy, marketing, partnerships, industry offerings, and services. Under Bowden's leadership, WebSphere® Portal grew to be the highest market share portal solution. Larry also has extensive experience with IBM's Information Management team in Somers, New York, where he was primarily focused on IBM content management, business intelligence, document management, and relational database initiatives. Larry holds Bachelor of Science in Engineering and Master of Business Administration degrees from the University of Denver.

“Focus on the Complete User Experience: Inside, Outside, and All Around....”



Gene Phifer, Vice President and Distinguished Analyst, Gartner

Join Gartner Vice President and Distinguished Analyst, Gene Phifer, and learn how business drivers, technologies, and social business trends are reshaping what people expect and demand from websites - inside and outside the enterprise. These changes are driving an evolution that needs to balance three key elements: People, Process, and Information. Gene will explain what is driving the emergence of the User Experience Platform, its set of components, and how it will evolve and be adopted by enterprises for exceptional web experiences.

Gene Phifer is a Vice President, Distinguished Analyst in Gartner Research. Mr. Phifer covers a broad set of Web and cloud-centric technologies, including Web architecture, intranets, extranets, e-business, portals, user experience platforms, Web applications, digital marketing, and cloud computing. Additional concepts covered include social computing, mobile computing, and governance and management of IT infrastructure. Mr. Phifer is a 38-year IT veteran. Before joining Gartner, he held various management and executive roles in Fortune 100 IT departments, most notably Frito-Lay and Texas Instruments. There, he managed all aspects of IT, including infrastructure technologies, data centers and line-of-business applications. Additionally, Mr. Phifer held the dual roles of CIO and CTO for Melson Technologies.



Sandy Carter, Vice President, Social Business Evangelism and Sales

Sandy Carter will share her perspectives on the value of becoming a social business and the ability to deliver differentiated web experiences for better business outcomes.

Sandy Carter is a recognized leader in social business, a best-selling author, and one of the most influential women in Web 2.0 technology. As IBM Vice President, Social Business Evangelism and Sales, she is responsible for setting the direction for IBM's Social Business initiative, a \$100B market opportunity. Due to her extensive knowledge of social businesses, she is a sought-after speaker with IBM clients and industry thought leaders.

Exceptional Web Experience Business Program

Track 1: Customer Case Studies and Industry Solutions

BUS-S01

The ADP Associate Portal: On the Road to Becoming a Social Business

Steven Petros, Portal Architect, ADP Enterprise Applications

Rob Fichtel, Senior Certified Executive IT Specialist, IBM Collaboration Solutions

In the early days, the ADP Associate Portal was as a simple one-way communication vehicle and self-service application. The portal then moved to IBM WebSphere Portal 6.1 and Connections 2.5 in 2009 and matured into a robust platform capable of delivering a unified portal experience to over 50,000 associates globally on ADP's intranet and the Internet. Not only providing access to enterprise applications, content and the associate directory, this version of the Portal also served as a Software as a Service (SaaS) gateway to ADP products and external SaaS vendors. Since then, ADP formed the Associate Portal Council, an interdisciplinary team of IT, HR, and Communications professionals, whose members provide program management and drive strategic direction for all Portal initiatives. The Council put forth an ambitious roadmap with a focus on mobility, search, unified alerts, enterprise social media, usability, communications, and multi-locale content. To deliver on the strategy, ADP continues to invest in the Portal platform, recently upgraded to IBM Connections 3.0.1, and is moving to WebSphere Portal 7.0. In this session, we will share how these platforms align with the Associate Portal roadmap.

Steven C Petros is a portal architect for ADP's Enterprise Applications team. Steven is a member of the Associate Portal Council and has over 11 years' experience in the design and development of Internet and intranet applications.

BUS-S02

Portal 2 to Web 2: Productivity Transformation

Ron Bennett, Founder, Architunity

Texas embarked on a business and technology transformation a decade ago and continues on the journey today. Attend this session to learn how this organization leverages WebSphere Portal to unify the user experience by integrating multiple applications including a custom task management and scheduling system, document repositories, multiple Web Services clusters, case management system and relational databases, and a message queuing system. Every day, over 5,000 users schedule more than 10,000 appointments and work on nearly 100,000 tasks. The modified SOA design in 2004 used Portal 2 concepts and capabilities that have since aged with the emergence of Web 2 Rich Internet Application frameworks. This presentation provides insight on user experience design evolution during the past decade, and how IBM WebSphere Portal integrates consumer channels, improves productivity, and manages roles.

Ron Bennett is author of the Architecture Body of Knowledge and founder of Architunity, a provider of architecture governance best practices based upon this book. His 30 years of technology experience include development of business automation solutions on multiple platforms, management of technology operations, security, and enterprise architecture in the legal, financial services, healthcare, and government sectors. He was the architect for several major public sector applications, including the Texas public assistance platform that is reused in other states, and now consults on technology applications and trends in the Eligibility, Enrollment, Medicaid, and healthcare domains, specializing in healthcare reform legislation, rules, and funding.

BUS-S04

Successful IBM WebSphere Major Version Upgrade (On Steroids) at Cardinal Health

Prakash Patel, Manager, Application Development, Cardinal Health
Rajeev Kaul, a Senior Manager, Digital Solutions, Accenture

This session will describe how Cardinal Health structured the team, tools, and methodology to successfully upgrade a \$10 billion and growing web ordering platform. This included upgrading from WebSphere Portal Version 6.0.0.5 to Portal Version 7.0.0.1, WebSphere Commerce Version 6.0.0.7 to Version 7.0.0.2, WebSphere Application Server Version 6.1.0.35 to Version 7.0.0.13, DB2® to Version 9.7 FP4 and WebSphere Message Broker from Version 6.0.0.9 to Version 7.0.0.3. We will also cover the additional changes performed as part of this upgrade including a data center cutover, conversion from UNIX to Linux, and conversion to virtual hardware. Included in the presentation will be lessons learned and performance gains observed from the upgrades and conversions. Understand how this team worked effectively to accomplish their goals including added capacity for new retail partners and significant user performance increases.

BUS-S05

Delivering a Clear Patient Experience in a Complex Healthcare World at Children's Medical Center

Harun Musa, Group Manager, Information Services Online Operations, Children's Medical Center
Russ Nelson, Senior Project Manager, Ascendant Technology

In a world of rapidly increasing data volumes and content, delivering an experience that is customized to quickly deliver what the customer is looking for is an important challenge. This is especially necessary in healthcare, where patients and their families might be managing a new health issue that is unfamiliar to them. Rather than leaving the patient or family member to sift through vast amounts of information in order to manage their healthcare, Children's Medical Center of Dallas took an approach to tailor the content to the patient's needs. By using information known about the patient's history, the Children's Patient Portal personalizes the site navigation and content delivery to direct the patient to education and information specific to individual patient needs. Through this approach, the Portal automatically delivers a custom patient experience, rather than the patient manually customizing it for themselves. The result is an experience that quickly delivers information specific to the patient's needs without clouding the experience with unnecessary content or having the patient access content that is not relevant to their healthcare needs.

Children's Medical Center of Dallas is a private, not-for-profit organization, and the seventh largest pediatric healthcare provider in the country. This external internet WebSphere Portal project affects roughly 20,000+ people including patients or parents, children's employees, referring physicians, vendors, and press contacts. The new Portal v7 implementation (online.childrens.com) was developed over a period of five months and creates a new external environment that increases patient care by providing a Patient Portal for patients and parents to access medical records together with content customized to information about that patient. The solution also incorporates a Care Team blog, health management tools, and online education tailored to the individual patient. In addition to delivering better patient care, the implementation leads will discuss how the solution also increases profitability and reduces operating costs through online follow-up appointment requests, appointment schedules, and other user self-service approaches. Learn from the experiences of this team as they present the details of this *Lotusphere® 2012 IBM Collaboration Services Exceptional Web Experiences* award-winning solution.

Harun Musa is Information Services Online Operations Group Manager at Children's Medical Center and manages a team that builds, maintains and supports various Internet and intranet web-based systems that host applications for use by employees, physicians, providers, patients and families and public users. The core solutions Harun manages include WebSphere Portal, IBM Connections, IBM Forms, SDL Tridion, IBM Sametime® and other web-based systems.

Russ Nelson is a Senior Project Manager at Ascendant Technology from Atlanta, GA, with experience in the Retail and healthcare industries and multiple technologies in the IBM stack. He focuses on planning and delivery of technical solutions, especially within WebSphere Portal and Commerce.

BUS-S06

Prudential's Collaborative, Integrated Intranet Experience

Nicholas V. De Feis, Vice President, IT, Prudential Insurance Company
Pete Kempf, Senior Systems Architect, Prudential Insurance Company

During this session, the Prudential team will detail how they implemented a collaborative, integrated intranet experience using IBM WebSphere Portal 7, IBM Web Content Manager, Portal Search, IBM Connections, and IBM WebSEAL security. Learn from the experiences of the team as they share their business need to collaborate, the solution high-level architecture, and key platform features leveraged within their social web portal implementation which included enterprise portlets and personalization services, project challenges, and the results they have achieved.

Nicholas De Feis has over 30 years' experience in Information Technology, building enterprise scalable applications on all platforms. His current role is Chief Architect, managing many diverse development groups to achieve positive results.

BUS-S08

The Cigna Web Experience Platform

Joseph Cervini, Senior Director, WebIT, Cigna
Patrick Depratti, Architect Director, WebIT, Cigna

In this session, you will learn why Cigna chose the WebSphere Portal framework for implementing their online web platform to deliver a highly personalized and customized experience. Cigna first needed to establish a single platform and focus on migrating and integrating existing applications. They will detail how they subsequently planned and delivered an effective online experience. Also, the team will discuss the results, lessons learned, and what's in store for the future.

BUS-S10

Online Banking: The Royal Bank of Canada z/OS® to Portal Solution

Marek Komor, Senior Solution Architect, Royal Bank of Canada
Shahir Daya, Senior Architect and Chief Architect for Smarter Commerce

Three million Canadians can't be wrong. Understand the business and technical advantages of the new z/OS WebSphere Portal Online Banking system for Canada's largest bank. This session will lay out the necessary activities and expected results that Portal implementation teams must do to deliver successful high-volume portal applications.

BUS-S12

Government of Acre State: Improving Citizens Service Delivery with Exceptional Web Experience and Intranet Solution

Marcio Barros, Application Modernization, Technical Leader, Government of Acre State - Brazil
Rafael Osorio, Collaboration Solution Architect - Latin America, IBM

Welcome to the Jungle! The Government of Acre State in Brazil, <http://ac.gov.br>, a state in the middle of the Amazon rainforest, is doing a social business transformation, implementing a work and web experience Solution. Come learn about how Government of Acre State is using web experience solution to improve service delivery and citizen engagement and how to implement a work experience solution to maximize the productivity of employees.

Details will include use of a Site Wizard to create multiple sites of different Secretaries on the Government of Acre State, resulting in the ability to implement a new Secretary Site in just two days, reduced from three months. The team will also share how they are delivering a "One-Stop Service Center Employee Portal" integrating WebSphere Portal, WebSphere Process Server 7.0, and delivering a single, shared view of each citizen's data created with InfoSphere® Information Server (InfoSphere QualityStage and DataStage® tools), resulting in a portal solution where the employee of One-Stop Service Center of Acre can perform more than 100 services to the citizen. Understand what and how these solutions were delivered, and next steps in their exceptional web experience journey.

Marcio Barros is the Technical Leader of Government of Acre State Portal. He has nine years of experience in Web Technologies. He has much experience in IBM Web Experience Solution and is currently the Manager of Electronic Governance Department of Government of Acre State.

BUS-S13

An Exceptional, Agile Web Experience Solution using WebSphere Portal - A Cisco Implementation

Michael White, IT Architect, Application Technology Services, Cisco Systems

JayaPrasad (JP) Thambuganipalle, Accelerated Value Leader, IBM

Daniel Wedge, IBM Software IT Architect, IBM

In this session, learn how Cisco Systems designed and deployed the next generation, robust, Enterprise-wide Portal Platform "Cisco Enterprise Portal (CEP)" to support numerous global business initiatives and software applications. We will share how Cisco's CEP platform leveraged multiple portals, virtual portals and WSRP (plus a few Cisco devices) to provide a unified, yet agile and scalable solution for multiple lines of business. We will discuss the Small and Medium Business Portal and the Commerce Workspace, which served as the charter Portal projects, paving the way for many subsequent portal implementations.

The team will also illustrate how Cisco delivered best-in-class Portal capabilities for their users by leveraging features such as user-friendly URL mappings for virtual portals, caching, WSRP, extensively using personalization rules to determine what pages and portlets are shown for a user, and so on. We will also present Cisco's active-active, multi-data center strategy which provides high-availability and zero downtime deployments together with Cisco's plans for implementation of portal farms going forward.

For the past four years, Michael White has worked as an IT Architect in Cisco's Application Technology Services group. He is primarily responsible for designing highly available portal architectures that comply with Cisco's data center strategy and meet the Lines of Business' requirements for flexible application platforms.

BUS-S15

Rolling out the Enterprise App Store at Yum! Brands

Rob Skeeters, Information Technology - Web Applications Team, YUM! Brands

Usman Memon, Solution Architect, Streebo

As the IT Team at YUM! Brands was tasked by their Business Unit VPs to construct a comprehensive Mobile Strategy that would enable workforce automation using Mobile, they evaluated various options including Native App, Hybrid Apps and Mobile Sites. YUM was leaning towards a "bring your own device" approach and hence had to pick a technology that would allow them to support a range of new smartphones and tablets. The need of the hour was a platform that could host mobile apps that would provide role-based secured access to a range of enterprise systems that included ERP (PeopleSoft) systems, Data Warehouses (SQL Cubes), and Enterprise Web Content (WCM) across any smart device. How did they solve this challenge? How did they provide Single Sign-on Access to various systems on smart devices? What platform and tools allowed them to surface business functions and dashboard reports across various devices including desktops, tablets and smartphones? Attend this session to view and learn from the implementation leads of the insights and experiences of rolling out an Enterprise App Store at YUM that provides role-based access to data, processes, and content across various smart devices.

BUS-S17

InsuraSphere – IDP's Exceptional Web Experience Portal for the Insurance Industry

Niral Jhaveri, User Experience Practice Director, Prolifics

By providing Exceptional Web Experiences, organizations can attract and retain the best customers, improve brand loyalty, increase customer satisfaction, and lower operational costs. Prolifics and Insurance Data Processing (IDP) will share how they are providing insurance companies the capabilities they need to compete in the competitive insurance market. Learn how IDP, working with Prolifics, leveraged IBM WebSphere Portal and IBM Forms to create a hosted social portal to enable agents to quickly respond to customer inquiries, access 24 x 7 connectivity, and provide policy quotations in real time, giving the agents a competitive edge. Easy customization by IDP ensures fast time to value for each customer with a unique customized brand appearance and allows IDP to offer the solution to thousands of prospects. ** 2012 IBM ICS Award-winning Solution **

BUS-S18

The Saga of Anico's Mobile Journey - Rolling out an Agent App for iPad, iPhone and Droid Store

Deanna Walton, Deanna Walton, AVP, Field Systems at American National Insurance Company
Vijay Thirumalai, Managing Partner, Streebo

ANICO (American National Insurance) was looking for a comprehensive mobile strategy that would increase their bottom line and improve technology and process efficiency. With a majority of their Insurance Agents out on the field making customer calls, extending the enterprise systems to smartphones and tablets was high on the list. Instant access to mainframe systems, data and products would clearly demonstrate ROI for the sales force, but the IT team was struggling with technology questions. What are the things to consider for a sound Mobile Strategy? How do you decide between a native app or an HTML hybrid app? How do you manage app governance, security and app distribution? What is the best platform to develop a multi-channel strategy to support different kinds of devices? How do you manage role-based access inside the firm? How do you future-proof your technology choice?

Join this session to learn about ANICO's mobile journey. Discover how the IT team at ANICO worked out how to build multi-channel interfaces that now provide their Insurance Agents access to a range of enterprise systems on multiple devices including iPhone, iPad, and Droid phones.

Deanna Walton started her career at American National Insurance Company in 1992. She is currently responsible for the Field Systems that support the various marketing channels at ANICO including the Agent Portals and Mobile initiatives.

BUS-S19

Shift: CEMEX Reinvents its Social Business Platform to Drive Innovation

Rafael Trujillo, Project Manager, Base 22

CEMEX, the third largest cement company in the world with 45,000 employees, is raising the bar for collaboration and innovation with the launch of the new CEMEX Shift intranet at the end of October 2011. This discussion will show how by combining IBM Connections v3 with WebSphere Portal v7 and Web Content Manager, the new CEMEX intranet is creating a more efficient gateway to their social collaboration solution while also merging all other formal electronic communication and services channels of the company into one seamless experience.

BUS-S21

Continuous Business Value with IBM's "w3": Realigning the Intranet for Today's Social, Mobile, and Digital World

Michael Kudla, Consulting Client Technical Professional, IBM

IBM's intranet (w3) is massive in size, usage, and in the number and diversity of its target audience. Currently, it's made up of over 4 million pages and in 2011 alone received 252 million visits and 978 million views from roughly a half-million IBMers. Since its introduction, IBM w3 has delivered an "on-demand workplace": a means of boosting productivity, efficiency, and flexibility by providing IBMers with immediate access to key people, processes, and information. Attend this session to see how the w3 intranet has evolved to an integrated, employee-centric workplace providing a suite of core productivity applications, personalized corporate and user-generated content, immersive social-networking capabilities, and an innovation environment. In addition, learn how w3 has enabled IBM to become the exemplar of a social business, not only through its technology integration efforts, but by the way w3 has been continuously and organically improved by the good ideas of its users. Learn about the open leadership and governance process that allows employees, designers, developers, and architects (in addition to traditional business stakeholders and executives) to contribute to positive business outcomes like employee productivity, cost avoidance, and even organic revenue growth.

Track 2: Accelerating Solution Time to Value and ROI

BUS-R01

Wow, That Was Easy! Integrating Your IT in Web Experiences

Brian Chaput, Program Director, Web Experience Software, IBM

Stefan Liesche, Web Experience Platform and Industry Chief Architect and STSM, IBM

Creating highly engaging and exceptional web experiences often requires stitching together a range of different IT assets and sources contextually and seamlessly to the user. By using customer examples, this session will show the many integration capabilities that IBM provides customers to easily leverage social software (such as IBM Connections), legacy applications (like SAP and Microsoft SharePoint), web services, rich media, web content, and other investments, in varied web experience requirements - for new value and incremental ROI.

BUS-R02

21st Century Work Experiences for 21st Century Employees

Kathryn Hoffman, West IMT Business Value Assessment Leader, IBM

Robert Lezon, East IMT Business Value Assessment Leader, IBM

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

BUS-R03

What's My ROI? Seeing the Business Value of using IBM Forms

Kathryn Hoffman, BVA Leader, West/Canada IMT, IBM

Jayne Johnson, Client Technical Professional for IBM Forms, West/Canada IMT

Still using paper forms? Think that just making PDF forms available to your users is improving your business process? In this session, we will outline how true electronic forms (and electronic form processing) can save you money and improve the efficiency of your business processes, together with how you can leverage mobile platforms and multiple deployment channels, including your existing Portal platform. We will discuss some of the profound time and cost savings that can be experienced, and will discuss how we can help you to identify where similar savings can be made within your own organization.

BUS-R04

Winning Strategies for Financially Justifying Social Business Initiatives

Mary Byrd Nance, Executive Consultant, Business Value Assessment, IBM

Palma Bickford, Executive Consultant, Business Value Assessment, IBM

Know that developing a social business is key to your long-term success, but struggling with how to justify the investment to get started? Join this session to learn how other organizations have achieved success developing a persuasive and winning business case. Understand how to personalize the benefits and costs case to your organization and initiative based on a proven benefits framework. We will explore in depth the range of quantitative to qualitative value propositions, and share examples of reference models and other case studies that you can apply to your own business case development.

BUS-R05

The Total Economic Impact of IBM's Exceptional Web Experience Solutions

Stephen Powers, Vice President and Research Director

Michelle Bishop, Senior Consultant, Total Economic Impact

Join Forrester Vice President and Research Director Stephen Powers and Forrester Senior Consultant Michelle Bishop as they discuss the findings of a recently commissioned analysis conducted by Forrester Consulting on behalf of IBM. The purpose of this study is to give readers a framework to evaluate the financial impact of deploying an IBM Web Experience solution within their organizations. The costs, benefits, risks, and flexibility analysis are based on data from four organizations currently using IBM Web Experience solutions. Listen to Forrester describe the benefits others have seen and how they can positively impact your organization.

BUS-R06

Architecting Your Site for an Exceptional Web Experience, a Quick ROI, and a Low TCO

Mary Ann Johnson, Worldwide Sales Executive, IBM

Rob Enright, Exceptional Web Experience Product Management, IBM

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

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

BUS-R07

Driving ROI and Adoption in Exceptional Social Experiences with Gamification

Jonathan Distad, Lead Consultant, Perficient

Rajat Paharia, Bunchball

You've decided to go social and you have been given the mandate to get it up and have it adopted in a short time. You know that social isn't a 'build it and they will come' scenario - you need a plan and some tools to help drive adoption. Enter "gamification" - not a new concept but new to social. Drive ROI of social web experiences with gamification to nearly immediately drive adoption, competition and much more.

Gamification drives adoption and creates viralization of social across all verticals and job functions. It can also connect and create socialization of e-learning, HR policy adoption and much more. In this session, you will see hands-on proof of what gamification is and how it can dramatically increase ROI and adoption within your organization's social experience through examples of integration into IBM WebSphere Portal and Connections, plus practical and realistic ways to keep the adoption going throughout the gamification horizon.

BUS-R08

Exceptional Web Experience in the Cloud - Making Business Driven decisions

Lisa Lucadamo Jarrett, Offering Manager, IBM

Join us to learn about charting a course to make the right business-driven decision to implement Exceptional Web Experience solutions in the cloud. This session will showcase successful patterns and best practices to show you how to chart your own course by addressing the right solution scope, cost and business value elements, and critical success factors. Learn about future directions and new opportunities to get even greater flexibility from web experiences in the cloud.

BUS-R09

Driving Social Web Experience Adoption: How Use Case Visualization Can Help You

Peter Funke, Executive Consultant, BVA, IBM

Robert Lezon, BVA Leader, West/Canada IMT, IBM

Are you struggling with how to foster your social web experience initiative? Is "build it and they will come" leaving you behind? If so, this session is for you. Learn how to identify the key roles and processes that your social initiative can affect. See how to develop a visual model in order to better prepare for your pilot or Proof of Concept, shorten timelines, and reduce risk.

BUS-R10

The Web Experience Competitive Landscape

Kioko Mwosa, Web Experience Evangelist, IBM
Jon Raslawski, Business Unit Sales Leader - West and Canada IMT, IBM

The competition in the Web Experience marketplace has resolved down to five primary players: IBM, Oracle, Microsoft, Adobe, and Liferay. This session drills down on the different philosophies and core competencies of these five competitors, and outlines some of the key functional differences between each. The session concludes with some case studies of IBM Web Experience customers who chose IBM's solution, and the reasons why they made their selection as they did. If your organization is engaged in determining which Web Experience Solution is the best fit, this is the session for you! Do join us.

W. Jon Raslawski is an Exceptional Web Experience Sales Executive on the IBM North American Collaboration Solutions Sales Team. His focus is to work with customers, IBM Sales, and IBM Business Partners to drive the awareness, vision creation, sales, and deployment of key IBM Exceptional Web Experience products and solutions. He specializes in portal technologies involving transactional, collaborative, social, and competitive solutions and how they complement and interact with the IBM SOA strategy across many different industries, leveraging B2B, B2C, and B2E interactions. Over the years, he has presented at many major conferences including IBM Lotusphere, IBM Exceptional Web Experience Conference, IBM Portal Technical Conference, IBM Portal Excellence Conference, IBM Lotusphere-Comes-To-You, IBM Social Roadshows, IBM IMPACT, IBM Executive SOA Summit, Gartner Symposium, and Gartner Portal, Content, and Collaboration Summit.

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

BUS-G01

Using IBM Customer Experience Suite to Drive Revenue and Increase Customer Loyalty

Nicole Carrier, Program Director and Chief Strategist, IBM
Dan Makuch, Technical Evangelist, IBM

In this session, we will walk you through a 'Day in the Life' of Heather Reeds – a marketing manager who is responsible for generating leads, improving brand awareness, and managing promotions and messaging. With demonstrations, we will show you how Heather can use IBM Customer Experience Suite to:

- Promote a new offer through her website, mobile site, and social channels, and then measure the effectiveness of that offer through web analytics
- Learn more about her customers by adding a survey to her website, and then using the results to drive a better, more targeted experience
- Improve customer loyalty by creating a community for her customers

BUS-G02

The Intranet Goes Social!

Tyler Tribe, Offering Manager, Web Experience and Mobile Solutions, IBM
Kirsten Kelley, Offering Manager, Web Experience Solutions, IBM

With IBM Web experiences it is possible to deliver socially infused, rich employee web experiences across multiple channels, in context with the right business applications and data, to engage and collaborate effectively, improve business productivity, and deliver better business results. This session will provide an overview of solutions and examples of how organizations are reinventing their intranets to help drive social business.

BUS-G03

The Secret Alchemy for a Truly Exceptional Web Experience

Brad Schauf, Executive IT Architect, IBM

Tony Higham, Distinguished Engineer, IBM

Your customers have heightened expectations when it comes to their web experiences. Sites such as Google, YouTube and Facebook have raised the bar for user experience. The capabilities people expect for functions, content and an overall pleasurable online experience are achieved in considerably different ways than approaches that were taken even three years ago. Satisfying these demands is increasingly difficult and disappointment comes at a tangible cost. With a marketplace that is more competitive than ever before, a compelling and successful user experience remains one of the last remaining sources of sustainable competitive advantage. Come to this session to learn the proven method to designing exceptional web experiences, developing a roadmap to deploy functions quickly and iteratively. You will hear about real-world engagements where IBM used our highly collaborative expertise driven engagement methodologies to help organizations in this world of heightened expectations.

BUS-G04

Demo! Next-Generation Employee Web Experiences in Action

Brian Cheng, Portal and Exceptional Web Experience Software Strategist, IBM

Rob Enright, Strategist, Portal and Exceptional Web Experience, IBM

Latoya Sankey, Portal and Exceptional Web Experience Software Strategist, IBM

Becoming a social business is about transforming your organization to be more nimble, fast moving and successful. The social workspace built on WebSphere Portal is a key part of that transformation: integrating applications collaboration services, analytics, application, and social content – at the user's device of choice! Attend this session to see the latest web experience platform enhancements in action, and how organizations can apply the rich capabilities to drive higher employee productivity with contextual access to information and expertise in a highly personalized and secure manner.

BUS-G05

Breaking New Ground: Extending Exceptional Web Experiences to Decision Management and Beyond

Michael Craney, Web Experience Sales Executive, IBM

Lowell Soffer, WebSphere Sales Executive, IBM

Have you ever considered “what comes next” as you grow your web experience capabilities to include logical extensions such as content, mobile, and social networking? Are you being pushed by your lines of business to provide additional functions past the aggregation of ERP and CRM applications? Do you ever wonder if your Portal infrastructure can “take the load” if new and innovative workloads are deployed? This session is designed to excite and inspire you to move your exceptional web experience to new levels. We will discuss the extension of WebSphere Portal to accommodate high utilization scenarios, groundbreaking applications such as ideation, and revolutionary extensions such as decision management and predictive analytics. In each case, pertinent customer examples will be provided and discussed.

BUS-G06

Top Five Social Business Successes You Would Never Have Predicted!

Sandy Carter, Vice President, Social Business Evangelism, IBM

As Social Business ramps up around the globe, innovation is emerging at a dizzying pace. How to keep up with the latest successes? Join Sandy Carter, Vice President Social Business Evangelism for an eye-opening roundup of unusual but true success stories based on her recent global travels and meetings with dozens of leaders in industry and government. In this fast paced presentation, Sandy will use these up-to-the-minute case studies to illustrate major trends taking place in Social Business, then lead a discussion on ways participants can capitalize on the lessons learned.

BUS-G07

Cultivating Millennials and Harvesting the Value They Produce

Mike Yokom, Worldwide Sales Manager, IBM Forms

Mary Ann Johnson, Worldwide Sales Executive, IBM Web Experience Software

Organizations are setting new expectations for their IT departments, and those IT departments are handing ever more tasks to the line-of-business personnel including millennials who have access to numerous mobile devices at any given moment. In many cases, the CIO is expected to lead breakthroughs, both from a championing and execution point of view. Some of the breakthroughs happen through asset optimization and process efficiency. Based on real-world examples, this practical session explores the new shape of the 21st-century IT professional along with ways to cultivate and harvest their input to provide a real return on investment and help you do business better. What will you walk away with?

1. Ways to integrate line-of-business personnel -- including millennials who have access to numerous mobile devices at any given moment -- into the foundational core of your social business.
2. Ways to institute asset optimization and process efficiency within your organization.
3. Ways to use tools like IBM Forms, IBM Web Content Manager, and the IBM Customer Experience Suite to cultivate millennials and harvest the value they produce.

BUS-G08

No More Intranets or Extranets - the World of Bridged Social Business

Slava Frid, Managing Director, Gemini Systems

Businesses demand connectivity to their customers, partners, and suppliers on the same level as collaboration capabilities offered to their employees. We will discuss approaches for bridged environments, using IBM Portal and IBM Connections, that allow employees to collaborate with external users, and also use public social media tools like Twitter and Facebook, in a native fashion. Bridging raises technical, privacy, and usability issues, which we will address during this session.

BUS-G09

Exceptional Experiences in Retail – How Do I Get There?

Kirsten Kelley, Sr. Offering Manager, IBM

Mary Ann Johnson, Worldwide Sales Executive, IBM Web Experience Software

Today's retailer must dynamically meet the needs of empowered customers, employees, and partners with social technologies and solutions that are cost-effective and extensible. As a society, we are becoming more instrumented, connected, and intelligent about our online experiences, and our expectations have been elevated. We bring these higher expectations to all of our interactions, and today's retailers need to understand how to attract, engage, and retain audiences of all kinds. During this session, you will hear the latest IBM research in this space, the technologies that we have in order to help use these shifts to your advantage, and how you can gain real business results. We will share some customer examples, and show you some of the tools you can leverage to jump-start your solution deployment.

Exceptional Web Experience Technology Program

Track 4: Web Experience Platforms and Solutions

TECH-P01

The Future of Productivity in a Social Business Today

Mark A. Neumann, IBM Executive Technical Specialist, IBM

In this demonstration extravaganza, IBM evangelists will show you how to effectively work together as a team, generate ideas, find answers, manage content and information, and get work done! We will show a powerful solution that monitors the "Social Pulse" of a company in real time in addition to deep analytics into consumer insights. You'll see how WebSphere Portal, Domino®, IBM Connections, Sametime, Cognos® Business Intelligence, IBM Forms, Quickr®, Microsoft SharePoint, and Exchange come together to make productivity a reality!

TECH-P02

Why Should WebSphere Portal Be Your Mobile Platform?

John Boezeman, IBM Web Experience Platform Lead Architect and STSM

During this session, we'll illustrate how WebSphere Portal and Web Content Manager can provide organizations with the mobile capabilities to meet business goals, and at the same time lower total cost of ownership in the mobile space. This session will cover the overall IBM mobile strategy and the specific capabilities behind IBM's WebSphere Portal portal platform solutions. We will look at the different options including the Mobile Experience theme, Web Experience Factory and Rational Application Developer tools, Worklight technology recently introduced by IBM, PhoneGap, and more, for providing mobile web portal experiences, and what each option means to the business. Join this session to see innovative examples, including customer deployments and demonstrations of what is possible. Attendees will gain an understanding of the key criteria for making decisions to support a mobile-enabled platform, and how WebSphere Portal mobile capabilities can best meet business goals.

TECH-P03

Deliver Engaging, Social Business Solutions with IBM Web Experience NOW Offerings

Brad Schauf, Executive IT Architect, IBM

Jeffrey Seifert, Worldwide Sales Global Sales Executive, IBM

It has never been easier to implement compelling production-level web experiences that match the requirements of your internal and external audiences. IBM Web Experience NOW solutions are a comprehensive set of templates that encompass content-rich, dynamic websites, collaboration, feeds, enterprise integration patterns, and more. The templates present best practice deployment patterns and are preconfigured with role-based, interactive access to integrated applications, processes and social services. IBM Web Experience NOW offerings are available to help quickly drive WebSphere Portal, Web Content Manager, and IBM Forms deployments in about a month, and then add additional capabilities as required. Attend this session to understand the capabilities, see demonstrations, and understand how to install, configure and extend the solutions to match your business requirements, and provide greater ROI.

TECH-P04

What's New in WebSphere Portal and IBM Web Content Manager

Rob Will, IBM WebSphere Portal Chief Architect and Distinguished Engineer

WebSphere Portal continues to get better and better! This session will update everyone on the latest new features introduced in WebSphere Portal and IBM Web Content Manager since our 2011 Exceptional Web Experience Conference. IBM WebSphere Portal and Web Content Manager software enables organizations to deliver rich, engaging, social experiences that integrate across content, processes, and applications while reducing IT costs. During this we'll cover the new social features, page and theme design, mobile updates, enhanced analytics support, web publishing enhancements, deployment examples, and more. Attend this session to understand the capabilities and how best to apply them to build dynamic, vibrant, and scalable web experiences that delight your audiences. 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 the new capabilities and assumes an understanding of WebSphere Portal V6.1 or V7.0.

Rob Will (willrc@us.ibm.com), 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 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.

TECH-P05

Out-of-the-Box Web Content Manager Templates (CTC 3) - What's New?

Chris Berry, Software Engineer, 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 innovations, "CTC 3", add new capability to rapidly develop feature-rich sites in minutes, using prebuilt content, page and site templates that incorporate proven best practice designs. Through technical explanations and demonstrations, we'll share how website designers can use the palette of preconfigured portlets, 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 CTC3 when integrated with web analytics packages. See how to best apply these components to quickly deliver content rich, interactive websites that will attract and engage your audiences.

Chris Berry is an IBM Web Content Manager developer and Content Template Catalog Version 3 development lead.

TECH-P06

Social Portals with WebSphere Portal and IBM Connections

Mac Guidera, Product Manager, IBM Connections

Adam Ginsburg, Product Manager, IBM

In this session, we discuss key trends and directions for modern websites that lead to a strong demand for Social Portals that seamlessly integrate social content into a holistic social web experience. We will show examples of such social websites and will then give an overview of the capabilities provided by WebSphere Portal plus IBM Connections to realize social websites now, and we will give an outlook on our future directions in this space.

TECH-P07

Getting Started with WebSphere Portal and Web Content Manager

Lauren Wendel, WebSphere Portal Product Manager

Sunil Hiraniyah, IBM Worldwide Technical Sales Architect, IBM

IBM WebSphere Portal and Web Content Manager Web solutions are designed to make people more productive in the context of the work or tasks they do, by providing personalized, role-based access to the information, content, applications, social channels, and expertise they need. During this introductory session, we'll cover the platform foundation components, out-of-the-box capabilities, web publishing, Web 2.0 and social features, extension points, developer tools, standards support, deployment examples, and best practices resources. This session is geared to provide attendees an understanding of the platform capabilities, use case examples, and resources and how best to apply them to build web experience solutions that help boost productivity and encourage collaboration and innovation among employees, partners, suppliers and customers.

TECH-P08

IBM's Vision for Supercharging Your Exceptional Web Experience with Social

Ronnie Maffa, Vice President, Web and Social Software Development, IBM Collaboration Solutions

Social Networking has become pervasive. It is changing the way we buy products, work, and interact with others. By itself, social software can deliver significant benefits such as increased collaboration and improved employee productivity. When combining social software with the market-leading platform for delivering exceptional, personalized, and engaging web experiences, magic happens. In this session, we will discuss our vision for seamlessly integrate IBM Connections social services into IBM's Web Experience platform - enabling organizations to create memorable and differentiated experiences for their employees, partners, and customers.

TECH-P09

Web Application Bridge (WAB): "No Coding!" Integration Style for External Web Applications in WebSphere Portal

Jason Cornell, Product Manager, IBM Web Content Manager
Smit Narula, Web Experience Software Developer, IBM

The enterprise today provides web experience through multiple web applications which are non-uniform in technology used, standards followed, and so on. Web Application Bridge, aka WAB, as a technology allows an enterprise to use its existing or acquired infrastructure, however heterogeneous it might be, to be integrated within WebSphere Portal. Internally, WAB uses the latest features that the WebSphere platform offers. It provides an agile integration approach for legacy as well as the latest web applications, without needing to tap into exposed APIs or requiring any developer involvement. Another useful aspect of WAB is to facilitate a message-driven integration style that can even make different web applications interact with each other. Any deployment professional armed with just the knowledge of the topology and security environment of a web application can surface it within the WebSphere Portal using WAB. This session will provide details on what makes WAB such a potent integration mechanism. We will provide insights on how to integrate different types of web applications, how various authentication mechanisms can be configured for trust association, how WAB allows the external web application to be a part of the Portal collaboration environment, and tips and tricks for administrators.

Smit Narula has 10 years of experience in the IT industry, with the last 5 years being a member of the India Software Lab (ISL) in IBM India. During his tenure in ISL, Smit has worked on the design, development and maintenance of BizPortlets like the Web Clipper, Syndicated Feedspace Portlet, IBM Retail Banking Template for WebSphere Portal – Extension for Mobiles among others. Currently, Smit is leading the effort on the design and development of the Web Application Bridge for IBM WebSphere Portal.

TECH-P10

Build Industrial-Strength Interactive Solutions with Portal, Commerce, Web Content Management, and SOA

Jeffrey Aryanto, Chief Architect - Portal, WCM and Collaboration - GBS IBM
Senthil Subbanan, Senior Commerce Architect - Smarter Commerce™, GBS IBM

This session will show you how to effectively build Interactive Solutions using IBM WebSphere Portal as the core application, coupled with the features and functions of WebSphere Commerce and IBM Web Content Manager within a Service-Oriented Architecture environment. Learn various battle-tested "tips and tricks" based on actual client systems that the GBS Smarter Commerce team has built and delivered for clients. We'll include details such as interaction services, business application services, and information services, key components in the IBM SOA Reference Architecture, and how they are applied within these commerce portal solutions. The session will also cover areas of technical architecture and design, business decisions and impact, and coexistence or migration strategy. Taking a closer look, we will review how core Portal Services aggregate applications and deliver them as role-based applications to the users, while Commerce exposes the business logic/services and Web Content Manager provides the content. This will include enabling technologies such as Commerce Feature Packs, design using Virtual Portals and the Extended Site Model, and the Security Model.

TECH-P11

Extend your SAP Investment with IBM WebSphere Portal

Marty Lechleider, IBM Program Director, Web Experience Solutions

Leverage your SAP investment by making it part of your employee and customer web experiences. Unlock information about orders and services for your customers. Make it easy for employees to gain access to human resources and organizational services. Have managers approve requisitions from their mobile devices on the road. Empower sales teams with information about customers, products and pricing. The list goes on and on. With the new WebSphere Portal Integrator for SAP and Web Experience Factory, you can extend SAP content and transactions in way that makes it easy for your customers and employees to use. Get the most of your SAP investment by integrating it into the web experience that your users need to stay productive. At this session you will learn how SAP NetWeaver Gateway, SAP Portal, and IBM WebSphere Portal can be integrated for best-in-class experiences for your users.

TECH-P12

Hands-On Lab

Do-It-Yourself: Streamlined Installation and Configuration of WebSphere Portal V8.0 with LDAP and DB2

JayaPrasad (JP) Thambuganipalle, Accelerated Value Leader, IBM
Raghu Macha, Certified Senior IT Architect

Are you curious to get hands-on experience installing WebSphere Portal V8.0, available in [Beta test](#), and configuring with LDAP and a DB2 Database? In this session you can see and manage first-hand the new and streamlined process, managed by IBM Installation Manager. The entire installation and configuration process is significantly faster in this release, and also supports WebSphere Application Server V8.0. Come to see it all in action, obtain hands-on experience, and start planning ahead to take advantage of this new version of WebSphere Portal.

TECH-P13

Hands-On Lab

Texas Two-Stepping with IBM WebSphere Portal and IBM Web Content Manager V8

Bryan Daniel, Certified Consulting IT Specialist, IBM
Daniel Collins, Worldwide Collaboration Technical Sales, IBM
Theresa Smit, Executive IT Specialist, IBM

Everything is bigger in Texas and this session is no different! Packed with multiple short labs, you will “Two-Step” your way to learning about the new features of IBM WebSphere Portal and IBM Web Content Manager V8. Taking it a step at a time, we will cover multiple new features, which will include Managed Pages, enhanced WCM Authoring Projects, and Social Business in Context via Community Pages. Version 8 is music to get you moving; Y’all stop by, ya hear?

Bryan Daniel is an IBM Certified Consulting IT Specialist from the IBM North America Great West Business Unit. He has been assisting IBM Business Partners and customers in developing solutions with IBM Web Content Manager since its inception, and has additional experience with collaborative and portal-based solutions. Bryan also develops and publishes code, authors technical papers, and has delivered numerous speaking engagements at various technical conferences. You can reach him at bryand@us.ibm.com.

Theresa has a wide breadth of IT knowledge in her more than 36 years in computing technologies including 30 years with IBM. Her career has spanned many roles in various organizations within IBM including software Technical Sales, Services and Development. Currently she is an Executive IT Specialist on the IBM Subject Matter Expert Team for North America. As part of this team she assists customers, business partners and the technical sales force in sales, planning and effective usage of Portal, WCM, and Personalization. She creates and delivers demonstrations and provides enablement for many external and internal customers in the usage of these technologies. In addition to many published articles, she is a frequent presenter at developerWorks®, Portal, Lotus, and IBM Content Manager technical conferences. When she is not working in her Cary, NC office she is out on her bicycle, pedaling on back roads or touring somewhere.

When not dancing the two-step, Dan is a worldwide technical evangelist for IBM Web Content Manager (WCM). Dan has worked with IBM WebSphere Portal and WCM for over 10 years.

TECH-P14

Enhance Web Delivery with WebSphere Portal Active Site Analytics

Stefan Liesche, IBM WebSphere Portal Industry and Web Experience Platform Chief Architect, STSM
Stefan Behl, IBM WebSphere Portal Software Developer

Understanding user interaction with a website enables organizations to better plan, present, and promote information and can directly improve business results. However, with WebSphere Portal, Web Content Manager, and Customer Experience Suite driving more online properties than before, it is imperative for organizations to get ready for the demands of the new breed of analytics solutions. With Active Site Analytics (ASA), organizations can get a better understanding of sub-page-level data, including content items and user behavior. ASA makes it easy for content owners and business professionals to act on collected and analyzed user behavior data and enumerate the impact of an exceptional web experience to its visitors. In this session, we will share how you can use ASA with IBM Coremetrics® to improve websites, including use cases, out-of-box reporting, and the benefits for Tag Instrumentation. We will also discuss how ASA can be extended for campaign management.

TECH-P15

Integrating WebSphere Portal with Microsoft and Microsoft SharePoint Made Easy

Jason Cornell, Product Manager, IBM Web Content Manager

Samit Narula, Web Experience Software Developer, IBM

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

Samit Narula has 10 years of experience in the IT industry, with the last 5 years being a member of the India Software Lab (ISL) in IBM India. During his tenure in ISL, Samit has worked on the design, development and maintenance of BizPortlets like the Web Clipper, Syndicated Feedspace Portlet, IBM Retail Banking Template for WebSphere Portal – Extension for Mobiles among others. Currently, Samit is leading the effort on the design and development of the Web Application Bridge for IBM WebSphere Portal.

TECH-P16

Building Optimized Private Cloud Deployments with IBM WebSphere Portal and Web Content Manager

Charles Covar, IBM Software Engineer, WebSphere Portal Operations and Virtualization

Lauren Wendel, IBM Product Manager, Web Experience Solutions

Designed to reduce installation and configuration time, WebSphere Portal Server and Web Content Manager Hypervisor editions are optimized to run in server virtualized on premise, "private cloud" environments. This approach provides all of the robust IBM WebSphere Portal and Web Content Manager features, and drives rapid, optimized deployments of web portal and web content manager-based applications. IBM Workload Deployer (IWD) manages products in cloud environments and dispenses patterns of virtual images into a pool of virtualized resources. We'll cover the architecture and fundamentals, including how a single machine can be carved into multiple smaller "virtual machines," each of which might run WebSphere Portal and Web Content Manager instances. See a live demonstration to learn how quickly this environment supports deployment of a preconfigured, optimized multi-node WebSphere Portal 7 cluster. Enterprise solution professionals, developers, and testers have long wanted a solution to simplify installation and configuration complexity, deliver consistency, reduce cost, and improve availability. Understand the operating benefits customers are achieving today leveraging these private cloud managed environments.

Intermediate

TECH-P17

Infusing BPM and Workflow-Driven Processes to Web Experience Platform Solutions

Stefan Liesche, WebSphere Portal Industry and Web Experience Platform Chief Architect, STSM

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

TECH-P18

What's New in IBM Mobile Portal Accelerator

Van W Landrum, IBM Mobile Portal Technical Sales Lead North America
Jaye Fitzgerald, IBM Mobile Accelerator Architect

Deliver an exceptional web experience to your desktop and mobile customers with WebSphere Portal and Mobile Portal Accelerator (MPA). In this session we'll introduce the latest release of MPA, with support for HTML5 and CSS3. We'll include an overview of the MPA architecture, integration with WebSphere Portal, development capabilities, and customer deployment examples. The team will also share demonstrations of the latest smartphone theme, smartphone web applications using client components, a hybrid application built with Phonegap, content integration with IBM Web Content Manager, mobile commerce support, and much more. Learn the latest and how MPA easily extends the WebSphere Portal platform with services to seamlessly deliver scalable, mobile solutions optimized for display across a wide range of mobile devices, including the latest in-market versions.

TECH-P19

Hands-On Lab

Power to the People! Making Your Content More Social with IBM Web Content Manager's Content Template Catalog v3

Chris Berry, Software Engineer, IBM Web Content Manager
Theresa Smit, Executive IT Specialist, IBM

This lab explains how to use the patterns available in the latest Content Template Catalog v3 to create a customized templated site management solution for your business users. In this lab, we'll guide you through the new capabilities of the Content Template Catalog Version 3 ("CTC 3"), designed to provide the range of modern site designs that can be accomplished based on the IBM WebSphere Portal and Web Content Manager Version 7. CTC 3 features a new templating model, a comprehensive set of templates and pre-configured portlets, and a content-oriented theme and layouts. Attendees will learn how to use CTC 3 to build rich ready-to-use websites in minutes, with preconfigured social services integration, make customizations, publish content, and change the design. See how you can access and apply these components to deliver content-rich, interactive websites that will attract and engage your audiences.

Chris Berry is an IBM Web Content Manager engineer and Content Template Catalog (CTC) Version 3 development lead.

TECH-P20

Creating a Smarter Web Experience by Integrating IBM Collaboration and Social Software in WebSphere Portal

Grigory Presayzen, Advisory Software Engineer, IBM Connections
Charles Price, Advisory Software Engineer / Domino Portal Integration, IBM

Discover how to make your users' work experience in Portal more productive by adding real-time collaboration and social software tools. In this technical session, we'll explore a number of ways to integrate the latest IBM Collaboration products into WebSphere Portal including Connections, Sametime, iNotes®, and Quickr. With the out-of-the-box portlets, we'll discuss and demonstrate how you can quickly deploy an integrated architecture, and show how this integration gives your users the ability to work smarter from within Portal. You will see the latest integration points including the Connections 3.0.1 portlets and new integration with STProxy 8.5.2. Through this session you will discover when integrating with IBM Social Software, WebSphere Portal becomes an interactive platform, providing people with more effective and cost-efficient ways of accessing information, sharing ideas, communicating and working together.

TECH-P21

IBM Web Content Manager and the Integration of External Content Management Systems

Stefan Hepper, Software Architect, WebSphere Portal/WCM, Master Inventor, IBM

One of the key principles of the IBM Project Northstar vision is that “integration must be easy”. Since its initial release, IBM WebSphere Portal is one of the leading platforms for Web portals. This success story is also thanks to the capability to integrate well with existing IT infrastructures and services. In an environment with content-centric systems such as enterprise content management systems, document-driven groupware solutions, or media libraries, IBM Web Content Manager in combination with IBM WebSphere Portal provides an ideal basis for developing integrated solutions that help you to provide accurate and up-to-date information to the people who affect your business:

- Accelerate the development and consistent delivery of heterogeneous critical business information across your enterprise.
- Enable you organization to create, publish, and maintain all kinds of electronic documents in your IT infrastructure in a consistent manner.
- Deliver the right content to specific audiences using a high level of personalization and various channels.

This session presents and discusses numerous patterns for integrating external document management systems, including approaches leveraging the concept of federated documents, the Web Content Integrator framework, and WebDAV-driven content deployment and synchronization. In addition, we will also take a peek at future integration features that use the new Content Management Interoperability Services (CMIS) open standard.

TECH-P22

A Superior UC Experience on the Web with IBM Sametime 8.5.2 IFR 1

Marlon Machado, Product Manager, Unified Communications and Collaboration

IBM Sametime 8.5 introduced a new component known as the Sametime Proxy, which allows enriching the Web experience with unified communications services. The introduction of Sametime 8.5.2 IFR 1 offers a more powerful experience with closer integration with WebSphere Portal Server by means of a new generation of Sametime Portlets. This session provides an overview of the Sametime Web toolkit, which sits at the heart of the new Sametime Proxy server, the new Sametime Portlets for WebSphere Portal, and new and innovative integration strategies with other advanced Web experience frameworks.

TECH-P23

IBM Connections Overview and Architecture

Jon Brunn, Senior Software Engineer, IBM Connections

Mac Guidera, Product Manager, IBM Connections

This session gives a capability overview including a demonstration of IBM Connections, and explains how it integrates with other IBM capabilities including web portal and web content management, email, instant messaging and presence, Enterprise Content Manager, and analytics that are provided by the WebSphere Portal, Lotus Notes and Sametime, IBM Enterprise Content Manager, and Cognos products. We also discuss how IBM Connections integrates with the desktop, through plug-ins for Microsoft Windows Explorer, Microsoft Outlook, and Microsoft Office. We then will discuss the architecture of IBM Connections, the key public APIs and extensions points, and typical recommended deployment scenarios. Finally, we will give an outlook on the future, including an in-depth discussion of the new Activity Stream capability and community enhancements that are currently under development.

TECH-P24

Understanding the IBM Intelligent Operations Center

Joey Bernal, Chief Programmer and Software Architect, Element Blue

The IBM Intelligent Operations Center (IOC) for Smarter Cities® is one of IBM's new solutions and is already demonstrating key benefits for several client deployments. Designed as both a product and a platform, the IOC provides extensive out-of-the box functions and well-defined extension points to quickly and easily enhance and customize the environment and user experience. Leveraging WebSphere Portal as its front end, the Intelligent Operations Center for Smarter Cities focuses on city management and operations; however the IOC as a platform provides generic Operations Center capability that can reach across many industries or domains. This presentation will provide an overview of the IOC's main features, share details of customer deployments as examples, deployment options, security model, and installation process. Additionally we will explore the defined programming model used for customizing and extending the product. Along the way, we will provide guidance on where additional analysis might be required to ensure that you get started on the right path toward success!

TECH-P25

Hands-On Lab

Create a Social Business by Integrating WebSphere Portal with IBM Social Software

Grigory Presayzen, Advisory Software Engineer/IBM Connections, IBM

Charles Price, Advisory Software Engineer/Domino Portal Integration, IBM

Get hands on technical and configuration experience integrating WebSphere Portal with Sametime, Connections, and iNotes. The lab will begin with each product installed and configured with a common LDAP directory. From here, you can pick and chose the integration options that most interest you. Add the latest technology for Sametime integration, STProxy, with WebSphere Portal, IBM Connections and iNotes, to deliver the real-time collaboration tools people need - right from the applications they use every day. Or see the latest out-of-the-box integration options available between WebSphere Portal, IBM Connections, and iNotes to see how much easier it is for users to stay current with projects and work collaboratively. By covering the architecture, technical and configuration details of Portal and Connections, you will be more prepared to isolate, manage, and troubleshoot problems experienced with the environment, enabling rapid deployment and productive use of social software in your environment.

TECH-P26

Hands-On Lab

Integrate Any and Every External Web Application inside Portal FAST using Web Application Bridge (WAB)

Jason Cornell, Product Manager, IBM Web Content Manager, IBM

Samit Narula, Software Developer, IBM

The Web Application Bridge solution for WebSphere Portal, (WAB), uses existing "at the glass" integration approaches for disparate web applications and builds on top of these applications to provide a "low-cost" solution for enterprise scenarios. This lab will provide participants a chance to follow a step-by-step hands-on guide on using the latest WAB for easily integrating any external web application into WebSphere Portal. We will take participants through different configuration steps for integrating web applications, setting up various authentication mechanisms like Form Based, Basic, SPNEGO and help them get their hands dirty on some of the advanced features like setting up Inter-Portlet Communication to fully use the power of integrating external web applications using WAB. Also included will be instructions on using the advanced features of WAB, like extension points and additional configuration that has utility in enterprise deployment and security scenarios.

Samit Narula has 10 years of experience in the IT industry, with the last 5 years being a member of the India Software Lab (ISL) in IBM India. During his tenure in ISL, Samit has worked on the design, development and maintenance of BizPortlets like the Web Clipper, Syndicated Feedspace Portlet, IBM Retail Banking Template for WebSphere Portal – Extension for Mobiles among others. Cuurently, Samit is leading the effort on the design and development of the Web Application Bridge for IBM WebSphere Portal.

TECH-P27

Deep Integration; Deeper Value; Dive into Process Automation with Portal and FileNet®

Ian Uriarte, Architect / Manager Element Blue

Steven Gerhardt, Managing Partner, Element Blue

Got Portal? Got FileNet? Join us and dive into a healthcare customer case study using WebSphere Portal 7.0 and FileNet P8 integration. The solution creates a revolutionary, streamlined system within the resident admissions process of over 250 US-based facilities. Ixion will unpack the best practices used to create a valuable and scalable platform for a complex case management process. The session will cover the major software components and the lessons in creating the best solution.

TECH-P28

Hands-On Lab

Sleeves Up! Analyze and Optimize Your Portal Site using Active Site Analytics in IBM WebSphere Portal

Stefan Behl, Software Developer, IBM WebSphere Portal Development

In this lab, you will learn how to use and customize the new Active Site Analytics capabilities that are provided by IBM WebSphere Portal. The focus of this new hands-on lab is to learn how to measure the success of your site and content, how to interpret the results, and finally how to apply what is learned to optimize your portal. Learn how marketing users can create site promotions and analytics tags, associate content with site promotions and tags, and view the analysis results using overlay reports. See and perform steps that administrators can use to work with the new capabilities, for example how to enable and configure overlay reports for portal sites, how to securely connect to an analytics server (for example Coremetrics), or how to integrate a custom aggregator.

TECH-P29

Introducing New "Managed Pages": Overview and Applications

Stefan Hepper, Software Architect, WebSphere Portal/WCM, Master Inventor, IBM

Jon Harris, User Experience Architect - Web Experience Products, IBM Collaboration Solutions

The latest release of WebSphere Portal and Web Content Manager introduces support for new Managed Pages features, aimed at allowing the business to take control over managing the website. Using these new capabilities, website managers can apply web content features like preview, version control, workflow, and syndication to portal pages and publish updates to the website in minutes instead of days or weeks. This new support provides a robust and integrated method for performing site management by ensuring that changes done to portal pages and web content are coordinated and published together. Details will also preview the new graphical toolbar that integrates manage pages functions to portal pages, and provides quick access to editing features and workflow actions that apply to the page. Staging to production, automation and customization options, and example implementation scenarios will also be presented. Attend this session to understand the ease of use of web page production and administration advantages that the new features will provide for Version 8 web portal deployments.

TECH-P30

Build and Deliver Increased Web Experience Platform Performance with IBM WebSphere Extreme Scale

Benjamin Parees, Software Engineer, XC10 Caching Appliance Development, IBM

WebSphere Portal can make extensive use of the WebSphere dynamic cache feature for performance optimization. IBM WebSphere eXtreme Scale and WebSphere DataPower XC10 Appliance augment these services by providing a more powerful elastic cache solution that can extend both scale and performance improvement to meet increasing business web platform presentation demands. Attend this session to learn how WebSphere Portal and Web Content Manager (Version 7 and higher releases) can leverage WebSphere eXtreme Scale and WebSphere DataPower XC10 Appliance to greatly increase total cache capacity and eliminate redundant content rendering. This combination can achieve a potential reduction in response time, greater application server throughput, and facilitates faster startup time for new WebSphere Portal servers added to a cluster. Just as impressive is that this can be accomplished with relatively simple configuration changes. This session will deliver the technical capabilities and business benefits of extending your WebSphere Portal solution to leverage WebSphere eXtreme Scale capabilities for dynamic cache management needed by many organizations today.

Track 5: Developing Exceptional Web Experiences

TECH-D01

Developing Exceptional Mobile and Multi-Channel Applications using IBM Web Experience Factory

Jonathan Booth, Senior Architect, IBM Web Experience Factory and Portal Tools

This session will take a detailed look at developing exceptional mobile and multi-channel applications using IBM Web Experience Factory tools. Live demonstrations will show how you can quickly build mobile applications that can take advantage of device capabilities like geolocation, and how a single source model can render optimally for multiple device types including smartphone, tablet, and desktop. This session will show new features available in IBM Web Experience Factory 8.0 such as Dojo Mobile and client-side architecture support. We'll also show how Web Experience Factory can be used with a hybrid framework to build applications that access device features such as camera.

Jonathan Booth is a senior architect for Web Experience Factory and WebSphere Portal tools. He was a lead architect at Bowstreet, Inc. before its acquisition by IBM in 2005, and before that he was the lead architect for Lotus Freelance Graphics®.

TECH-D02

Deliver Rich Mobile Experiences with IBM WebSphere Portal Mobile Theme

Tyler Tribe, IBM Offering Manager Web Experiences, Mobile
Jon Lidaka, IBM Mobile Development Lead, WebSphere Portal

This session will include an overview of the IBM WebSphere Portal platform mobile capabilities and strategy, development approaches, and solutions that help deliver compelling, personalized solutions to a rapidly growing mobile audience. We'll focus on the recently introduced IBM WebSphere Portal Mobile Experience rich mobile theme that enables organizations to deliver WebSphere Portal content on today's popular mobile devices. Learn how to design and architect a WebSphere Portal site which uses HTML5 features and CSS3 visual effects to deliver a mobile web experience that rivals the capabilities of a native application. You will also learn about the options you can leverage to speed the addition of rich mobile user interfaces that extend the multichannel reach of your web portal solutions.

TECH-D03

Designing and Developing Portal Themes that Power Exceptional Web Experiences

Stephan Hesmer, Software Developer / Web 2.0 Architect, IBM

The theme is the face of your Portal site. Learn how to write a Portal theme that will deliver a compelling user experience and keep your users coming back for more. In this session, we'll provide an overview of how to leverage out-of-the-box customization features that Page Builder provides to quickly create themes, skins and layouts, and theme best practices. We will also present and demonstrate the new features delivered for Portal 7.0.0.2 and explain how to apply modularized components to easily build a highly customized theme that adheres to performance best practices. Understand the latest enhancements and see how it has never been easier to deliver a responsive user experience for your Portal!

TECH-D04

OK, We've Chosen IBM Web Experience Factory for Our Development Tool, Now What?

Jonathan Booth, Senior Architect, IBM Web Experience Factory and Portal Tools

IBM Web Experience Factory is a powerful model-based tool for developing portlets and web applications for mobile or desktop devices. Its model-based approach provides key benefits such as rapid development and support for a multi-channel delivery. In this session, we'll describe and demonstrate key practices for getting the most out of this framework, so that your team can deliver high-quality code quickly, make changes easily, automate your standards and practices, build reusable services and components, support runtime customization, and optimize UI for multiple device types.

Jonathan Booth is a senior architect for Web Experience Factory and WebSphere Portal tools. He was a lead architect at Bowstreet, Inc. before its acquisition by IBM in 2005, and before that he was the lead architect for Lotus Freelance Graphics.

TECH-D05

Begin With the End in Mind - What Business Folks Need to Know About Delivering Exceptional Web Experiences

Mike Ostrowski, Vice President - Portals and Social Business, Ascendant Technology

In today's Web 2.0+ and Social world, building truly exceptional web experiences requires a new set of best practices that embodies user centered design, business analysis and technical acumen. IT no longer drives the show. Business demands and user requirements have taken over. Now, business people are responsible for driving value from the web. The problem is that business people often do not know what it really takes to deliver. In today's world, it takes a combination of business "know how" and a savvy knowledge of what is possible. After implementing over 700 Portals, the session leader and practice have experienced and documented what it takes deliver Exceptional Web Experiences. Come to this session to learn from these successful deployments.

The audience will learn:

- What are the characteristics of an exceptional web experience
- What does it take to deliver value
- How other companies have achieved success

Mike Ostrowski, Vice President of Portals and Social Business, Ascendant Technology. Mike has been in the IT community for over 20 years. His experience includes development in COBOL, Lotus Domino, and WebSphere Portal as well as being CIO for a large promotional marketing firm. In his current role, Mike travels the world helping customers implement social business and exceptional web solutions.

TECH-D06

IBM Forms: Developing Cool Solutions and Understanding its Extensibility

Mike Mansell, IBM Forms Architect, IBM

Aaron Kasman, IBM Software Engineer, CIO Lab

IBM Forms allows you to develop a complete data solution inside and outside IBM WebSphere Portal using only your web browser. You can collect data using visually compelling user experiences that can work in a multi-channel environment such as desktop and mobile, define multi-user workflow with actions, interact with back-end web services and provide reports on the data. See how this can be accomplished without needing to write a single line of code or install any software on your desktop. This session will show you how IBM Forms enables business users to build effective, visually compelling forms and how easy it is to "wire it up" to your existing infrastructure.

Additionally, we'll share use cases and demonstrate how IBM's CIO office has already achieved ease of use web form design advantages with this new technology! We'll also cover innovative options available to extend IBM Forms to support varied business objectives.

Mike Mansell is the Senior Architect for the IBM Forms family of products. He specializes in user experience, form design and digital signatures. He is the champion behind the upcoming IBM Forms Experience Builder (aka Nitro).

TECH-D07

What's New in the Rational Application Developer Portal Toolkit

Adam Ginsburg, Product Manager, IBM

Saurabh Agrawal, Development Manager, Rational Application Developer Toolkit for WebSphere Portal, IBM

This session will focus on how IBM Rational Application Developer Portal toolkit can help beginners rapidly create powerful and feature-rich multi-channel WebSphere Portal applications. We will also outline the latest features and developer updates, and show how easy it is to create portlets that create, retrieve, update, and delete operations on a back end using the standard Java Persistence Architecture (JPA) from Java EE stack, Inter-portlet communication with JSR286 eventing, and incorporate Ajax behavior and analytics into our portal applications. We will also share some great tips, tricks, and best practices.

TECH-D08

Jump-Start Your Web Experience with Exceptional Industry Websites

Stefan Liesche, WebSphere Portal Industry and Web Experience Platform Chief Architect, STSM

Dan Makuch, Technical Evangelist, IBM

See how IBM Industry Templates can jumpstart your Exceptional website project by providing out-of-the box best practices, features, and functions that address business-ready scenarios using the latest and greatest collaboration and web delivery technologies IBM offers. Industry Template assets pair technology expertise with industry thought leadership to offer best-practice guidance optimized for the particular business you are in. In this session we'll demonstrate the patterns we used to design, implement, and deliver the templates for healthcare, Government, Banking, Retail, Insurance, and more. We will also discuss the architectural approach and technology patterns behind the industry template concept. Understand these program components to learn how you can assemble business-ready web pages, with content components and templates, integrated social services and presence awareness, to rapidly deliver production level web experiences.

TECH-D09

Advanced Web Experience Development with IBM WebSphere Portal

Jon Lidaka, IBM WebSphere Portal Front End Engineer

As web standards evolve, the bar is being raised to create visually rich, highly engaging user experiences. We will discuss advanced development topics to make your Portal site richer - including CSS3, HTML5, and responsive web design. Responsive web design has become a popular approach for creating a single website that optimizes content and layout automatically based on screen size, device, and orientation, eliminating the need to design for a specific user device preference. We'll demonstrate using CSS3 and HTML5 to enable rich application capabilities that can really differentiate your portal's user experience.

TECH-D10

Hands-On Lab:

Customizing Your Portal Web Experience Using Page Builder

Jonathan Lidaka, WebSphere Portal Front-End Developer, IBM

Stephan Hesmer, Software Developer / Web 2.0 Architect, IBM

In this lab, you will explore the customization features that Page Builder provides to quickly create themes, skins, and layouts in WebSphere Portal 7.0. We will start with introducing the new Portal 7.0.0.2 theme and review options the inline customization shelf offers. We will then cover the fundamentals of WebDAV, showing how to create and modify a theme, skin, layout, and reference static resources. We will then shift to the logic encapsulated by the dynamic content spots and review how to create new a spot and when it is appropriate to use this mechanism. We will also review theme style creation, use of JavaScript layers, and the new theme profiles.

TECH-D11

Mobile Mastery: How to Design and Create a Responsive Web Design for WebSphere Portal and IBM Web Content Manager

Jon Harris, User Experience Architect - Web Experience Products, IBM Collaboration Solutions
Chris Berry, Web Content Manager Software Engineer, IBM

Do you want to create a single, easily maintainable website that seamlessly responds to various devices and displays appropriately on smartphones, tablets, and desktops? Do you want to know how to design and implement a responsive website using WebSphere Portal and IBM Web Content Manager? Then this session is for you! We will look at good practices for user experiences for responsive websites that support smartphones, tablets, desktops and everything in between. Then, using development best practices, we will show you simple and low-cost ways to implement a responsive website on WebSphere Portal and IBM Web Content Manager using the Content Template Catalog as a sample. The best part is you will see how easy it is to build a responsive website almost entirely with simple CSS. You will leave this session knowing how to implement a WebSphere Portal Theme and web content that are useful, usable, and engaging on various devices, with user experiences that respond to each device. When this session finishes, you should understand:

1. How to create a single website that has first-class support for mobile devices, tablets, and desktops, using best practices.
2. Design principles for creating exceptional experiences for sites that cross various devices.
3. How to implement a responsive website with IBM WebSphere Portal themes and IBM Web Content Manager using almost entirely CSS.

Chris Berry is an IBM Web Content Manager Software Engineer and Content Template Catalog (CTC) Version 3 development lead.

TECH-D12

Hands-On Lab:

Develop a Multi-Channel Application for IBM WebSphere Portal using IBM Web Experience Factory

Louise Simonds, Program Director, WebSphere Portal Tools, Portal Accelerators
Daniel Collins, IBM Certified Consulting IT Specialist, IBM

Learn how IBM Web Experience Factory can help you speed up your development of true multi-channel WebSphere Portal applications that run on your desktop browser, smartphone, or tablet. You will not need any prior Web Experience Factory experience. In this lab, you'll learn how to easily create applications that access back-end applications and data and can be presented in a rich easy-to-use interface, including automatic optimization for delivery to today's leading smartphones and mobile devices.

TECH-D13

iPhone Websites Using IBM Web Content Manager Made Easy

Sunny Wan, Senior Technical Sales Specialist, IBM Australia

Smartphone devices such as the iPhone and Android devices are fast becoming the main route by which customers access web content. It is now more important than ever for an organization's web strategy to include these devices as a standard way by which customers will access their web content. This session shows how to easily extend an organization's investment in IBM Web Content Manager to also include web content delivery to iPhone and other smartphone devices. Using IBM Web Content Manager's powerful framework, compelling iPhone sites can be built rapidly - often in days. Techniques to provide a richer mobile experience by leveraging iPhone smart features are also covered. This compelling interactive session will also include best practice principles when designing a mobile user interface and a live customization and demonstration of an iPhone website.

TECH-D14

The Return of the Theming Hero, Part 7.0.0.2. Introducing Mobile Experiences

Evan Borysko, Technical Director - Portals and Social Business, Ascendant Technology
Sanjeev Pant, Sr. Consultant, Ascendant Technology

Portal 7.0 themes put design control in the hand of designers and code in the hands of programmers. Now learn how Portal themes 7.0.0.2 brings efficiencies and features to future enhance your organization's ability to control branding across your web and mobile experiences. This session presents best practices and tips to create custom themes for web and mobile delivery for web designers and developers.

TECH-D15

Practical Guide to WebSphere Portal Application Development Tools and Frameworks

Saurabh Agarwal, IBM Development Manager, Rational Application Developer Toolkit for WebSphere Portal, IBM Collaboration Services

Iqbal Singh Delivery Solution Architect, IBM Collaboration Services

There are many aspects to portal applications development. Plenty of tools to choose from, such as Eclipse, IBM Rational Application Developer and Web Experience Factory, and a plethora of frameworks to consider, such as JSF, Spring, MVC, Struts, Dojo, and WEF. In this session, we will discuss all these aspects and their pros and cons. We will leave you with plenty of data, thoughts, and information to help make your own informed decision to get started. The session will also cover relevant details that are associated with the recent WebSphere Portal 7 and later releases. We'll conclude by sharing lessons learned from several implementations and how you can leverage well-documented guidance, and avoid common practices that can affect performance, ongoing maintenance and application extensibility.

TECH-D16

Give Your Site Some PUNCH! Building Exceptional Web Experiences Using Personalization

Bruce R Olson, Consulting Technical Professional, Ascendant Technology

One of the most powerful yet underutilized components provided by WebSphere Portal is the personalization engine. By personalizing a website you can turn an average user experience into an engaging, compelling one that keeps users coming back to your site. WebSphere Portal Personalization (PZN) allows you to target and customize the content and information you present to your users. This session provides an overview of the capabilities provided by PZN to personalize the user experience. In addition, we will cover various use cases where you can leverage personalization to improve the user experience. Attendees of this session will understand what WebSphere Personalization is, its benefits, and how to apply it to take their site visitors' web experiences to the next level.

Bruce implements WebSphere Portal and IBM Web Content Manager Solutions. He has worked with WebSphere Personalization since it was first introduced into WebSphere Portal. Bruce has spoken on the topic of Personalization multiple times at various conferences.

TECH-D17

Dusting off the Diamonds - Modernizing Legacy Applications

Steve Visconti, IBM Collaborative Solutions Eastern Sales Leader, IBM

Bob McGoogan, Client Technical Professional, IBM

Find out how to protect your investment in host "green screen" applications by extending them into a rich, Web 2.0 user experience and taking them mobile without rewriting applications. Leverage your existing systems and quickly "dust off those diamonds" to transform your users' experience.

TECH-D18

Hands-On Lab

Building an Exceptional Web Experience for a Social Banking Application Made Easy (and Mobile)

Rohit Sahasrabudhe, IBM Forms Technical Sales Lead, North America

Bernd Beilke, Certified IT Specialist, IBM

In this hands-on lab you will learn the value of IBM BPM Standard Edition, IBM WebSphere Portal, and IBM Forms to rapidly build a credit card dispute application. After the solution is deployed, users will then digitally sign and submit the form by using an iPad. In this lab, we will explore how to easily configure IBM Forms technology to leverage process information through services from BPM, and the aggregation capabilities of IBM WebSphere Portal to generate an Exceptional Social Web Experience. This will allow us to provide information around dispute process enriched with community information in context. Attendees will learn how IBM Forms provides dynamic and exceptional user experience to help the user fill out the Credit Card dispute form in a wizard driven interface. Using its out-of-the-box support for tablets, you will see how easily we can capture a digital signature on an iPad and submit the application for further processing. IBM WebSphere Portal will provide the aggregation capabilities to help the client submit this form by using a desktop or an iPad and provide in-context information to further enrich the experience. You will also learn how to integrate with a workflow running on IBM BPM Standard Edition to help process this application.

TECH-D19

Web Experience Factory Development Best Practices from the Field

Sam Alexander, Managing Consultant, IBM Software Services for Collaboration (ISSC)

Denny Pichardo, Portal Architect, IBM Software Services for Collaboration (ISSC)

You understand Web Experience Factory's value proposition. But let's talk about the real world: How do you best use Web Experience Factory with development methodologies like Agile and code management tools like version control, Maven and Ant? And how do you modularize your application and share artifacts across Web Experience Factory projects? In addition to these areas, we'll discuss real-world best practices for logging, minimizing builder calls, accessing external resources such as WebSphere Resource Environment Providers, and more.

TECH-D20

Hands-On Lab:

Developing Multi-Channel Portal Applications using IBM Rational Application Developer Portal Toolkit

Saurabh Agarwal, Development Manager, Rational Application Developer Toolkit for WebSphere Portal, IBM

This lab will focus on how IBM Rational Application Developer Portal toolkit can help beginners rapidly create powerful and feature-rich multi-channel WebSphere Portal applications. We will create portlets that create, retrieve, update, and delete operations on a back end using the standard Java Persistence Architecture (JPA) from Java EE stack, inter-portlet communication with JSR286 eventing, and incorporate Ajax behavior and analytics into our portal applications. We will also share some great tips, tricks, and best practices.

TECH-D22

Have Your Dojo and Eat It Too!

Michael "Spoon" Witherspoon, Lead Architect – Web Experience Factory Practice, Davalen

Attention all Web Experience Factory developers! Michael "Spoon" Witherspoon is here to show that it is possible to create a great UI using Dojo while allowing page automation to perform its magic! This session explains and demonstrates specific techniques for integrating the features of Dojo input fields with the Page Automation framework. Learn the right combination of a reliable data entry framework with the beauty of a Dojo user interface to make exceptional Web 2.0 Web Experience Factory Portlets.

TECH-D23

Hands-On Lab

Developing Multi-Channel Portal Applications using Latest JSF2 and JSR286 Features

Saurabh Agarwal, Development Manager, Rational Application Developer toolkit for WebSphere Portal, IBM
Kamalakanth Satuluru, Certified Sr. IT Architect, IBM

The JSF2 standard is defined recently and it is incorporated into WebSphere Application Server. Recently, JSF 2.0 Portlet bridge for IBM WebSphere Portal is announced as part of Rational Application Developer 8.0.4. This lab will focus on how Rational Application Developer Portal toolkit helps developers to rapidly create powerful and feature-rich multi-channel WebSphere Portal applications. This lab is a comprehensive guide for developing portlets that use JSF2 features like Facelets, native Ajax support, and implicit navigation. The lab also shows how to leverage some of the advanced JSR286 features in conjunction with JSF2. The lab shares some useful tips, tricks, and best practices to make sure that you get the best out of your development experience.

TECH-D24

Hands-On Lab

Development Frameworks for Portal

Peter Blinstrubas, Software Client Architect, IBM

Joey Bernal, Chief Programmer, Element Blue

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

TECH-D25

Take a Bite out of Content Crime in Your Web Content Manager

Tim Thatcher, Senior VP of Products and Strategy, Ephox

An exceptional web experience starts with web content that engages your audience, but some companies aren't aware of the "content crimes" that reduce site effectiveness and brand integrity. The once simple task of producing web content becomes overrun with corrupted processes which ultimately lead to not-so-exceptional web content running rampant across your sites. This session will cover how you can take a bite out of common content crimes being committed in your Web Content Manager (WCM). Using effective web authoring, analytics, and content performance management tools, we will show you how to fight back and take back control of your web content:

- Spot stale, outdated content that has muddled up your WCM and replace it with relevant, exceptional content
- Discover embarrassing content quality issues before others do
- Ensure that your content adheres to brand guidelines and accessibility standards
- Create richer content without losing corporate styles
- Find the bottlenecks in your workflow and ease collaboration between the individuals and departments who create web content
- Increase the productivity of web content authors and administrators

TECH-D26

Web Security 101, Top Web Hacking Techniques and Securing Your Portal Applications with Rational® AppScan®

Stefan Schmitt, Architect, IBM

Ory Segal, Security Products Architect, IBM

Web application security is becoming the biggest threat to organizations these days. With the introduction of enterprise portals, Web 2.0, Ajax, and web services, organizations are now exposing sensitive systems to malicious hackers, which use attacks such as SQL Injection, Cross-site Scripting and Cross-site Request Forgery to steal customer data, infect back-end systems, and steal confidential information. In this presentation we will cover the basics of web application security, the top web hacking techniques used by hackers today (using real-world examples!), and we'll also discuss how you can secure your portal applications using the Rational AppScan product suite - a set of tools that automate dynamic and static analysis of web applications for security issues.

TECH-D27

Tips from the Top Chefs: Proven Recipes for Successful Web Experience Factory Design

Dave Jacob, Solutions Design Engineer, Davalen

Mike Witherspoon, Lead Architect – Web Experience Factory Practice, Davalen

It takes more than a great kitchen and quality ingredients to produce great-looking, delicious food. A winning recipe is a large advantage as is a little advice from a top chef. In this session, Web Experience Factory (WEF) Chefs Dave Jacob and Michael "Spoon" Witherspoon share the recipe used by Davalen to successfully deliver on large WEF development efforts. The secret ingredients include large quantities of leadership, creating a center of excellence for enforcing architectural standards, educating all team members on the tools, and a WEF-optimized coding infrastructure. Each of these ingredients will be explained in detail with real-world examples of clients that made this work to perfection. Forget what you already know about WEF planning, scheduling, UI mockups, functional prototypes, and development dependencies and come to learn the strategies and tactics for delivering an exceptional user experience, on time and under budget.

TECH-D28

Delivering the Future User Interface of Exceptional Web Authoring Experiences: The Version 8.0 Experience Suite Design Review

Jon Harris, User Experience Architect - Web Experience Products, IBM Collaboration Solutions
Stefan Hepper, WebSphere Portal and Web Content Manager Architect and Master Inventor, IBM

Building upon the new features introduced in the latest IBM WebSphere Portal and Web Content Manager Version 8.0 releases, we invite you to review the new simplified designs for web content and site design professionals.

In this session, we'll demonstrate and focus on the latest and most innovative UI designs introduced in V8.0. Give us your perspectives, expertise, and feedback on designs and directions for authoring content in-context, managing multiple site and content updates through projects, a new project based editing mode, and an integrated toolbar, all presented through an innovative, in-context user interface.

Take this opportunity to review and influence upcoming platform features. We want to know if the new features and user interface improve the speed and agility you need to build exceptional experiences for your customers, partners and employees - and if not, tell us what we missed.

Track 6: Best Practices and Implementation

TECH-B01

WebSphere Portal Operations Architecture - Technical Deep Dive

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

This session will give a comprehensive overview of WebSphere Portal and its underlying architecture, with a focus on platform operations capabilities. It will provide insights on how the functions of WebSphere Portal can be integrated with other software assets and services outlined in the IBM Northstar vision to build the operational environment powering scalable and high-performance web experience solutions. This session will examine key operational characteristics such as high availability, disaster recovery, zero maintenance window, and approaches for operational efficiency. A discussion on virtualization support and automated infrastructure setup will also be covered, providing system managers and IT architects the information required to plan for successful and well-managed web experience platforms.

David Eyerman is an Executive I/T Consultant with IBM Software Services for Lotus (ISSL). He has a long history with WebSphere Portal. He started with the WebSphere Portal SWAT team in June 2000 and was with the team when WebSphere Portal Server V1.0 was released. He was team lead for the technical team responsible for bringing the product out of the lab and for training the first consultants and customers. He worked with the 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. With ISSL, he concentrates on large-scale Portal integration projects, High Availability designs, and implementation of WebSphere Portal with Social Software.

TECH-B02

WebSphere Portal Security - an Overview

Stefan Schmitt, WebSphere Portal Architect, IBM

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

TECH-B03

Upgrading to WebSphere Portal V8

Barry Pellas, WebSphere Portal Configuration Architect

In this session, users will learn the basics of upgrading to WebSphere Portal and Web Content Manager version 8.0. We will cover the overall architecture, planning, and best practices when planning for this activity. We will also discuss the differences between migrating from a 6.1 environment versus from a 7.0 environment (covering both stand-alone and managed node cases).

TECH-B04

WebSphere Portal Solutions - Support and Maintenance Strategy

Thomas Hurek, WebSphere Portal Chief Programmer, IBM

This session will provide an overview of WebSphere Portal Server and related solutions software service strategy. We will discuss the platform support process, maintenance fix pack planning, and cover many IBM Support tools provided from IBM that can improve your ability to manage platform support and debugging issues. Serviceability improvements in WebSphere Portal will also be outlined. Learn to take best advantage of available resources and optimize your platform planning and administration for improved business results.

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

TECH-B05

Hands-On Lab

On Ramp to Installation and Administration of WebSphere Portal

Thomas Hurek, WebSphere Portal Chief Programmer, IBM

CD Choi, WebSphere Portal Software Engineer, IBM

In this session, you'll see how quickly the latest version of WebSphere Portal version can be installed and administered. The lab demonstrates the key parameters and fine-tuning guidance you need to rapidly implement your WebSphere Portal solution. We'll explore the key administration tools for managing WebSphere Portal and highlight new enhancements introduced in the latest version like Managed Pages or the new theme. You'll walk away with an understanding of the concepts and hands-on experience of administration and configuration practices to prepare for best success with your WebSphere Portal platform implementations.

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

TECH-B06

Effective Strategies and Tactics for Governance of Your Portal implementation

Steven Matrullo, Services Engagement Manager, IBM Software Services for Collaboration

William Destache, Consulting Program Manager, IBM Software Services for Collaboration

Have you been frustrated with slow progress and insurmountable obstacles in the delivery of your Portal solution? One of the reasons might be a missing or ineffective governance model. Get your requirements under control and traceable to the final solution. Accurately assess and manage key stakeholders' expectations. Clearly communicate to keep the team flying in formation. In this presentation, we will discuss proven strategies and tactics taken from our services engagements to make your Portal implementation project more predictable and less stressful.

Steven Matrullo is an Engagement Delivery Manager with the Portal Practice of IBM Software Services for Collaboration. He has over 25 years of enterprise application development and project management experience leading project teams to develop and implement business solutions based on WebSphere Portal, IBM Web Content Manager, IBM Web Experience Factory, Lotus Domino, Lotus Sametime, and other leading technologies. He is an IBM Certified Senior Project Manager and a PMI-certified Project Management Professional.

William Destache is an experienced Delivery, Sales, and Project Management specialist with IBM Software Services for Collaboration. In that capacity, he has been responsible for managing large-scale engagements, including day-to-day activities related to system development, quality assurance and customer satisfaction. He has been a key member of a North American services team, providing customer strategies for social computing and Portal technologies, and driving customer success through achieving the business objectives.

TECH-B07

WebSphere Portal 8 Deployment and Configuration

CD Choi, Software Developer, IBM WebSphere Portal Development

This session will introduce you to the features of the IBM Installation Manager tool, used to install and deploy WebSphere Portal version 8. You will learn how this technology organizes and streamlines component install processes, and how to install WebSphere Portal and Web Content Manager 8 in your production deployment with simple and advanced configuration options. We'll also cover how to deploy customized business portal solutions to your customers. You will also learn how easy it is to keep your WebSphere Portal installation up to date with the latest service levels and how to upgrade your solutions.

TECH-B08

Understanding the Essentials to Deliver Exceptional Web Platform Search Experiences

Lauren Wendel, IBM Product Manager, Web Experience Solutions

Delivering an exceptional web experience also means providing an exceptional search experience for users and customers of a website. Finding the right information is not only a matter of good relevance, but also providing effective targeting and navigation of the search results. The session will explain the features of WebSphere Portal Search and how to best integrate the search services with WebSphere Portal, Web Content Manager, and social collaboration applications such as IBM Connections, and more. Finally, the session will also cover the additional and complementary features IBM OmniFind® delivers to IBM Web Experience solutions.

TECH-B09

How to Get Your Social Portal Users Engaged from the Beginning with Interactive Requirements

Michael Porter, Principal, Portal and Social, Perficient

You've seen it before: a project kicks off, everyone's excited and then you hit requirements sessions, a mind-numbing attempt to define the scope and vision of your social portal. Your business users disengage, your timeline takes a hit, and your troubles increase before you create the first line of code. It doesn't have to be that way. In this session, we'll walk you through what topics to cover, how to create an interactive session using cool tools and out of the box social portal functions. We'll help you get your users engaged and get your projects off to the right start. We'll even give you some templates for your next project.

Michael is a Principal at Perficient for Portal, Social, and Collaboration solutions. He leverages 13 years' experience with portal, social, and content management projects to help clients understand and take advantage of the value provided by web technologies. He has supported many multi-million dollar portal implementations for some of the world's largest companies.

TECH-B10

Optimizing Your Portal Experience: Advanced Performance Tips and Techniques

Hunter Presnall, Portal Performance Lead, IBM Software Group

Denny Pichardo Portal Architect, IBM ISSL

Get the best performance out of IBM WebSphere Portal and your Portal applications. In this session you will learn advance tuning techniques for optimizing different WebSphere Portal areas, like Web Content Manager, Personalization, Client-Side Aggregation, and the new Theme Optimization feature. Also covered are performance best practices for user interface design, Web 2.0 technologies, and Portlet development frameworks, such as Web Experience Factory, JSF, and JSR 286/168-based portlets.

Hunter 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™ and is now the team lead for WebSphere Portal performance.

TECH-B11

What's New with High Availability Designs and Implementation with WebSphere Portal

David Eyerman, Executive IT Architect, IBM

WebSphere Portal systems are mission-critical and 24 x 7 access is standard. That has not changed. WebSphere Portal has changed and this session will look at the new and emerging ways to implement highly available portals. This session will review different, proven designs, deployment strategies, clustering approaches, farming techniques, and virtualization strategies for providing highly available portals. The session will cover how to select a design, how to implement it, and more importantly, how to maintain it on a 24 x 7 basis. The focus of the session will be on how that works, how to get it to work, and how to keep it working. Multiple customer examples, both good and bad, will be used throughout the session.

David Eyerman is an Executive IT Consultant with IBM Software Services for Lotus (ISSL). He has a long history with WebSphere Portal. He started with the WebSphere Portal SWAT team in June 2000 and was with the team when WebSphere Portal Server V1.0 was released. He was team lead for the technical team responsible for bringing the product out of the lab and for training the first consultants and customers. He worked with the 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. With ISSL, he concentrates on large-scale Portal integration projects, High Availability designs, and implementation of WebSphere Portal with Social Software.

TECH-B12

Hands-On Lab

WebSphere Portal Performance Analysis and Troubleshooting

Denny Pichardo, Portal Architect, IBM ISSC

Mike Cunningham, Performance Architect, IBM ISSC

This session will provide information about how to troubleshoot performance-related problems in WebSphere Portal. Learn different ways to go about pinpointing a performance problem in your custom portal applications, including analyzing thread dumps, system core dumps, and profiling data. Attendees will also get a chance to use leading-edge performance troubleshooting tools that can help pinpoint performance problems quickly and easily.

George "Mike" Cunningham brings an extensive IT background to his work at IBM. He has been involved with IT for 40 plus years after graduating with a BS in Computer Science from Utah State University. His experiences include 17 years with a large Electric Utility in California doing support of a 24 x 7 Real Time monitoring and control system. In addition, he has several years' experience with IBM as one of the original members of the Lab Services team starting with the Network Dispatcher, Proxy Server and WebSphere Application Server 3.0. Currently he works with ISSC clients engaged in implementing large portal deployments and doing performance-related activities.

TECH-B13

Happily Cohabiting: Achieving a Multi-tenant Portal

David Eyerman, Executive IT Architect, IBM

In your organization, are lines of business all competing to have "their" portal? Does each business owner have a rock-solid argument why their site needs dedicated infrastructure? As organizations mature in their use of portal, we are seeing many of them experience a growth in their portal footprint as IT departments stand up dedicated infrastructure to support each line of business or application. Many organizations are implementing WebSphere Portal to provide a multi-tenant capability, in which multiple applications can share infrastructure while retaining appropriate levels of isolation and quality of service. In this presentation, the team will present a new pattern, drawn from real customer engagements, for achieving such a multi-tenant architecture. They will show how to manipulate portal configuration to achieve JVM-level isolation between virtual portals and discuss how customers are using this to achieve consolidation of their portal and WCM infrastructure. They will also touch on how to operate and govern such an infrastructure, onboarding of new applications or tenants, and how to leverage virtualization techniques to simplify management of the system.

David Eyerman is an Executive IT Consultant with IBM Software Services for Lotus (ISSL). He has a long history with WebSphere Portal. He started with the WebSphere Portal SWAT team in June 2000 and was with the team when WebSphere Portal Server V1.0 was released. He was team lead for the technical team responsible for bringing the product out of the lab and for training the first consultants and customers. He worked with the 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. With ISSL, he concentrates on large-scale Portal integration projects, High Availability designs, and implementation of WebSphere Portal with Social Software.

TECH-B14

Creative Content Management Techniques

Ken Rokicki, Senior Domain Architect, Ascendant Technology

IBM Web Content Manager makes content publishing easy for the subject matter experts. The challenge is that it raises the expectations on developers. Now the users want client-side filtering and sorting. They want to store massive attachments such as videos and they want it to be fast and efficient. This solution-oriented session examines JSP and Java coded solutions to the issues that these requirements raise. How do you provide client-side filtering and ordering, both with and without generating new server requests? How do you deal with large objects without storing them in the JCR database? How do you render large objects without caching individual objects for each user and running out of heap space? Join us for this session and you'll see elegant, customer-proven solutions to these vexing problems with minimal use of the WCM API!

Ken Rokicki is a Senior Domain Architect with the PCSC team at Ascendant Technology. Ken has over 15 years of experience with IBM's collaborative products from Lotus Domino through WebSphere Portal and IBM Connections. He has led, designed and implemented comprehensive portal solutions for clients across the country and internationally. Ken has also trained many IBM clients in administration and development of portal environments.

TECH-B15

Caching Techniques for IBM WebSphere Portal and Web Content Management

Joerg Huehne, IT Specialist, IBM Research and Development

User acceptance is a critical success factor for any Portal project. Users expect a rich user experience in combination with rapid responsiveness. This can be a challenge for the IT infrastructure. Caching helps to deliver an excellent user experience, even for exceptionally high loads. With the right caching strategy for IBM WebSphere Portal, you can achieve more with less: It improves scalability and throughput and minimizes total cost of ownership at the same time. The session gives guidance for developing an effective caching strategy by discussing possible caching techniques. It covers the mechanisms inside IBM WebSphere Portal and Web Content Manager, while also accelerating your website with additional infrastructure components. The session targets technical staff working with IBM WebSphere Portal and Web Content Management. It further helps IT Architects, IT Specialists, and IT Project Managers to meet their functional and non-functional requirements by applying the right caching strategy.

TECH-B16

Best Practices: Applying the Power of Personalization to Your WebSphere Portal and Web Content Solutions

Luke Cressman, Enterprise Solution Architect, Base22

A key factor in presenting compelling, engaging content to user audiences is gained when leveraging the personalization capabilities of both IBM Web Content Manager (WCM) and WebSphere Portal Personalization. The result allows the content to be targeted to the intended user, controlling what they are supposed to see and when. This session will provide an overview of both capabilities, and a detailed look at some specific examples on how to leverage the personalization aspects of WCM and integration points with Personalization (PZN). We'll share example customer implementations and supporting code to support and illustrate the business requirements and results. Attendees will understand the full range of capabilities and the benefits and set of steps to take to leverage WCM and WebSphere Portal Personalization to improve presentation and overall reuse of organizational assets and deliver a relevant, personalized experience for intranet users, partners, and customers.

TECH-B17

IBM Lotus iNotes 8.5.3 and WebSphere Portal Integration and Deployment

Jason Dumont, Program Director for Messaging and Collaboration Client Strategy

Looking to integrate iNotes market leading messaging and collaboration capabilities into your Portal infrastructure? If so, then this session is for you. In this session, we'll look at various customer deployments of iNotes with Portal and share best practices in deployment techniques so you can optimize your existing or future deployments. You'll learn how you can achieve significant improvements in feature set and performance when using iNotes with Portal. In addition, we'll explore what's new in Lotus iNotes 8.5.3 and LotusLive Notes web, and share plans for iNotes "Next" and our new social mail offering, IBM Connections Mail.

TECH-B18

Implementing WSRP 2.0

James Ryan, Certified Technical Professional, IBM

Tony Damico, Certified Technical Professional, IBM

WSRP 2.0 has been ratified for several years and is starting to be adopted widely in the Portal community. Learn what you need to know to leverage WSRP in your Portal solution, including situations that best lend themselves to a WSRP solution. During the session we will discuss producer installation and configuration, creation of remote portlets, security considerations, performance, best practices, and troubleshooting techniques. What will attendees learn?

1. How to install, configure and use WSRP with WebSphere Portal including development and debugging of remote portlets
2. Comparison of local and remote portlets
3. WSRP best practices

TECH-B19

Managing the Web Experience Lifecycle with IBM WebSphere Portal and Web Content Manager: Best Practices

Stefan Hepper, Software Architect, WebSphere Portal/WCM, Master Inventor, IBM

Iqbal Singh, IT Senior Architect, SOA Integrated Solution, IBM Lab Services

In today's world, every user has a heightened level of expectations when they visit and interact with web and mobile applications. The user experience must be valuable and their key criteria are fast, productive, easy-to-use interactions with your website. This session will guide you on how to implement a website which delivers positive, persuasive user experience that attracts and retains their interest. It will offer the best practices for ensuring that the user experience is positive and consistent across channels and offers tips for easy site navigation and self-service functions by provide secure and sound services. The session will also cover the best practices on implementation and development by leveraging IBM tools and open source frame works. We'll provide focus to attaining and maintaining fast website performance. The session will provide guidance on how application development professionals can manage user experience design phases in alignment with the software development lifecycle (SDLC) by following these best practices.

TECH-B20

Automating Content Migrations to IBM Web Content Manager

David Weis, Content Migration Solution Engineer, Kapow Software

If you're moving to IBM Web Content Manager (WCM), Kapow Software's highly automated solution provides a complete environment designed to support content migration. With Kapow Katalyst for Content Migration you can rapidly extract, transform, and migrate data and metadata from any CMS or source of static web content to IBM WCM.

Kapow content migration begins with a thorough inventory of your existing content—even content on pages built dynamically. Then the Katalyst integrated environment is used to specify even complex extraction and transformation rules without the need to develop any code. These rules are tested and debugged in real time, increasing accuracy and shrinking effort to a minimum. Finally, an integrated scheduler allows trial migrations to be rerun on demand, ensuring that any errors are found quickly and avoiding the need to freeze source content.

Even if your sites require authentication, completing web forms, or navigating through multiple web pages, Katalyst can automate the migration—reducing migration time and costs by 80 - 90 percent. Join us for an in-depth demonstration with David Weis, Content Migration Solution Engineer at Kapow Software.

TECH-B21

Finding a Needle in a Haystack: Pinpointing Performance Problems in IBM WebSphere Portal and IBM Connections with IBM Tivoli® Composite Application Manager

Todd Kindsfather, Product Manager, IBM

Troubleshooting performance issues can be cumbersome, lengthy, and costly, especially in production environments. With the right tools in your hands, however, you can turn that around and quickly identify and prevent problems. This session will provide an overview of IBM Tivoli Composite Application Manager products that can help you pinpoint performance problems quickly and easily. It also includes an in-depth demonstration showcasing how it can be used to assess and improve IBM Connections and IBM WebSphere Portal based web experience solutions. In addition, you'll be given a preview of the roadmap for ITCAM for Application Diagnostics to understand the vision for future usage.

TECH-B22

Benchmarking – Simulating Production Level Workloads on Your WebSphere Portal and Web Content Manager Solutions

Hunter Presnall, WebSphere Portal Performance Engineer, IBM

Thomas Hurek WebSphere Portal Chief Programmer, IBM

Benchmarking is a key task to understand how your WebSphere Portal, WCM, or J2EE application performs. Simulating the real world traffic is necessary to prepare your environment for the upcoming user load. In this session, we'll introduce and demonstrate how quickly it is possible to effectively simulate traffic to your WebSphere Portal, WCM, or J2EE application using the Rational Performance Tester. Learn how such a load test can be recorded, what you must adapt in the test, and what execution options you have. In addition to the load generation, you will understand what you should monitor during the performance run and some steps on how to improve the performance of your application.

Hunter 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 and IBM SmartCloud, and is now the team lead for WebSphere Portal performance.

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

TECH-B23

Web Content Manager Ideation Live!

Craig Yerger, Founding Partner and CEO, AsponTE Technology

Scott DeWitt, Founding Partner and Chief Engineer, AsponTE Technology

Come prepared for this innovative new interactive session format! We are bringing the power of crowdsourcing to the breakout session! In this particular session, we will share some of our most interesting WCM assets including customized sorting, bulk upload image galleries, instant polls, marketing carousels, and our latest file management solution for IBM Web Content Manager (WCM). Then, we will hand it over to you to leverage the power of the crowd, along with our team of experts, to discuss your own unique WCM solutions and challenges. So gather up your ideas and bring your questions. No idea too small, no challenge too large! Don't miss your chance to tap into the power of the crowd in this unique social breakout format!

TECH-B24

Best Practices: Delivering Powerful Web Experiences with Cognizant Services

Shankar Janardhanan, Vice President, Projects, Cognizant Technology Solutions

Kathleen Flynn, Senior director, Cognizant Technology Solutions

Technology is advancing at a rapid pace and quick adoption of these technologies to transform web experiences is critical for success. Cognizant has been working for many years on various web experience transformation initiatives for its customers and brings to the table a powerful combination of visual design, interaction services, information architecture, web platform technology and domain experience – key ingredients to deliver powerful web experiences.

In this session, Cognizant will outline the critical success factors and best practices for creating and delivering powerful, multi-channel web experiences and bring to light important aspects of user interaction, tools and technologies and program management capabilities an organization must build or buy in order to achieve their web experience goals.

Additional details on select Conference Activities:

Business and Technical Topic Roundtable Lunch Discussions

For many attendees, one of the Conference highlights is the opportunity to participate in topic-based discussions with fellow attendees and customer, IBM partner and product team experts. To facilitate these discussions, the conference is setting aside tables for roundtable discussions over lunch.

Each day, where lunch is served, several tables will be reserved for groups of attendees with similar interests to engage in focused conversations. The tables will be identified as a reserved table by the sign placed in the middle of the table. The sign will indicate a topic of interest. We encourage attendees with an interest in that topic area to sit at the table and participate in the discussion. No pre-registration is required.

This is a great way to exchange ideas, learn from the experience of peers, and provide input and suggestions for future directions.

Topic listings *(note that additional topics might be hosted during the event)*

- Portal Administration, Cloud and Virtualization
- Application Development Tools and Web Frameworks
- Integration with Other Systems
- Electronic Forms and Business Processes
- Industry Templates for Portals
- Mobile Portals
- Web Experience NOW
- Portal Performance
- Portal Security
- Social Software
- Web Analytics
- Web Content Manager and Rich Media

Web Experience Zone

Monday, May 21 through Wednesday, May 23, 2012 from 2:45 p.m. – 5:30 p.m.

Available for all conference attendees each afternoon, providing an open forum setting to discuss product offering, business value and technical strategy questions with IBM Web Experience Product and Marketing Managers, Services Architects and Technical Leaders. Meet with IBM subject matter experts to discuss the following topic areas, and more:

- *Administration, Migration, Security, Performance*
- *Cloud and Developer Tools*
- *Product Offerings*
- *Social Business*
- *Web Content and Design*

Meet the Architects Panel

Thursday, May 24, 2012 8:30 a.m. - 9:45 a.m. Governor's Ballroom Salon C

Throughout the week you will have had the opportunity to see, learn and obtain hands-on experience with the latest Web Experience software products, solutions and technical strategies, and enhance your knowledge and skills to plan and manage your Web Experience implementations to grow your business.

A panel session providing you an opportunity to discuss technical and strategy topics, questions and answers with customer, partner and IBM colleagues in an interactive format will be held on the last day of the conference.

Attend this session for a lively, interactive panel discussion and share your experiences, insights and strategy questions with your conference colleagues and the IBM Web Experience software product lead Architects and Software managers. You won't want to miss this session to add to your technical knowledge and deliver optimized IT solutions enabling you to further grow and innovate your business.

IBM panel participants: (Panel members subject to change)

- *Jeff Aryanto*
- *John Boezeman*
- *Jonathan Booth*
- *Nicole Carrier*
- *Doug Geiger*
- *Stefan Hepper*
- *Tony Higham*
- *Stefan Liesche*
- *Ken Polleck*
- *Louise Simonds*
- *Rob Will*

Moderators: *Anthony Fiorot, Lauren Wendel*

Event session listings and presenters are subject to change.

Visit ibm.com/training/us/conf/webexperience for additional conference information.

Sessions by Category

Consult the [event agenda](#) for session delivery schedules:

Sessions that include Social Business topics:

BUS-S01 The ADP Associate Portal: On the Road to Becoming a Social Business

Steven Petros, Portal Architect, ADP Enterprise Applications
Rob Fichtel, Senior Certified Executive IT Specialist, IBM Collaboration Solutions

BUS-S02 Portal 2 to Web 2: Productivity Transformation at Texas Health and Human Services Commission-

Ron Bennett, Enterprise Architect Texas Health and Human Services Commission

BUS-S05 Delivering a Clear Patient Experience in a Complex Healthcare World at Children's Medical Center

Harun Musa, Group Manager, Information Services Online Operations, Children's Medical Center
Russ Nelson, Senior Project Manager, Ascendant Technology

BUS-S06 Prudential's Collaborative, Integrated Intranet Experience

Nicholas V. De Feis, Vice President, IT, Prudential Insurance Company
Peter Kempf, Senior Systems Architect, Prudential Insurance Company

BUS-S19 Shift: CEMEX Reinvents its Social Business Platform to Drive Innovation

Rafael Trujillo, Project Manager, Base 22

BUS-S21 Continuous Business Value with IBM's "w3": Realigning the Intranet for Today's Social, Mobile, and Digital World

Michael Kudla, Consulting Client Technical Professional, IBM

BUS-R01 Wow, That Was Easy! Integrating Your IT in Web Experiences

Brian Chaput, Program Director, Web Experience Software, IBM
Stefan Liesche, Web Experience Platform and Industry Chief Architect and STSM, IBM

BUS-R02 21st Century Work Experiences for 21st Century Employees

Kathryn Hoffman, West IMT Business Value Assessment Leader, IBM
Robert Lezon, East IMT Business Value Assessment Leader, IBM

BUS-R04 Winning Strategies for Financially Justifying Social Business Initiatives

Mary Byrd Nance, Executive Consultant, Business Value Assessment, IBM
Palma Bickford, Executive Consultant, Business Value Assessment, IBM

BUS-R07 Driving ROI and Adoption in Exceptional Social Experiences with Gamification

Jonathan Distad, Lead Consultant, Perficient

BUS-G02 The Intranet Goes Social!

Tyler Tribe, Offering Manager, IBM Web Experience and Mobile Solutions
Kirsten Kelley, Offering Manager, IBM Web Experience Solutions

BUS-G06 Top 5 Social Business Successes You Would Never Have Predicted!

Sandy Carter, Vice President Social Business Evangelism, IBM

BUS-G08 No More Intranets or Extranets - the World of Bridged Social Business

Slava Frid, Managing Director, Gemini Systems
Michael Bisignani, Sr. Vice President and CTO, Gemini Systems

TECH-P01 The Future of Productivity in a Social Business Today

Mark A. Neumann, IBM Executive Technical Specialist, IBM

TECH-P06 Social Portals with WebSphere Portal and IBM Connections

Jon Brunn, Senior Software Engineer, IBM Connections
Adam Ginsburg, Product Manager, IBM

TECH-P08

IBM's Vision for Delivering Your Exceptional Web Experience Supercharged with Social

Ronnie Maffa, Vice President, Web and Social Software Development, IBM Collaboration Solutions

TECH-P20 Creating a Smarter Web Experience by Integrating IBM Collaboration and Social Software in WebSphere Portal

Grigory Presayzen, Advisory Software Engineer, IBM Connections
Charles Price, Advisory Software Engineer / Domino Portal Integration, IBM

TECH-P23 IBM Connections Overview and Architecture

Jon Brunn, Senior Software Engineer, IBM Connections
Mac Guidera, Product Manager, IBM Connections

TECH-P25 Hands-On Lab: Create a Social Business by Integrating WebSphere Portal with IBM Social Software

Grigory Presayzen, Advisory Software Engineer/IBM Connections, IBM
Charles Price, Advisory Software Engineer/Domino Portal Integration, IBM

TECH-B09 How to Get Your Social Portal Users Engaged from the Beginning with Interactive Requirements

Michael Porter, Principal, Portal and Social, Perficient

Sessions that include Mobile topics:**BUS-S15****Rolling out the Enterprise App Store at Yum! Brands**

Rob Skeeters, IT Director, YUM! Brands
Usman Memon, Solution Architect, Streebo

BUS-S18 The Saga of Anico's Mobile Journey- Rolling out an Agent App for iPad, iPhone, and Droid Store

Deanna Walton, Deanna Walton, AVP, Field Systems at American National Insurance Company
Vijay Thirumalai, Managing Partner, Streebo

TECH-P02 Why should WebSphere Portal be your Mobile Platform?

John Boezeman, IBM Web Experience Platform Lead Architect and STSM

TECH-P18 What's New in IBM Mobile Portal Accelerator

Van W Landrum, IBM Mobile Portal Technical Sales Lead North America
Jaye Fitzgerald, IBM Mobile Accelerator Architect

TECH-D01 Developing Exceptional Mobile and Multi-Channel Applications using IBM Web Experience Factory

Jonathan Booth, Senior Architect, IBM Web Experience Factory and Portal Tooling

TECH-D02 Deliver Rich Mobile Experiences with IBM WebSphere Portal Mobile Theme

Tyler Tribe, Offering Manager Web Experiences, Mobile
Jon Lidaka, Mobile Development Lead, WebSphere Portal, IBM

TECH-D12 Hands-On Lab: Develop a Multi-Channel Application for IBM WebSphere Portal using IBM Web Experience Factory

Louise Simonds, Program Director, WebSphere Portal Tooling, Portal Accelerators
Daniel Collins, IBM Certified Consulting IT Specialist, IBM

TECH-D13 iPhone Websites Using IBM Web Content Manager Made Easy

Sunny Wan, Senior Technical Sales Specialist, IBM Australia

TECH-D14 The Return of the Theming Hero, Part 7.0.0.2. Introducing Mobile Experiences

Evan Borysko, Technical Director - Portals and Social Business, Ascendant Technology
Sanjeev Pant, Sr. Consultant, Ascendant Technology

Sessions that include Web Content Management topics:**TECH-P04 What's New in WebSphere Portal and IBM Web Content Manager**

Rob Will, IBM WebSphere Portal Chief Architect and Distinguished Engineer

TECH-P05 Out-of-the-Box Web Content Manager Templates (CTC 3) - What's New?

Chris Berry, Software Engineer, IBM Web Content Manager

TECH-P07 Getting Started with WebSphere Portal and Web Content Manager

Lauren Wendel, WebSphere Portal Product Manager
Sunil Hiraniah, IBM Worldwide Technical Sales Architect, IBM

TECH-P10 Build Industrial-Strength Interactive Solutions with Portal, Commerce, Web Content Management and SOA

Jeffrey Aryanto, Chief Architect - Portal, WCM and Collaboration - GBS IBM
Senthil Subbanan, Senior Commerce Architect - Smarter Commerce, GBS IBM

TECH-P13 Hands-On Lab: Texas Two-Stepping with IBM WebSphere Portal and IBM Web Content Manager V8

Bryan Daniel, Certified Consulting IT Specialist, IBM
Daniel Collins, Worldwide Collaboration Technical Sales, IBM
Theresa Smit, Executive IT Specialist, IBM

TECH-P19 Hands-On Lab: Power to the People! Making Your Content More Social with IBM Web Content Manager's Content Template Catalog v3

Chris Berry, Software Engineer, IBM Web Content Manager
Theresa Smit, Executive IT Specialist, IBM

TECH-P21 IBM Web Content Manager and the Integration of External Content Management Systems

Stefan Hepper, Software Architect, WebSphere Portal/WCM, Master Inventor, IBM

TECH-D25 Take a Bite out of Content Crime in Your Web Content Manager

Tim Thatcher, Senior VP of Products and Strategy, Ephox

TECH-D28 Delivering the Future User Interface of Exceptional Web Authoring Experiences: The Version 8.0 Experience Suite Design Review

S. Hepper, J. Harris

TECH-B15 Caching Techniques for IBM WebSphere Portal and Web Content Management

Joerg Huehne, IT Specialist, IBM Research and Development

TECH-B16 Best Practices: Applying the Power of Personalization to Your WebSphere Portal and Web Content Solutions

Luke Cressman, Enterprise Solution Architect, Base22

TECH-B19 Managing the Web Experience Lifecycle with IBM WebSphere Portal and Web Content Manager: Best Practices

Stefan Hepper, Software Architect, WebSphere Portal/WCM, Master Inventor, IBM
Iqbal Singh, IT Senior Architect, SOA Integrated Solution, IBM Lab Services

TECH-B14 Creative Content Management Techniques

Ken Rokicki, Senior Domain Architect Ascendant Technology

TECH-B22 Benchmarking – Simulating Production-Level Workloads on Your WebSphere Portal and Web Content Manager Solutions

Hunter Presnall, WebSphere Portal Performance Engineer
Thomas Hurek WebSphere Portal Chief Programmer, IBM

TECH-P10 Build Industrial-Strength Interactive Solutions with Portal, Commerce, Web Content Management and SOA

Jeffrey Aryanto, Chief Architect - Portal, WCM and Collaboration - GBS IBM
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Chris Berry, Software Engineer, IBM Web Content Manager
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TECH-P21 IBM Web Content Manager and the Integration of External Content Management Systems

Stefan Hepper, Software Architect, WebSphere Portal/WCM, Master Inventor, IBM

Sessions that include WebSphere Portal topics:

BUS-S04 Successful IBM WebSphere Major Version Upgrade (on Steroids) at Cardinal Health

Prakash Patel, Project Lead, Application Development, Cardinal Health

BUS-S05 Delivering a Clear Patient Experience in a Complex healthcare World at Children's Medical Center

Harun Musa, Group Manager, Information Services Online Operations, Children's Medical Center
Russ Nelson, Senior Project Manager, Ascendant Technology

BUS-S08 The Cigna Web Experience Platform

Joseph Cervini, Senior Director, WebIT, Cigna & Patrick Depratti, Architect Director, WebIT Cigna

BUS-S10 Online Banking: The Royal Bank of Canada z/OS Portal Solution

Marek Komor, Senior Solution Architect, Royal Bank of Canada

Shahir Daya, Senior Architect and Chief Architect for Smarter Commerce

BUS-S12 Government of Acre State: Improving Citizens Service Delivery with Exceptional Web Experience and Intranet Solution

Marcio Barros, Application Modernization, Technical Leader, Government of Acre State - Brazil

Rafael Osorio, Collaboration Solution Architect - Latin America, IBM

BUS-S13 An Exceptional, Agile Web Experience Solution using WebSphere Portal - A Cisco Implementation

Michael White, IT Architect, Application Technology Services, Cisco Systems

JayaPrasad (JP) Thambuganipalle, Accelerated Value Leader, IBM

Daniel Wedge, IBM Software IT Architect, IBM

BUS-S17 InsuraSphere – IDP's Exceptional Web Experience Portal for the Insurance Industry

Niral Jhaveri, User Experience Practice Director, Prolifics

BUS-R03 What's my ROI? Seeing the Business Value of using IBM Forms

Kathryn Hoffman, BVA Leader, West/Canada IMT, IBM

Jayne Johnson, Client Technical Professional for IBM Forms, West/Canada IMT

BUS-R06 Architecting Your Site for an Exceptional Web Experience, a Quick ROI, and a Low TCO

Mary Ann Johnson, Worldwide Sales Executive, IBM

Rob Enright, Exceptional Web Experience Product Management, IBM

BUS-R08 Exceptional Web Experience in the Cloud - Making Business Driven decisions

Lisa Lucadamo Jarrett, Offering Manager, IBM

BUS-R09 Driving Social Web Experience Adoption: How Use Case Visualization Can Help You

Peter Funke, Executive Consultant, BVA IBM

Robert Lezon, BVA Leader, West/Canada IMT, IBM

BUS-R10 The Web Experience Competitive Landscape

Kioko Mwosa, Web Experience Evangelist, IBM

Jon Raslawski, Business Unit Sales Leader - West and Canada IMT, IBM

BUS-G01 Using IBM Customer Experience Suite to Drive Revenue and Increase Customer Loyalty

Nicole Carrier, Program Director and Chief Strategist, IBM

Dan Makuch, Technical Evangelist, IBM

BUS-G03 The Secret Alchemy for a Truly Exceptional Web Experience

Brad Schauf, Executive IT Architect, IBM

Tony Higham, Distinguished Engineer, IBM

BUS-G04 Demo! Next Generation Employee Web Experiences in Action

Brian Cheng, Portal and Exceptional Web Experience Software Strategist, IBM

Rob Enright, Strategist, Portal and Exceptional Web Experience, IBM

Latoya Sankey, Portal and Exceptional Web Experience Software Strategist, IBM

BUS-G05 Breaking New Ground: Extending Exceptional Web Experiences to Decision Management and Beyond

Michael Craney, Web Experience Sales Executive, IBM

Lowell Soffer, WebSphere Sales Executive, IBM

BUS-G07 Cultivating Millennials and Harvesting the Value They Produce

Mike Yokom, Worldwide Sales Manager, IBM Forms, IBM

Mary Ann Johnson, Worldwide Sales Executive, Web Experience Software, IBM

BUS-G09 Exceptional Experiences in Retail – How Do I Get There?

Kirsten Kelley, Sr. Offering Manager, IBM

Mary Ann Johnson, WW Sales Executive, IBM

TECH-P03 Deliver Engaging, Social Business Solutions with IBM Web Experience NOW Offerings

Brad Schauf, Executive IT Architect, IBM

Jeffrey Seifert, Worldwide Sales Global Sales Executive, IBM

TECH-P09 Web Application Bridge (WAB): "No Coding!" Integration Style for External Web Applications in WebSphere Portal

Jason Cornell Product Manager, IBM Web Content Manager, IBM
Samit Narula, Web Experience Software Developer, IBM

TECH-P11 Extend Your SAP investment with IBM WebSphere Portal

Marty Lechleider, IBM Program Director, Web Experience Solutions

TECH-P12 Hands-On Lab: Do-It-Yourself: Streamlined Installation and Configuration of WebSphere Portal V8.0 with LDAP and DB2

JayaPrasad (JP) Thambuganipalle, Accelerated Value Leader, IBM
Raghu Macha, Certified Senior IT Architect

TECH-P14 Enhance Web Delivery with WebSphere Portal Active Site Analytics

Stefan Liesche, IBM WebSphere Portal Industry and Web Experience Platform Chief Architect, STSM
Stefan Behl, IBM WebSphere Portal Software Developer

TECH-P15 Integrating WebSphere Portal with Microsoft and Microsoft SharePoint Made Easy

Jason Cornell Product Manager, IBM Web Content Manager, IBM
Samit Narula, Web Experience Software Developer, IBM

TECH-P16 Building Optimized Private Cloud Deployments with IBM WebSphere Portal and Web Content Manager

Charles Covar, IBM Software Engineer, WebSphere Portal Operations and Virtualization
Lauren Wendel, IBM Product Manager, Web Experience Solutions

TECH-D11 Mobile Mastery: How to Design and Create a Responsive Web Design for WebSphere Portal and IBM Web Content Manager

Jon Harris, User Experience Architect - Web Experience Products, IBM Collaboration Solutions
Chris Berry, Web Content Manager Software Engineer, IBM

TECH-P17 Infusing BPM and Workflow-Driven Processes to Web Experience Platform Solutions

Stefan Liesche, WebSphere Portal Industry and Web Experience Platform Chief Architect, STSM

TECH-P22 A Superior UC Experience on the Web with IBM Sametime 8.5.2 IFR 1

Marlon Machado, Product Manager, Unified Communications and Collaboration

TECH-P24 Understanding the IBM Intelligent Operations Center

Joey Bernal, Chief Programmer – Element Blue

TECH-P26 Hands-On Lab: Integrate Any and Every External Web Application inside Portal FAST using Web Application Bridge (WAB)

Jason Cornell, Product Manager, IBM Web Content Manager, IBM
Samit Narula, Software Developer, IBM

TECH-P27 Deep Integration; Deeper Value; Dive into Process Automation with Portal and FileNet

Ian Uriarte, Architect / Manager, Element Blue
Steven Gerhardt, Managing Partner, Element Blue

TECH-P28 Hands-On Lab: Sleeves up! Analyze and Optimize your Portal site using Active Site Analytics in IBM WebSphere Portal

Stefan Behl, Software Developer, IBM WebSphere Portal Development

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Stefan Hepper, Software Architect, WebSphere Portal/WCM, Master Inventor, IBM
Jon Harris, User Experience Architect - Web Experience Products, IBM Collaboration Solutions

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Benjamin Parees, Software Engineer, IBM

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Stephan Hesmer, Software Developer / Web 2.0 Architect, IBM

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Jonathan Booth, Senior Architect, IBM Web Experience Factory and Portal Tooling

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Mike Ostrowski, Vice President - Portals and Social Business, Ascendant Technology

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Mike Mansell, IBM Forms Architect, IBM

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Adam Ginsburg, Product Manager, IBM

Saurabh Agrawal, Development Manager, Rational Application Developer Toolkit for WebSphere Portal, IBM

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Stefan Liesche, WebSphere Portal Industry and Web Experience Platform Chief Architect, STSM

Dan Makuch, Technical Evangelist, IBM

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Jon Lidaka, IBM WebSphere Portal Front End Engineer

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Jonathan Lidaka, WebSphere Portal Front-End Developer, IBM

Stephan Hesmer, Software Developer / Web 2.0 Architect, IBM

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Saurabh Agarwal, IBM Development Manager, Rational Application Developer Toolkit for WebSphere Portal, IBM Collaboration Services

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Bruce R Olson, Consulting Technical Professional, Ascendant Technology

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Bob McGoogan, Client Technical Professional, IBM

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Rohit Sahasrabudhe, IBM Forms Technical Sales Lead, North America

Bernd Beilke, Certified IT Specialist, IBM

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Sam Alexander, Managing Consultant IBM Software Services for Collaboration (ISSC)

Denny Pichardo, Portal Architect IBM Software Services for Collaboration (ISSC)

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Saurabh Agarwal, Development Manager, Rational Application Developer Toolkit for WebSphere Portal, IBM

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Michael "Spoon" Witherspoon, Lead Architect – Web Experience Factory Practice Davalen

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Kamalakanth Satuluru, Certified Sr. IT Architect, IBM

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Peter Blinstrubas, Software Client Architect, IBM

Joey Bernal, Chief Programmer – Element Blue

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Stefan Schmitt, Architect, IBM

Ory Segal, Security Products Architect, IBM

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

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Barry Pellas, WebSphere Portal Configuration Architect

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Thomas Hurek, WebSphere Portal Chief Programmer, IBM

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Thomas Hurek, WebSphere Portal Chief Programmer, IBM

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Steven Matrullo, Services Engagement Manager, IBM Software Services for Collaboration

William Destache, Consulting Program Manager, IBM Software Services for Collaboration

TECH-B07 WebSphere Portal 8 Deployment and Configuration

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