

2015

IBM Digital Experience Europe

13 - 16 October | Dublin, Ireland



TRANSFORM THE WAY YOU ENGAGE WITH CUSTOMERS

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

Choose from 100+ sessions across Business Strategy and Technical Tracks to gain deep insights into the latest technologies, best practices and tangible business outcomes of delivering effective digital experiences to customers, employees and business partners.

BREAKOUT SESSION AND HANDS-ON LABS DIRECTORY AS OF SEPTEMBER 10, 2015 *

Digital Experience Business Program

Designed for line of business leaders, business analysts and executives

Track 1: Customer Case Studies

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

Track 2: Accelerating Solution Time to Value and ROI

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

Track 3: Optimize Digital Experiences for Business Results

This track features proven strategies and best practices that can enable business leaders to drive profitability and growth, with digital experiences crafted to increase customer engagement and retention and empower employees to be more efficient and productive. Topics will include the benefits of being a social business, setting the right delivery and consumption strategy including virtualization and cloud considerations, enterprise market management strategies, customer-centered sales, service and support experiences and more.

Digital Experience Technology Program

Designed for technical leaders and of IT professionals including architects, administrators, developers and integrators

Track 4: Digital Experience Software and Solutions

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

Track 5: Developing Exceptional Digital Experiences

This track features how to design and build robust, interactive digital experiences that will delight your audiences by using an extensive portfolio of development technologies, integration APIs, templates, solutions, cloud-based approaches, Mobile Enterprise and multichannel design practices.

Track 6: Best Practices and Implementation

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

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KEYNOTE

Tuesday October 13, 2015

10:30 AM – 12:00 PM

Doubletree by Hilton Hotel, Dublin, Ireland

Leading Enterprise Platforms with Digital Transformations

As the pace of business and the speed of content and data continue to accelerate, successful organizations are reinventing business processes and leading their industries with digital transformations. Join this keynote session to see how organizations are using technology as the transformational agent to their business models, with enterprise platforms that manage secure, agile delivery of complex cloud, hybrid and traditional multi-channel applications. Learn how mission-critical connectivity and intelligence can flow digital data to insights in real time, driving customer experiences that deepen interactions with individuals and enhance audience engagement - on their terms and their time. See the latest innovations in IBM Commerce, Digital Experience and WebSphere solutions in action, showcasing approaches for organizations to move forward quickly in the digital age in a highly cost effective manner.



Harish Grama is Vice President of Middleware Products within IBM Systems. Since January 2015, he is leading the design, product management and development across the middleware segments of Application Platform & DevOps, IT Service Management, Integration, Smarter Process and Digital Experience. Harish is driving the evolution of the IBM Middleware portfolio by creating new business models built on API's, cloud platforms, hybrid integrations and digital marketing by leveraging a global design, development and product management team spanning 25+ locations and several thousand contributors.

As an IT professional, Harish has held a variety of executive management and technical positions. Harish brings significant cross IBM Software experience to his role. Beginning in 2013 he was Vice President of WebSphere development and product management where he led the vast WebSphere Portfolio. He drove the growth and expansion of WebSphere in traditional on-prem solutions, cloud based offerings, hybrid combinations and the creation of several composable business services

Harish Grama,
Vice President,
Middleware Products,
IBM Systems



John Mesberg is General Manager, Offering Management and Strategy, for the IBM Commerce division. He has global responsibility for the strategy and management of IBM's industry leading eCommerce, Marketing, B2B Integration, and Procurement portfolios within the IBM Commerce division. In this role he is responsible for effectively leveraging this extensive product portfolio and the talents of his world class team to seamlessly implement capabilities that are foundational to ensuring our clients' success. John is also a member of IBM's Growth and Transformation team that advises IBM's CEO, Ginni Rometty, on areas of transformative opportunity for IBM.

John's previous senior leadership roles include General Manager of Smarter Commerce | Smarter Cities, Vice President of B2B & Commerce Solutions, Vice President of AIM Services & Support and Vice President of Financial Services Solutions. Prior to joining IBM John held a number of strategy, consulting, operations and IT management positions in a variety of industries

John Mesberg,
General Manager,
Offering Management
and Strategy,
IBM Commerce

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** Session listings are subject to change. Please consult the event site for the latest updates.*

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Digital Experience: Mobile
Digital Experience: Development Tools and Integration
Digital Experience: Social Portals
Digital Experience: Web Content and Rich Media
Speaker Biographies

TRACK 1: CUSTOMER CASE STUDIES

BUS-S01

INNOVATIVE CUSTOMER EXPERIENCES: THE JYSKE BANK DIGITAL EXPERIENCE PLATFORM

Speakers: Ole Møller, First Vice President, Technology and Self- Service department head, Jyske Bank, Peter Bugge Jacobsen, Digital Solution Architect, Jyske Bank

The third-largest independent bank in Denmark, Jyske Bank offers a full range of financial solutions. The customer experience is paramount at their retail locations and equally at their online sites. Jyske Bank wanted to make it easy for people using mobile devices to access and use its website platform, quickly and effectively managing the information and services they need. Through their digital strategy, the bank implemented a solution offering responsive web design that adapts content and layout automatically based on channels and devices. Jyske Bank draws more than one million visitors each month to its customer-facing website. The appeal is an optimal viewing experience that supports the bank's nontraditional, unpretentious brand message. From virtually any device, visitors enjoy easy reading and navigation with minimal resizing, panning and scrolling.

Using Web Content Manager software authoring templates, content managers can break content into reusable pieces , with device design built in to the authoring templates, create and preview content results for online and mobile audiences before approval and publication, without involving their IT teams Attend this session to learn the latest innovations of the customer facing Jyske Bank digital experience solution, implementation experiences and best practices, and vision for future enhancements. (Level: Intermediate)

BUS-S02

ACCELERATING INNOVATION: THE PAREXEL MYTRIALS CONTINUOUS AVAILABILITY PROJECT

Speaker: Daljit Cheema, Corporate VP Technology, PAREXEL Informatics

PAREXEL uses WebSphere Portal and Tivoli Security Suite as the "front-door" to their industry leading vertical SaaS platform for Clinical Trials. This entry point is known as the MyTrials UXP platform, and the WebSphere Portal infrastructure represents the customer's first interaction with the MyTrials-surfaced applications. These backend vertical applications are used 24 hours 365 days of the year for operating live clinical trials.

In this session learn how this team built and leverages continuous availability of this platform, administering technical updates required while maintaining continuous clinical operations to ensure consistent, timely access to the applications supporting research, trials, and patient care. The team will share technical details of their platform and supporting development, test, acceptance environments that apply WebSphere, WebSphere Portal, Tivoli and DB2 software components, and the flexibility gained through use of IBM SoftLayer. See what was accomplished, best practices applied to ongoing operations, and vision for future platform developments. (Level: Intermediate)

BUS-S03

CREATING A NEW DIGITAL EXPERIENCE INSIDE A COMPLEX IT ECOSYSTEM AT LLOYDS BANKING GROUP

Speakers: Ian Walsh, System Architect, Lloyds Banking Group, Graham Harper, Application Architect, Consulting IT Specialist, Middleware, IBM

Do you have a complex IT ecosystem and wonder how an IBM Digital Experience can fit within it and let you capitalise upon your existing assets? Come along to this session and hear how Lloyds Banking Group managed to create a new digital experience for their corporate banking customers in just such an environment. Find out which IBM WebSphere Portal integration points were used (and which were not) and - most importantly - why. (Level: Intermediate)

BUS-S04

ACHIEVING IMPROVED USER EXPERIENCE AND EFFICIENCY: THE CITY OF HELSINKI DIGITAL EXPERIENCE JOURNEY

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

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

TRACK 1: CUSTOMER CASE STUDIES

BUS-S05

TRANSFORMING THE BWI STANDARD WEBSHERE TOPOLOGIES TO IBM PUREAPPLICATION SYSTEM

Speaker: Michael Ding, WebSphere Application and Collaboration Services, IntranetBw, BWI Systeme GmbH

Through many years of experience within the BWI Systeme GmbH various WebSphere Application Server topologies have been established as so called "BWI-Standard". The objective is to apply best practices which satisfy the different customer requirements for WebSphere destination environments in terms of performance, reliability, availability, failover, redundancy etc. Until recently, those "golden topologies" had to be provided manually. The provision includes the new construction of a WebSphere destination environment, the subsequent configuration, deploying the provisioned functionality in the form of one or more web applications, and requiring further configuration steps to complete.

Through the use of IBM PureApplication System an (IPAS) cloud environment, and the related pattern engine it was possible to map the BWI Standard WebSphere topologies into IPAS patterns. These IPAS patterns had to be developed at BWI based on IBM's standard software components, resulting in pre-installed, pre-configured and optimized instances of IBM software components, ready for deployment. As a result, they can always be deployed in a very short time in order to provide a corresponding WebSphere destination environment.

This session will cover the BWI Standard WebSphere topologies as implemented as patterns in the IPAS environment. These patterns incorporate "Best Practices" and can be used in other companies to meet their requirements regarding (high) availability, failover, redundancy, stability etc. The BWI uses 6 different WebSphere pattern – based topologies for productive-, development and integration environments. In addition, the IPAS platform uses 3 different topologies for WebSphere Portal and mixed (WebSphere & Portal) environments. This team will discuss how these topologies are mapped to IPAS using Pattern.Next. It will be described how the various patterns have been developed and which were special features, and lessons learned, to be observed. We will also share valuable guidance on how to combine the use of these IPAS patterns and a repository server to distribute and install the latest fixpacks, commands, scripts or apply configuration changes to the WebSphere environments. (Level: Intermediate)

BUS-S06

MIGRATING CUSTOMER AND EMPLOYEE FACING DIGITAL EXPERIENCE SITES TO V8.5 AT CITY OF GOTHENBURG

Speakers: Håkan Karlsson, System Administrator, City of Gothenburg, Johan Bladh, System architect, City of Gothenburg

In this session the presenters will outline the benefits and project plans guiding their upgrade to WebSphere Portal and Web Content Manager V8.5. The City of Gothenburg encompasses thousands of departments working with everything from day care-centers and schools to planning for the city's physical development and local transportation. Understand how they successfully delivered their upgraded V8.5 platform supporting both external customer facing site and e-services, and internal employee environments for City of Gothenburg, the results they are achieving, and vision for future enhancements. (Level: Introductory)

BUS-S07

RAPID PORTLET DEVELOPMENT AT PHOENIX CONTACT

Speakers: Peter Whitmore, Manager WebComm Software Engineering, Phoenix Contact, Michael Blank, Phoenix Contact

Phoenix Contact is a global market leader offering solutions for electrical engineering and automation tasks. They have been using WebSphere Portal and IBM BPM solution Enterprise Service Bus (ESB), supporting their customer facing web site since 2008.

In this session, the team will share business drivers, project and development updates put in place to improve digital site design, quality assurance, performance and production delivery. Details will include their approach to de-couple from underlying infrastructure components making it easier to introduce a software development paradigm where aspects of architectural design and quality assurance were integrated. Learn how they adopted agile processes, applied a development centric initiative called 'Rapid Portlet Development' to speed development of portlets that run on WebSphere Portal, and integration with Liberty profile assets. The presenters will share the resulting improvements over the last twelve months including ability to launch application containers in approximately 10 seconds, achieving test coverage of around 80%, real-time monitoring of platform operations such as performance load / debt, and other relevant quality control metrics. See the results they achieved in their solution architecture, development and delivery processes leading to improved time to market. (Level: Intermediate)

TRACK 1: CUSTOMER CASE STUDIES

BUS-S10

BANKDATA: DELIVERING MULTI-TENANT CUSTOMER DIGITAL EXPERIENCES

Speakers: Søren Bjerre Flø Pedersen, Solution Architect, Bankdata, Soren Bachmann, Bankdata

Bankdata is an international company, operating across 11 banks in Denmark, and is one of the largest developers of complete IT solutions in the region, managing services and maximum security for banks and their customers. In this session, learn about how Bankdata handles the requirements of 11 different customers supporting bank advisor portal services, and an internet banking portal, using Websphere Portal, and applying farming and clustering setup to support their multi-tenant management requirements. Attendees will hear about the setup, daily management, change management flow and how the Bankdata IT developers work to manage deployment requirements of multiple bank institution customers.. Solution details will include use of several technologies including WebSphere Portal Server, Web Content Manager, Rational Test Composer (RTC), AIX, IBM z/OS, DB2, and more. The Bankdata leads will point out the benefits of the platform setup from both the Bankdata IT platform management, and their banking customers point of view. (Level: Intermediate)

BUS-S11

DELIVERING MULTI-CHANNEL DIGITAL PATIENT HEALTHCARE SERVICES AT MEANDER MEDISCH CENTRUM

Speakers: Wouter van Suylekom - Project Manager, Digital Platform, Meander Medical Center, Patrick Nelissen, Funatic BV

Located in the Netherlands, Meander Medical Center serves approximately 320,000 people. It employs more than 3,000 professional staff and over 200 medical specialists who handle over 400,000 clinical visits annually, providing care in consultation with primary care professionals, nursing homes and specialized (university) hospitals. In this session, learn how this organization advanced their platform with new interactive, personalized patient portal and mobile app services built on IBM Digital Experience V8.5 WebSphere Portal Server, Web Content Manager and IBM Forms, to extend support for the healing process and care coordination beyond the walls of its medical facilities.

Learn how the project team, working with IBM Business Partner Funatic, built the solution to integrate with Meander's hospital information systems and electronic patient records (EPR) provider's web services, and more. The resulting solution has rich content and integrated social services, is responsive to most devices, and provides the level of flexibility and security this organization needs and its patients demand, supporting alignment of their digital strategy initiatives over the long term. (Level: Beginner)

BUS-S12

IBM.COM -- AN EXCEPTIONAL DIGITAL EXPERIENCE ON CLOUD!

Speakers: Kendra DeKeyrel, Senior Manager - IBM CIO Office Digital Enablement, Mahendra Pingale, Principal Offering Manager, IBM Digital Experience on Cloud

IBM.com is one of the largest and most complex corporate digital property in the world by most counts -- pages, page views, integrations, worldwide presence and globalization, 24x7 availability, etc. Not surprisingly, it's a huge undertaking to deliver exceptional experience to all of our constituents while keeping the infrastructure humming at the same time.

After a careful evaluation in 1Q15, we at IBM CIO Office made a determination that IBM Digital Experience on Cloud (DX-on-Cloud) is the right solution for our corporate portal needs. It allows our office to focus on creating content-rich, socially aware, omnichannel sites for IBM.com users, while the DX and Cloud experts take care of deploying, managing and operating the industry-leading DX platform on robust SoftLayer infrastructure. Attend this session to learn from our experience in choosing DX-on-Cloud for speed, agility and flexibility of delivery. We will share the returns on our investments, and value we're receiving from having the fully managed, secure platform as a service where we are assured of premium service levels, regular upgrades and flexibility to scale with our business needs. (Level: Intermediate)

BUS-S13

SESSION TO BE ANNOUNCED

BUS-S14

ACHIEVING INNOVATIONS THROUGH THE BPER "BLINK" DIGITAL EXPERIENCE SOCIAL CORPORATE INTRANET

Speakers: Omar Campana, Head of the Multichannel and Intranet channels, BPER Services, Fabio Falzoni, Project Manager, Blink Social Corporate Intranet, BPER Services

BPER (Banca popolare dell'Emilia Romagna) is the sixth largest bank in Italy, with more than 12k employees. It has a national presence and a strong multi-regional footprint, with 2.2 m customers around Italy, 1.8 m private and 400k corporate. When companies with innovative ideas have access to new digital tools, new opportunities can arise. Attend this session to learn how this organization is leveraging Digital Experience and integrated Connections social services in their multi-channel "BLink" Employee Portal solution. See how the "BLink" services have enabled an in-depth experience for employees, empowering people from different areas of the organization to connect, interact, develop and prioritize innovative approaches to their business growth. (Level: Introductory)

TRACK 2: ACCELERATING SOLUTION TIME TO VALUE AND ROI

BUS-R01

CREATING ENGAGING, SUSTAINABLE CUSTOMER RELATIONSHIPS IN THE DIGITAL AGE

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

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

BUS-R02

SHORTEN YOUR TIME TO WOW WITH DIGITAL EXPERIENCE IN THE CLOUD

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

Customer experience is more important than ever, at all stages of the customer journey from marketing pre-sales sites to online self-service. Attend this session to learn how to shorten the time it will take you to deliver a great user experience and make your customers say WOW!

IBM Digital Experience on Cloud offers a modern, agile environment to deliver great customer experience. The product delivers a winning combination of business-managed websites, a market-leading content management system and flexible tools for script based development and data feed consumption. (Level: Beginner)

BUS-R03

SUCCESSFULLY FIGHTING THE JURASSIC WORKPLACE

Speaker: Thomas A. Bryner, Business Development Leader, Digital Experience

At times where there is no workplace anymore but permanently changing work situations, redefining and redesigning your NextGen Digital Workplace is a far-reaching task. Blending business solutions with a workforce's intense demand for mobility, adding Social and Analytics, and ensuring seamless Cloud consumption while keeping Security tight is creating serious headaches. Where the board calls for agility and flexibility, traditional workplace delivery models stack up cost and complexity. Learn in this session how Digital Experience technology helps you do the splits successfully, dramatically reduce your run-rate, create impressive ROI, and deliver to your board's expectation. (Level: Introductory)

BUS-R04

ADOPTING A NEW WAY TO WORK

Speaker: Stuart McRae, Executive Social Business Evangelist, IBM

Modern digital experience technology is all about engagement. Engaging customers, engaging employees, engaging partners. But engagement doesn't happen just because you give people access to some cool technology and leave them to get on with it. In fact, quite the opposite. What leading organisations understand is that digital experiences need to enable compelling user journeys and drive behaviours. This means working hand in hand with design approaches and adoption strategies that change the way people work and the way processes work. Come and hear how to create engaging digital experiences by designing compelling user journeys and effective adoption programs that will deliver exceptional business results. (Level: Introductory)

BUS-R05

ACCELERATING OPERATIONAL DECISION ADOPTION IN “BORN ON THE CLOUD” CUSTOMER CENTRIC APPLICATIONS

Speaker: Laurent Tarin, Product Manager, IBM, Frederic Lavigne, Product Manager, IBM

Adapting operational decisions like “What is the right price for a service?” at the pace of the business is a constant challenge for organizations. Decisions have to be updated at internet speed and provide customized services across an organization's digital experiences to stay competitive and better retain customers. With the emergence of cloud based applications, access to new technologies to address this challenge must be fast, reliable and provide rapid ROI. During this session, you will learn how IBM Operational Decision Management solutions combined with IBM Digital Experience can help you to develop such applications on the cloud. (Level: Introductory)

BUS-R06

ACCELERATING A PORTAL UPGRADE USING THE CLOUD

Speakers: Rich Rosetto, CTO, Digital Experience Consulting, IBM Software Services for WebSphere, Hermann Huebler, IBM Digital Experience Lab Services

IBM Lab Services has created an innovative technique for version-to-version upgrades of WebSphere Portal and Web Content Manager. The Upgrade Accelerator is a cloud-based upgrade approach that abstracts complexity and increases the velocity of the upgrade work. In this session we will explain the process, which enables you to upgrade quickly and easily. We will discuss the key benefits, constraints, and our experience implementing this for our customers.

(Level: Introductory)

BUS-R07

EXTENDING SMARTER PROCESSES TO NEW USERS AND WITH NEW CONTEXTS

Speakers: Heath McCarthy IBM Worldwide Social Architect Leader, Vincent Belfoure, Worldwide Systems Middleware Technical Sales

This session is focused on the business scenarios and business value of leveraging Digital Experience software to access, extend, and interact with IBM BPM processes. Many business processes require humans to complete specific tasks and people are often the reason a business process is started. This non-technical presentation highlights the reasons why a digital experience platform provides context to the starting of, and interacting with business processes. Find out more about why you should consider Digital Experience software from IBM, to extend your processes to new users and provide the tools for anyone to initiate processes or complete the tasks required within a process.

(Level: Introductory)

TRACK 3: OPTIMIZE DIGITAL EXPERIENCE SOLUTIONS FOR BUSINESS RESULTS

BUS-G01

NEW MOBILE APP CAPABILITIES OF THE DIGITAL EXPERIENCE PORTFOLIO

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

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

BUS-G02

IDEAS TO ACTION: THE IMPORTANCE OF EMPLOYEE ENGAGEMENT

Speaker: Stuart McRae, Executive Social Business Evangelist, IBM

Many CEOs share a common problem: they have a clear idea of their strategy, but how can they get their staff to deliver it? CHROs also have a common problem: how to turn an employee survey into meaningful business change. COOs have their own problems: how to crowdsource the knowledge and expertise of their employees to drive innovation and process improvement. CIOs are trying to get employees to act appropriately in the face of growing cyber threats. CMOs need to figure out how to deal with complaints and suggestions they receive on social media. These problems and many more need to be addressed in a common way: employee engagement. Which means that organisations shouldn't simply be thinking in terms of improving collaboration tools, they need to be thinking about using employee engagement tools to deliver better collaboration. This session looks at what you need in an engagement platform, over and above collaboration capabilities, and how to use it to build a better nervous system for your organisation.

(Level: Introductory)

BUS-G03

VIEW YOUR EXCEPTIONAL DIGITAL EXPERIENCE THROUGH THE EYES OF YOUR CUSTOMERS

Speaker: Henrietta Akpata, IBM Tealeaf Product Marketing Leader, IBM ExperienceOne

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

(Level: Introductory)

BUS-G04

WORKING TOGETHER IN A SOCIAL DIGITAL EXPERIENCE

Speaker: Mac Guidera, Social Workforce Strategist

When combining social software with a market-leading platform for delivering exceptional, personalized and engaging web experiences, magic happens. This session will demonstrate the capabilities and latest innovations that organizations can deploy today to integrate IBM Connections social services into the IBM Digital Experience platform. Understand the range of options and how best to implement the integration approaches and enable your organization to create memorable and differentiated social digital experiences for your employees, partners and customers.

(Level: Introductory)

TRACK 3: OPTIMIZE DIGITAL EXPERIENCE SOLUTIONS FOR BUSINESS RESULTS

BUS-G05

LEVERAGING THE DIGITAL EXPERIENCE AND MARKETING AUTOMATION TO TRANSFORM CUSTOMER ENGAGEMENT

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

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

BUS-G06

SOCIAL DIGITAL EXPERIENCES LIVE

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

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

BUS-G07

WHAT WILL IMPROVE THE CITIZEN EXPERIENCE IN DIGITAL EXPERIENCE SOLUTIONS? EFFICIENCY, COST MANAGEMENT, OR SOMETHING ELSE?

Speaker: Sharon A. Moore, UKI Technical Leader for Digital Engagement

All of the above! As a digital experience business - - driven by data and analytics, and enabled by mobile - a local authority can grow its revenue, increase the productivity and effectiveness of its employees, reach citizens with more efficiency and form closer links with local business.

Attend this session to see these services in action, including integration across IBM WebSphere Portal and Web Content Manager, IBM Connections, IBM MobileFirst, IBM Intelligent Operations Center, and more. Learn how the Digital Experience platform with integrated data and analytics improves the effectiveness of the end user experience for citizens and employees alike, and increases ROI. Explore a day in the life of a local authority and a new way to work. (Level: Introductory)

BUS-G09

THINKING OUTSIDE THE CART - PERSUASIVE DIGITAL EXPERIENCES!!

Speakers: Bryan Daniel, Senior Technical Specialist, IBM Digital Experience and Social Collaboration Solutions IBM, Ken Krause – IBM Digital Experience and Collaboration Strategist, IBM

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

TRACK 4: DIGITAL EXPERIENCE SOFTWARE AND SOLUTIONS

TECH-P01

GETTING STARTED WITH IBM DIGITAL EXPERIENCE V8.5 SOLUTIONS

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

IBM Digital Experience Version V8.5, built on the foundation of WebSphere Portal and IBM Web Content Manager, delivers features that enable customers to quickly build differentiated and personalized digital experiences that span multiple channels in context with the right business applications and data. During this introductory session, we'll cover the platform foundation components, out-of-the-box services including business portlets, mobile delivery, web content publishing, BPM Task process management, personalization, content targeting and EMM services, social portal support, commerce integration, developer tools, security, standards support, on-premise and cloud-based deployment approaches, and more. Learn how to best apply the Digital Experience V8.5 features in support of digital experience solutions that can achieve competitive advantage, customer loyalty, enhanced employee interactions and business growth. (Level: Introductory)

TECH-P02

INTRODUCTION TO IBM WEB CONTENT MANAGER

Speaker: Herbert Hilhorst, IBM Europe Digital Experience Technical Sales Leader and Social Unit Architect Focal Point

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

TECH-P03

WEIGHTLESS DIGITAL EXPERIENCE: OPTIONS FOR DEPLOYING DX IN THE CLOUD

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

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

TECH-P04

WHAT'S NEW WITH IBM WEBSHERE PORTAL AND WEB CONTENT MANAGER

Speaker: John Boezeman, Chief Architect, Digital Experience Software, IBM

WebSphere Portal and IBM Web Content Manager continues to get more and more powerful and simpler to work with than ever! This session will update everyone on the latest new features introduced in WebSphere Portal and IBM WCM since we shipped V8.5 last year. This is a great way to hear about what's new and help choose other sessions to attend during the week. This presentation will focus on just these new capabilities and assumes an understanding of WebSphere Portal V7.0 or V8.0. (Level: Introductory)

TRACK 4: DIGITAL EXPERIENCE SOFTWARE AND SOLUTIONS

TECH-P05

WEBSHERE PORTAL SECURITY: AN OVERVIEW AND UPDATE

Speaker: Daniel Blum, WebSphere Portal Security Architect

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

TECH-P06

SURFACING BUSINESS OPERATIONS IN A CUSTOMER CENTERED DIGITAL EXPERIENCE

Speakers: Thomas Stober, Digital Experience Foundation Architect, IBM, Lorenzo Cipriani, Software Engineer, Digital Experience, IBM

Customers expect their experience to be flawless at every touchpoint, and with competitors only a click (or tap) away, company leaders have a strong incentive to deliver. Modern BPM solutions are helping enterprises worldwide to reinvent core business processes and drive new growth and operational efficiencies. Learn more about how to integrate the industry-leading IBM Business Process Manager capabilities within your digital experience web site. Find out how to merge processes along with other IT assets as well as powerful web content into a seamless user experience.

The quality of your role-based business processes will help to make your user's life much more efficient. And it will help you to realize significant cost savings. (Level: Introductory)

TECH-P07

SIMPLIFYING DIGITAL EXPERIENCE SITE CREATION: LATEST ENHANCEMENTS

Speakers: Stefan Hepper, Web Content Manager Architect, Stephan Hesmer, Web 2.0 Architect and Front-end Engineering Lead,

In this session we'll cover our on-going journey to make creating and maintaining digital experience sites easier for non-IT users. You'll learn about exciting new improvements for site creation available with WebSphere Portal and Web Content Manager V 8.5 CF6 to 8.5 CF8. We'll cover the integration of Site Builder to the product which allows content creators to launch a new site or micro site easily. We'll also cover the latest updates to the Site Toolbar for ease of use and better usage of the available UX real estate. See the new Site Manager allowing business owners or site designers to you to see the site structure next the site design, and more efficiently modify site pages and content. The speakers will also share how the common site deployment patterns been simplified for designers, and of new page components and content types that can be used as-is or customized to production needs. We'll show live demos of the new features and conclude the session by showing how you can customize the site creation experience for your site authors. (Level: Introductory)

TECH-P08

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

Speakers: Marty Lechleider, Program Director and Senior Product Manager, Digital Experience Software, IBM, Katherine Sewell, Advisory Software Engineer, Digital Experience, IBM

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

TRACK 4: DIGITAL EXPERIENCE SOFTWARE AND SOLUTIONS

TECH-P09

HANDS-ON LAB:

IBM DIGITAL EXPERIENCE CASTLES (LABS) A-LA-CART

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

Dublin is filled with multiple wonders and this session is no different! Come and experience the latest capabilities of the IBM Digital Experience solution through multiple short hands-on labs. Learn about the new authoring experience, integrate rich media using the new adaptive capabilities, create a compelling store front using the Digital Data Connector for WebSphere Commerce, and deliver content across channels via Content-as-a-Service (CaaS). (Level: Introductory)

TECH-P10

DELIVER IBM WEBSHERE PORTAL AND IBM WEB CONTENT MANAGER ON IBM PUREAPPLICATION AND IBM SOFTLAYER

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

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

TECH-P11

QUICK START AND DEEP DIVE INTO WEBSHERE PORTAL SEARCH

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

Managing effective search servicing across growing amounts of data and content is a key component of effective Digital experiences for users. This session gives you an overview and the steps required to get WebSphere Portal Search installed, configured and up and running. We'll share the latest platform updates, and include the most common usage scenarios covering Portal Search integration with IBM Web Content Manager and IBM Connections. And finally, some easy and effective tweaks to the search service itself as well as in the presentation of the search results. (Level: Introductory)

TECH-P12

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

Speaker: Mark Hampton, Web Content Manager Architect, IBM

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

TRACK 4: DIGITAL EXPERIENCE SOFTWARE AND SOLUTIONS

TECH-P13

PERSONALIZING YOUR DIGITAL EXPERIENCE SOLUTIONS

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

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

TECH-P14

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

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

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

TECH-P15

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

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

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

TECH-P16

HANDS-ON LAB:

BUILDING YOUR FIRST SITE WITH IBM DIGITAL EXPERIENCE V8.5 AND CONTENT TEMPLATE CATALOG (CTC)

Speakers: Herbert Hilhorst, IBM Europe Digital Experience TechSales Leader, Christophe LeClercq IBM Digital Experience Technical Sales

Have you ever been asked to build a completely new multichannel web site with multiple pages, content, applications that are targeted for effective results with no support from IT? Participate in this lab and you will learn directly how IBM Digital Experience allows you to do this easily. You will play the role of a marketing manager and explore the default multilingual Content Template Catalog (CTC) Demo conference site, and then create a new Internet site using the site builder. Next, you will manage all changes in a team project and add and change an IT Events page, configure a component and manage content. You will complete your site by adding and enhancing an IT Satisfaction Survey form. You will review and approve the results, then deploy them to your digital site. In addition, participants will personalize the site with targeted mobile content and verify using mobile preview. Also learn directly how IBM Digital integrates analytics allowing you to optimize the site results in real time. (Level: Intermediate)

TRACK 4: DIGITAL EXPERIENCE SOFTWARE AND SOLUTIONS

TECH-P17

HANDS-ON LAB

CREATING A “WOW” DIGITAL EXPERIENCE INTEGRATING COMMERCE, MARKETING CAMPAIGNS AND MOBILE PUSH NOTIFICATION

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

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

TECH-P18

IMPROVE BUSINESS DECISIONS AND DIGITAL EXPERIENCES WITH CONTEXT RICH INSIGHT CAPABILITIES

Speakers: Andy Ritchie, Product Manager, IBM, Ken Polleck, IBM Software Services for WebSphere

Interactions and transactions happen across your business all the time. Many organizations make decisions solely based on the current interaction or transaction. As such, they are not leveraging a wealth of data over time to make better and more informed decisions, recognize risk and opportunity, and act in real time relative to the digital experiences they deliver to critical target audiences. In this session, learn how IBM Operational Decision Manager Advanced, now with Decision Server Insights, when combined with Digital Experience solutions, enables businesses to define and detect new situations to act on and develop far deeper context on customers, accounts, devices, etc. By putting all your available data sources to use to build and maintain such context within the digital experiences you deliver, you can increase revenue, improve customer satisfaction, mitigate risk, and drive digital transformation.. (Level: Intermediate)

TECH-P19

BEST-IN-CLASS INTERACTIVE BUSINESS INTELLIGENCE EXPERIENCE USING IBM WEBSHERE PORTAL, IBM COGNOS AND IBM SPSS

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

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

TECH-P20

SESSION TO BE ANNOUNCED

TECH-P21

SEARCH ENGINE OPTIMIZATION (SEO) AND EXCEPTIONAL DIGITAL EXPERIENCE

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

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

TECH-P22

SOCIALIZE YOUR SAP ERP THROUGH INTEGRATED DIGITAL EXPERIENCE PLATFORMS

Speakers: Andrea Fontana, CTO - Collaboration Solution & WebSphere Architect, SOWRE SA

Maximize the value of your SAP ERP information by delivering integrated, social business context to your Digital Experience platform users. Attend this session to understand the business value you can achieve as ERP managed processes are an integral part of your digital experience solution. Learn how to technically interweave your SAP processes as an integral part of the community and surface the results in business context; bringing the information when and where your users need it. We'll outline technical best practices approaches used in customer deployments where WebSphere Portal and Connections become the dashboard where information managed by SAP is integrated and delivered in business context to Digital Experience users. Consider how you can achieve greater, more productive results for users through integrated SAP ERP, Digital Experience and Connections services. (Level: Intermediate)

TECH-P23

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

Speaker: Dennis Rot, Director, Portico Consultancy B.V. Thomas Stober, Lead Architect for Digital Experience and WebSphere Portal Foundation

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

TECH-P24

IBM NOTES/DOMINO 9, IBM VERSE AND WEBSHERE PORTAL INTEGRATION AND DEPLOYMENT

Speakers: Stefan Neth, IBM Competency Leader, Social Integration

Attend this session to learn all about the capabilities of IBM Notes/Domino Social Edition 9, and IBM iNotes 9 and the new IBM Verse Experience. See how eMail integration works between Domino and IBM WebSphere Portal. For application integration there is the new IBM Bluemix Experience both for XPages and Portal. Get to know the different approaches and integration aspects that can be used to successfully deliver the exiting features of Domino to the Web Experience audiences. Integration topics will include Bluemix, eMail, iWidgets, XPages, REST Services, Portlet options and much more. (Level: Introductory). (Level: Intermediate)

TECH-P25

SESSION TO BE ANNOUNCED

TECH-P26

HANDS-ON LAB

BUILD, PACKAGE & DEPLOY APPLICATIONS WITH URBANCODE, NO BLARNEY!

Speakers: IBM Jerh O'Connor, Chief Programmer, Digital Experience, IBM Stefan Koch, Chief Programmer, Digital Experience, IBM

The Blarney stone gives the gift of gab. UrbanCode gives you the gift of DX application deployment and management all from a command center. You have multiple Digital Experience environments that have to be kept current and updated with new function. UrbanCode can help you updates Server Oses, deploy applications, deploy new Critical Fixes, and do general maintenance. It has a Drag-N-drop UI to be able to run tasks on any of your Cloud or on-premise servers. You can bring your customized resource technologies to bear and deploy them to your Portal environments simultaneously. Isn't the gift of Build package and Deploy faster, better than the gift of gab? Come get the gift! (Level: intermediate)

TECH-P27

HANDS-ON LAB

DIGITAL EXPERIENCE SEEN THROUGH THE EYES OF CUSTOMERS – IBM TEALEAF CUSTOMER BEHAVIOR ANALYSIS

Speaker: Aleksander Oleszkiewicz, Tealeaf Education Architect, IBM

This hands-on session would allow participants to learn how customer analytics can help them acquire the right customers, optimize the customer experience, understand the customer journey, provide delightful service, and minimize fraud. Session will guide marketing, commerce and service teams on best practices and strategies for applying digital customer experience management and customer behavior analysis to better understand customers, accelerate profitability and improve business outcomes. . (Level: Intermediate)

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D01

INTEGRATE YOUR IT

Speaker: Thomas Stober, Lead Architect, Digital Experience Foundation, IBM, Samit Narula, IBM Digital Experience Software Engineer

IBM's Digital Experience is a powerful integration platform, which can consolidate an unconnected IT landscape to an appealing and seamless web user interface. Integrating a vast amount of different kinds of APIs and systems can be challenging. In addition it becomes necessary to integrate and mix on-premise deployments with Cloud platforms, such as Bluemix. This session will outline the basic integration patterns and show how easily the job can be solved. We will describe helpful techniques, such as the Web Application Bridge, Web Experience Factory, Script Portlet, Cast Iron, Digital and Data Connector. We will explain which of these techniques is used best for which use case and for which level of skill. We will also show how your legacy systems can be turned into contextual and versatile building bricks of a powerful web site. Last but not least, we will also detail how key integrations such as with IBM Business Process, Connections, SAP, and MS Sharepoint have been efficiently implemented (Level: Introductory)

TECH-D02

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

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

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

TECH-D03

DESIGNING AND DEVELOPING PORTAL THEMES THAT POWER EXCEPTIONAL DIGITAL EXPERIENCES

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

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

TECH-D04

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

Speakers: Dieter Buehler, Portal Architect - Web Content Management, IBM, Matthias Falkenberg, Team & Technical Lead - WCM Rendering

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

TECH-D05

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

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

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

TECH-D06

EXTENDING YOUR DIGITAL EXPERIENCE TO THE IBM MOBILEFIRST PLATFORM

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

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

TECH-D07

TAKING THE NEXT STEP WITH RESPONSIVE DESIGN

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

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

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D08

POWERFUL INTEGRATION AND MOBILE TECHNIQUES BETWEEN IBM FORMS EXPERIENCE BUILDER AND IBM WEBSHERE PORTAL

Speaker: Marty Lechleider, Director and Forms Experience Builder Product Manager, IBM, Bernd Beilke, Digital Experience Solution Architect, IBM

IBM Forms Experience Builder is a great complementary tool to the Digital Experience Platform. There are many predefined integration points to visually integrate a business user form into Portal, cooperate forms with business application through property broker or visualize form data using the Digital Data Connector. Learn how to design Mobile Web Forms with IBM Forms Experience Builder.

This session will illustrate and demonstrate the different integration points for IBM Forms Experience Builder into WebSphere Portal and show relevant use cases where this solution leads to mutual business benefits. (Level: Intermediate)

TECH-D09

SESSION TO BE ANNOUNCED

TECH-D10

EXPLOITING IBM BLUEMIX WITH IBM DIGITAL EXPERIENCE

Speaker: Thomas Stober, Senior Technical Staff Member, Digital Experience Foundation Architect, IBM

This session will cover common integration patterns for consuming IBM BlueMix services in your IBM Digital Experience. It will explain ways to provide common authentication between the cloud or on-premise Digital Experience and BlueMix.

Attendees will learn how to expose Digital Experience services on BlueMix and aggregate them together. We will explain how you can add a portlet container to Bluemix and how to consume web content services from your Portal inside a Bluemix application. We will also show how you can utilize your own portal platform to consume applications from the Bluemix cloud. We will also cover scaling, transformation and caching models for optimal delivery of the integrated solution. (Level: Intermediate)

TECH-D11

USING MODERN WEB APPLICATION DEVELOPMENT TOOLS AND TECHNIQUES WITH IBM DIGITAL EXPERIENCE

Speaker: Jonathan Booth, Architect, Digital Experience Developer Tooling, IBM, Stephan Hesmer, Digital Experience Front End Architect, IBM

The world of web development has been advancing rapidly in recent months, especially in the areas of client-side frameworks and Node.js-based tools. In this session, the lead architects for application development and site customization tools for WebSphere Portal will show how you can use those modern web development advances with your IBM Digital Experience applications and designs. We'll look at the application side using IBM Script Portlet, and we'll look at site design using Portal themes. You'll see things like how to use modern web frameworks such as Angular and Bootstrap, and how to leverage Node.js-based tools (Bower, Grunt, Gulp, LESS, etc.) as part of your development and build processes. You'll see how these tools and techniques can be integrated with the latest Portal tools such as Script Portlet 1.3 and the new IBM Digital Experience File Sync tool for theme development. This is a great chance to see the latest Node.js-based open source tools from IBM that work with IBM Digital Experience. (Level: Introductory)

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D12

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

Speaker: Stephan Hesmer, Digital Experience Front End Architect, IBM

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

TECH-D13

DIGITAL AGENCIES AND DIGITAL EXPERIENCE: THE NEW DREAMTEAM

Speakers: Peter Grauvogel Senior Frontend Development Consultant, IBM, Jonathan Bosmans, Design Developer, IBM Software Services for WebSphere

Building an exceptional digital experience requires a compelling user-centered design focus. A design lead approach placing the user first can build extraordinary customer experiences. In this session we will show you how to work collaboratively with an agency and focus on the key areas of IBM Design Thinking, mobile first, responsive web design, usability, user engagement. We will provide you with demonstrations, approaches and models to make collaboration with an agency seamless. (Level: Intermediate)

TECH-D14

HANDS-ON LAB:

APPLICATION DEVELOPMENT WITH IBM SCRIPT PORTLET "TAPAS-STYLE"

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

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

TECH-D15

WHAT'S NEW IN RATIONAL APPLICATION DEVELOPER TOOLS FOR IBM WEBSHERE PORTAL

Speaker: Jaspreet Singh, Architect, Script Portlet and Rational Application Developer Tools, IBM

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

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D16

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

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

This session will demonstrate how to create and manage a multilingual website with IBM Digital Experience. The goal is to deliver an exceptionally attractive and dynamic digital experience—in the site visitor's preferred language. In particular, we will be covering the overall design, workflow and security strategies for a multilingual website, based on WebSphere Portal Server and Web Content Manager software.. We will cover the components and procedures for creating and managing web content in multiple locales and languages. We will discuss how to automate, synchronize and manage language translations, including the use of Watson Translation on IBM Bluemix. Finally, we will discuss how to accomplish this with minimal administrative oversight, maximum content contributor participation and ease of use.

(Level: Intermediate)

TECH-D17

HANDS-ON LAB

INTEGRATING IBM BLUEMIX WITH IBM DIGITAL EXPERIENCE

Speakers: Rafael Osorio, Digital Experience Worldwide Technical Sales Leader, IBM, Stefan Koch, Chief Programmer, Digital Experience, IBM

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

(Level: Intermediate)

TECH-D18

LEVERAGING THE POWER OF WEB CONTENT MANAGER WITHIN A PORTAL THEME

Speaker: Thomas Hurek, Senior Digital Experience Architect, IBM

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

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D19

HANDS-ON LAB

A BETTER DIGITAL EXPERIENCE IS EASY, NOT LUCKY: TUNING YOUR MARKETING WEBSITE

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

A truly great Digital Experience is built on terrific content and analysis of the content design. It is not built on lucky shamrocks. IBM's Web Content Manager has the tools to create the best content, in multiple languages, and the tools to analyze what your customers like best. Luck is made by having the best support for your business.

- 1) I want my content creators to 'just create content'. It should be so easy, they should not need to be trained. The latest Web Content Manager updates to add / edit content is as easy as dancing the Irish jig. Those content creators will be thrilled with Textbox.io, a powerful editor without the wrestling with Java.
- 2) Your customers demand pictures and graphics on your site. See how you can easily manage and search for the right digital assets to make your site visually inspiring. You should demand automatic renditioning and image and video editing. Let us introduce the WCM Rich Media Edition which can fulfill your and your customers' demands.
- 3) Don't depend on the 'luck of the Irish' to build a better website. Depend on analysis with best-of-breed A/B and Multivariate testing with Maximizer integration. Learn how to quickly setup tests with drag-n-drop simplicity.
- 4) Your customers want to know that you speak their language. But you don't have to kiss the Blarney stone to deliver you content in multiple languages. Get hands-on experience with this lab, using the WCM Multilingual Solution for creating and maintaining content in multiple languages. (Level: Introductory)

TECH-D20

HANDS-ON LAB

MORE MIME TYPES, MORE FLEXIBILITY: MAKE YOUR WEB CONTENT CONSUMABLE FOR MOBILE APPS VIA JSON AND XML

Speakers: Matthias Falkenberg, Team & Technical Lead - WCM Rendering, Dieter Buehler, Portal Architect, Web Content Management, IBM

IBM Digital Experience software provides superb data integration and sophisticated web content management capabilities. Apart from integrating and managing web content, many organizations seek to extend it other applications, such as portlets and mobile apps. To properly consume the web content, those applications are likely to need MIME types other than text/html and... uhm... text/html. The solution to these needs has finally arrived!

In this hands-on lab, you will both create web content AND learn to define alternate representations for different MIME types (for example, application/xml, application/json). Then, you will develop your own application that leverages the all new IBM Web Content Manager REST APIs for web content rendering. After completing this hands-on lab, you will understand the benefits, and how to use the MIME type flexibility you seek and deliver standout, highly engaging multi-channel results. (Level: Intermediate)

TECH-D21

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

Speaker: Kioko Mwosa, Worldwide Digital Experience Sales Leader

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

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D22

THE ART OF PORTAL APPLICATION DESIGN

Speaker: Graham Harper, Application Architect, IBM

Designing good solutions to complex business problems on the IBM WebSphere Portal platform - "Portal Applications" for short - is part art and part science. Join us in this session for some advice and best practice on the subject, gathered over many years in the field. Learn what distinguishes a good design from a mediocre one. Discover criteria and techniques for partitioning your design into multiple portlets and web application archives. Find out how to combine client-side and server-side functionality in efficient and maintainable ways. (Level: Intermediate)

TECH-D23

UTILIZING IBM DIGITAL EXPERIENCE CONTENT WITHIN FRONT-END JAVASCRIPT FRAMEWORKS

Speakers: Mark Hampton, Web Content Manager Architect, IBM

Javascript frameworks can be used to provide rich, dynamic display of content from the IBM Digital Experience platform, and to build end-user interfaces for retrieving content. In this session you'll learn how best to retrieve and format content for use in a framework, take end-user input and retrieve filtered content, structure your code for use within the IBM Digital Experience - Web Content rendering framework, and utilize caching and other performance improvement features. (Level: Intermediate)

TECH-D24

HANDS-ON LAB

EXTENDING YOUR DIGITAL EXPERIENCE TO THE IBM MOBILEFIRST PLATFORM

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

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

TECH-D25

CLOUD PROGRAMMING AND INTEGRATION: MODELS FOR A DIGITAL EXPERIENCE IN A CLOUD ENVIRONMENT

Speakers: Thomas Stober, Digital Experience Foundation Architect and STSM, IBM, Stuart Crump, Snr. Certified IT Specialist, Daniel Kilpatrick, IT Specialist

Running your web site as tenant in a cloud environment is a fast and easy way to get access to the capabilities of IBM's Digital Experience. A lightweight programming model allows you to take full advantage of the platform and easily connect to your own IT infrastructure. This programming model includes techniques which do not require J2EE artifacts nor administrative deployment steps. In this session we'll share cloud specific approaches using assets such as Digital Data Connector, Web Application Bridge and Script Portlet allow developers and non-IT professionals alike to create meaningful applications and content for a hosted web site. We will include examples showing how IBM Cast Iron can be utilized to easily connect your web site to your legacy and cloud – based systems such as Salesforce.com CRM. (Level: Intermediate)

TRACK 5: DEVELOPING DIGITAL EXPERIENCE SOLUTIONS

TECH-D26

DEVELOPING FOR AN EXCEPTIONAL WEB CONTENT EXPERIENCE USING WEB CONTENT MANAGER APIS

Speakers: Stefan Hepper, Digital Experience Architect, IBM, Eric Morentin, Digital Experience Architect,

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

TECH-D27

SESSION TO BE ANNOUNCED

TECH-D28

SESSION TO BE ANNOUNCED

TECH-B01

IBM DIGITAL EXPERIENCE SOLUTION ARCHITECTURES AND OPERATIONS

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

This session will help you understand and implement the many facets of operational considerations and best practices when deploying or upgrading WebSphere Portal and Web Content Manager in an enterprise. Conducted by an experienced developer and consultant, this session will cover the operational architectures supported and commonly implemented to support enterprise deployment requirements: Virtual Portals, Clusters, Farming, & Cloud. The best designs and newest designs for solution High Availability will be presented. It will cover the best and many ways to integrate WebSphere Portal based solutions with other social, process, storefront management and cloud solutions including IBM Connections and Connections Cloud, WebSphere Commerce, Smarter Process/BPM, and IBM SoftLayer. Numerous customer deployment examples will be cited. Come to this presentation to understand your options to manage successful enterprise Digital Experiences deployments. (Level: Introductory)

TECH-B02

MANAGING YOUR WEBSHERE PORTAL PLATFORM FROM THE COMMANDLINE OR BASH~\$./PORTAL.SH

Speakers: Uwe Hansmann, Executive Release Manager, Digital Experience, IBM, IBM, Stefan Koch, Chief Programmer, Digital Experience Software, IBM

The WebSphere Portal and Web Content Manager platform provides several methods for organizations to administer, update, and customize digital experience sites. With tools like XMLAccess, WebSphere Portal provides a very powerful way to do configuration and content updates. It allows you to export an entire portal configuration or parts of a configuration, for example specific pages, to an XML file. In conjunction with other tools like Release Builder or even XSLT transformation you can do powerful things to move configurations from one system to another. But besides XMLAccess there are other exciting tools which allows an Administrator to control or monitor your system from the commandline. In this session we will give you an overview of the Administrator tools we have available in WebSphere Portal and Web Content Manager Versions 8.010.1 and higher, and we will provide you best practice guidance as to when to use which administration tool. (Level: Introductory)

TECH-B03

HOW IBM DIGITAL EXPERIENCE V8.5 CONTINUOUS DELIVERY MAKES YOUR LIFE EASIER

Speakers: Uwe Hansmann, Executive Release Manager, Digital Experience, IBM, Stefan Koch, Chief Programmer, Digital Experience, IBM

Beginning with IBM Digital Experience foundation components WebSphere Portal and Web Content Manager V8.5, new features, enhancements and component updates have moved to a [Continuous Delivery](#) model. Access to the updated continuous feature delivery and fixpack update CF's can be accessed on IBM [FixCentral](#). The results deliver new capabilities and fixes without the need for migrations or upgrades. Attend this session to learn the concepts behind this strategy and the benefits that this will bring you and your organization, and to see a demo of some of the latest innovations delivered through the CF updates for version 8.5. (Level: Introductory)

TECH-B04

HANDS-ON LAB

ON RAMP TO INSTALLATION AND ADMINISTRATION OF WEBSHERE PORTAL AND WEB CONTENT MANAGER 8.5

Speaker: Thomas Hurek, Senior Digital Experience Architect, IBM

In this session, you'll see how easy WebSphere Portal and Web Content Manager version 8.5 can be installed and administered and how new features from the Continuous Delivery track can be applied and used. The Hands On Lab demonstrates the key parameters and fine tuning guidance you need to quickly implement your WebSphere Portal and Web Content Manager solution. Working with Version 8.5 software, attendees will explore the key administration tools for managing WebSphere Portal and Web Content Manager including the latest enhancements with the Scripting UI and the new Configuration Wizard to automate installations, configurations and platform component updates. You'll walk away with an understanding of the concepts and hands-on experience with administration and configuration practices to prepare for best success with your WebSphere Portal platform implementations. (Level: Introductory)

TRACK 6: BEST PRACTICES

TECH-B05

DEEP DIVE: SOCIAL BUSINESS INFUSION PATTERNS WITH DIGITAL EXPERIENCE

Speakers: Charlie Price, Advisory Software Engineer, IBM, Mac Guidera, Social Workforce Strategist

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

TECH-B06

OPTIMIZE YOUR IBM WEBSHERE PORTAL AND WEB CONTENT MANAGER PERFORMANCE

Speaker: Luca Alfarano, WebSphere Portal Performance and Development, IBM

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

TECH-B07

UPGRADING TO IBM WEBSHERE PORTAL AND WEB CONTENT MANAGER V8.5

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

Don't get stuck in the past. Find out the best path to get the latest versions of IBM WebSphere Portal and Web Content Manager and start taking advantage of the newest features in order to get the most out of your IBM Digital Experience. This session will discuss the technical details of upgrading to IBM WebSphere Portal and IBM Web Content Manager 8.5, and will also discuss the practical steps you can take to avoid common problems during the migration. We will make sure to fill you in on the latest enhancements to the install, configuration and migration process added in WebSphere Portal V8.5. The discussion on new functions will also include topics from enabling managed pages to converting legacy IBM WebSphere Portal pages into static pages suitable for the new IBM WebSphere Portal V8.5 services. (Level: Intermediate)

TECH-B08

HANDS-ON LAB

BUILDING EFORMS MADE EASY WITH FORMS EXPERIENCE BUILDER: DESIGNING AND INTEGRATING EFORMS INTO DIGITAL EXPERIENCE

Speaker: Bernd Bielke, Digital Experience Solution Architect, IBM

This lab will guide you through the steps necessary to build and deploy and eform using Forms Experience Builder and WebSphere Portal as a Business User. We will also walk through the latest integration points to both integrate an eform into the user experience AND to leverage the user information from Portal and other business applications. Finally we will use the Digital Data Connector to retrieve and render the eform data in WCM and integrate it seamlessly in the Digital Experience solution user experience. (Level: Intermediate)

TECH-B09

WEBSHERE PORTAL AUTHENTICATION AND AUTHORIZATION IN CLOUD-INTEGRATED SOLUTIONS

Speaker: Daniel Blum, WebSphere Portal Security Architect, IBM, Walter Hänel, Cloud and Operations Architect, IBM SmarterWorkforce, Florian Fritz, Software Engineer, Smarter Workforce, IBM

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

TECH-B10

HANDS-ON LAB

STEP-BY-STEP MIGRATION TO WEBSHERE PORTAL V8.5 USING THE CONFIGWIZARD

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

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

TECH-B11

HANDS-ON LAB

WEBSHERE PORTAL AND WEB CONTENT MANAGER PERFORMANCE TROUBLESHOOTING

Speakers: Luca Alfarano, WebSphere Portal Performance, IBM Klaus Nossek, WebSphere Portal Performance, IBM

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

TECH-B12

HOW LLOYDS BANKING GROUP USED WEB APPLICATION BRIDGE IN THEIR AWARD WINNING TRANSFORMATION PROGRAM

Speakers: Simon Jickells, Platform Specialist, Commercial Banking, Lloyds Banking Group, Samit Narula, Digital Experience Software Engineer, IBM

Lloyds Banking Group in the UK was recently awarded "Best Use of IT in Wholesale & Investment Banking" for their Transaction Banking Transformation (see <http://www.fstech.co.uk/awards/winners.php>). A significant part of their solution involved the use of IBM WebSphere Portal's "Web Application Bridge" (WAB). This session will discuss the reasons WAB was selected by Lloyds and how it addressed the constraints imposed by their back-end applications, and their IT environment, to provide seamless integration for their enterprise customers. It will also discuss the benefits of WAB in general and why it is the integration solution of choice for other major enterprises to provide their critical application delivery in the most time efficient manner. (Level: Introductory)

TRACK 6: BEST PRACTICES

TECH-B13

CACHING TECHNIQUES FOR WEBSHERE PORTAL AND WEB CONTENT MANAGER

Speaker: Klaus Nossek, WebSphere Portal Performance, IBM

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

TECH-B14

HANDS-ON LAB

TASTING BPM CAPABILITIES IN YOUR ENTERPRISE PORTAL – LAST CALL!

Speakers: Rafael Osorio, WorldWide Technical Sales Specialist, IBM, Lorenzo Ciprani, Software Engineer, Digital Experience Platform, IBM, Bruno Santos Dumont, BPM Solutions Architect, VTI Soluções

The bell is ringing! It is your last call to make the best call to drive efficiencies in your business by using Digital Experience with IBM BPM. Integrating both solutions, you can achieve a successful bridge between IT and business operations. By mixing Digital Experience applications (content, collaboration and integrated applications) with role-based IBM BPM capabilities you can have your processes work in tandem to achieve more measurable results. This lab is like going to the Pub: Attendees can select from a list of mini labs (20 minutes to complete each lab) that will show how to consume BPM in your WebSphere Portal solution using different techniques. Our mini-labs are like Irish Beers: a necessary experience in Dublin. The first mini lab is like a Lager Beer: light, simple but tasty. Here you will consume BPM via Script Portlet. Our second lab is like an India Pale Ale Beer: traditional and fuller-bodied. In this mini-lab you will integrate portal in BPM using Unified Task List Portlet (UTL) and Coach Portlets. The last lab is our Stout Beer: Strong and Tasty. In this mini-lab you will consume BPM using the Digital Data Connector (DDC). Come and learn how delicious a BPM solution in your Enterprise Portal can be. (Level: Intermediate)

TECH-B15

IBM KENEXA TALENT SUITE: 20 MONTHS CONTINUOUS DELIVERY ON WEBSHERE PORTAL

Speakers: Walter Hänel, Cloud and Operations Architect, IBM SmarterWorkforce, Florian Fritz, Software Engineer, Smarter Workforce, IBM

Since 2014, the IBM Kenexa Talent Suite is delivered as a SaaS offering to customers with major function enhancements introduced every month. It is a cloud-based workforce solution that makes it easier for organizations to recruit, onboard, assess and retain top talent. This session discusses how the Kenexa Talent Suite team successfully manages a challenging update cycle from development to the production deployment in multiple locations up to supporting Talent Suite customers. The team will share details and best practices in delivery management, including topics such as integrating Social and Analytics services, multiple development streams, automated testing, rolling deployments and deployment times, and more. Learn from this complex and successful example of the areas and best practice approaches to ensure best results with continuous delivery on WebSphere Portal. (Level: Intermediate)

TECH-B16

MAKING THE MOST OF WEBSHERE PORTAL'S HIDDEN GEMS - CUSTOMER EXAMPLES OF THE LEAST KNOWN AND MOST POWERFUL CONCEPTS

Speaker: Andre Hagemeier, IT Specialist, IBM Software Services for WebSphere

When you're trying to create an exceptional digital experience, you need to know how to leverage portal's powerful capabilities to deliver exactly what you need. Attend this session to learn the requirements and implementation patterns of several representative customer examples, and you too could be on the fast track to an exceptional, well managed Digital experience. Challenging deployment considerations such as: Do you want to generate friendly, stateless urls? Do you need to establish new page selection strategies? Do you want to monitor the performance of your portlets, your theme and your other components will be covered in context of the deployments. Attend this session to obtain the 'behind the scenes' planning and development approach to building the integrated components your channels require! (Level: Intermediate)

TECH-B17 **SESSION TO BE ANNOUNCED**

TECH-B18 **HANDS-ON LAB:** **MAKE YOUR DIGITAL EXPERIENCE MORE SOCIAL BY INTEGRATING WEBSHERE PORTAL WITH IBM CONNECTIONS**

Speaker: Charlie Price, Advisory Software Engineer, IBM,

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

(Level: Introductory)

TECH-B19 **WHAT'S NEW WITH HIGH AVAILABILITY DESIGNS AND IMPLEMENTATION FOR IBM DIGITAL EXPERIENCE PLATFORM** **Speaker:** David Eyerman, Executive IT Architect, IBM Software Services for WebSphere

IBM Digital Experience systems are mission critical and 24x7 access is standard. That has not changed. However, the IBM Digital Experience software continues to update and extend services, and this session will look at the new and emerging ways to implement highly available sites. We'll review different, proven designs, deployment strategies, clustering approaches, farming techniques, and virtualization strategies for providing highly available Digital Experience implementations. The session will cover how to select a design, how to implement it, and more importantly, how to maintain it on a 24x7 basis. The focus of the session will be on what works, how to get it to work, and how to keep it working. Multiple customer examples will be cited. (Level: Intermediate)

TECH-B20 **THE POWER IS IN YOUR HANDS! WITH JYTHON + WSADMIN COMMANDS, CONTROL YOUR DIGITAL EXPERIENCE ENVIRONMENT CONSISTENTLY AND AUTOMATICALLY!**

Speaker: Fergal McKenna, Software Engineer, IBM, James Gallagher, Software Engineer, IBM

Have you ever wanted all your different environments (Dev, QA, Sandbox, Pre-prod, Prod) to be consistent? Have you ever wanted to speed up or combine administration tasks to be run sequentially across environments? Many IBM products surface much administration functionality through it's Wsadmin commands; IBM WebSphere, IBM Connections and IBM WebSphere Portal to name a few. This functionality enables customers to automate administration tasks; that if done manually, would take much more resources. With the added bonus that all environments can be guaranteed to be consistently configured across all environments. As an example, we'll cover application of Jython and Wsadmin commands to configure multiple IBM WebSphere Portal servers with multiple IBM Connections server sequentially; with Selenium automation running against each configuration. This was controlled and triggered by a scheduled job on a Jenkins pipeline and email notifications are sent nightly via Jython giving status on our support matrix. This was all possible as the different IBM products were configurable through Jython + Wsadmin commands. Come to this session to learn the basics of Jython + Wsadmin commands and how you can leverage these for similar results in your organization.

(Level: Intermediate)

TRACK 6: BEST PRACTICES

TECH-B21

PORTAL AND CONTENT MANAGEMENT SUCCESS FACTORS: LESSONS TO MAKE YOUR PROJECT SUCCESSFUL

Speaker: Thomas Hurek, Senior Architect, Digital Experience

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

TECH-B22

WHAT IS THE BEST WAY TO DEPLOY ALL THESE DIGITAL EXPERIENCE ARTIFACTS?

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

Just what is Release Builder and when should I use it? What is a PAA and when should I use it? Why should I use these tools and not my home grown scripts?" This sessions covers the Best Practices for performing Digital Experience deployment and operations. It will review all the currently available tools and techniques and compare and contrast them. It will also look at the history of the tools and describe how customer and consultants have successfully used them in actual deployments. The session will cover many practical and pragmatic tips for using the tools and will site many customer examples. If you are new to Digital Experience or need an update on the best ways to use the current tools, then this session is for you. (Level: Introductory)

TECH-B22

INTEGRATING ENTERPRISE SEARCH SOLUTIONS TO IBM DIGITAL EXPERIENCE

Speaker: Andreas Prokoph, Digital Experience Search Architect, IBM

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

TECH-B23

LIFECYCLE MANAGEMENT OF YOUR CONTENT FROM STAGING TO PRODUCTION

Speakers: Stefan Hepper, Web Content Manager Architect, Eric Morentin, Web Content Manager Architect, IBM

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

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

TRACK 6: BEST PRACTICES

TECH-B24

MOVING YOUR WEB CONTENT TO IBM WEB CONTENT MANAGER

Speaker: Amy Widmer, Social Unit Architect, IBM Software Services, Nic Archer, Migration Practice Lead, T-Systems

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

TECH-B25

SESSION TO BE ANNOUNCED

MEET THE ARCHITECTS PANEL

THURSDAY, OCTOBER 15, 2015 9:00 A.M. - 10:00 A.M.

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

IBM panel participants to include:

Jon Adams, Brian Chaput, John Boezeman, Jonathan Booth, Dieter Buehler, Nicole Carrier, Alice Chou, Mark Hampton, Uwe Hansmann, Stefan Hepper, Stephan Hesmer, Paul Kelsey, Jonathan Lidaka, Eric Morentin, Ken Polleck, Thomas Stober

Moderators: Anthony Fiorot, Lauren Wendel

Panel members subject to change. (Level: Advanced)

DIGITAL EXPERIENCE EXPERTS ZONE

MONDAY, TUESDAY OCTOBER 13, 2015 THROUGH THURSDAY, OCTOBER 15, 2015, FROM 15:45 P.M. – 17:30 P.M

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

- Administration, migration, security, performance
- Cloud and developer tools
- Mobile enabled solutions
- Product offerings
- Social business
- Upgrades and continuous delivery
- Web Content, EMM and design

Digital Experience: Analytics and Enterprise Market Management

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

BUS-G03 VIEW YOUR EXCEPTIONAL DIGITAL EXPERIENCE THROUGH THE EYES OF YOUR CUSTOMERS

BUS-G05 LEVERAGING THE DIGITAL EXPERIENCE AND MARKETING AUTOMATION TO TRANSFORM CUSTOMER ENGAGEMENT

BUS-G09 THINKING OUTSIDE THE CART - PERSUASIVE DIGITAL EXPERIENCES!!

TECH-P13 PERSONALIZING YOUR DIGITAL EXPERIENCE SOLUTIONS

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

TECH-P18 IMPROVE BUSINESS DECISIONS AND DIGITAL EXPERIENCES WITH CONTEXT RICH INSIGHT CAPABILITIES

TECH-P27 HANDS-ON LAB DIGITAL EXPERIENCE SEEN THROUGH THE EYES OF CUSTOMERS – IBM TEALEAF CUSTOMER BEHAVIOR ANALYSIS

TECH-D19 HANDS-ON LAB A BETTER DIGITAL EXPERIENCE IS EASY, NOT LUCKY: TUNING YOUR MARKETING WEBSITE

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

Digital Experience: Mobile

BUS-S01 INNOVATIVE CUSTOMER EXPERIENCES: THE JYSKE BANK DIGITAL EXPERIENCE PLATFORM

BUS-S11 DELIVERING MULTI-CHANNEL DIGITAL PATIENT HEALTHCARE SERVICES AT MEANDER MEDISCH CENTRUM

BUS-G01 NEW MOBILE APP CAPABILITIES OF THE DIGITAL EXPERIENCE PORTFOLIO

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

TECH-P17 HANDS-ON LAB: CREATING A “WOW” DIGITAL EXPERIENCE INTEGRATING COMMERCE, MARKETING CAMPAIGNS AND MOBILE PUSH NOTIFICATION

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

TECH-D07 TAKING THE NEXT STEP WITH RESPONSIVE DESIGN

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

TECH-D13 DIGITAL AGENCIES AND DIGITAL EXPERIENCE: THE NEW DREAMTEAM

TECH-D20 HANDS-ON LAB MORE MIME TYPES, MORE FLEXIBILITY: MAKE YOUR WEB CONTENT CONSUMABLE FOR MOBILE APPS WITH JSON AND XML

TECH-D24 HANDS-ON LAB EXTENDING YOUR DIGITAL EXPERIENCE TO THE IBM MOBILEFIRST PLATFORM

Digital Experience: Cloud and Foundation Infrastructure

- BUS-S02** ACCELERATING INNOVATION: THE PAREXEL MYTRIALS CONTINUOUS AVAILABILITY PROJECT
- BUS-S05** TRANSFORMING THE BWI STANDARD WEBSHERE TOPOLOGIES TO IBM PUREAPPLICATION SYSTEM
- BUS-S06** MIGRATING CUSTOMER & EMPLOYEE FACING DIGITAL EXPERIENCE SITES TO V8.5 AT CITY OF GOTHENBURG
- BUS-S10** BANKDATA: DELIVERING MULTI-TENANT CUSTOMER DIGITAL EXPERIENCES
- BUS-S12** IBM.COM -- AN EXCEPTIONAL DIGITAL EXPERIENCE ON CLOUD!
- BUS-R02** SHORTEN YOUR TIME TO WOW WITH DIGITAL EXPERIENCE IN THE CLOUD
- BUS-R05** ACCELERATING OPERATIONAL DECISION ADOPTION IN "BORN ON THE CLOUD" CUSTOMER CENTRIC APPLICATIONS
- BUS-R06** ACCELERATING A PORTAL UPGRADE USING THE CLOUD
- TECH-P03** WEIGHTLESS DIGITAL EXPERIENCE: OPTIONS FOR DEPLOYING DX IN THE CLOUD
- TECH-P10** DELIVER IBM WEBSHERE PORTAL AND IBM WEB CONTENT MANAGER ON IBM PUREAPPLICATION AND IBM SOFTLAYER
- TECH-P23** MORE THAN JUST SAAS ...MAKE YOUR EMPLOYEE PORTAL AVAILABLE AS A PRE-BUILT CLOUD SOLUTION
- TECH-P25** URBANCODE DEPLOY AND WEBSHERE PORTAL IN TANDEM: CONTROLLING AND REPEATING DEPLOYMENTS FROM A SINGLE DASHBOARD
- TECH-P26** HANDS-ON LAB BUILD, PACKAGE & DEPLOY APPLICATIONS WITH URBANCODE, NO BLARNEY!
- TECH-D10** EXPLOITING IBM BLUEMIX WITH IBM DIGITAL EXPERIENCE
- TECH-D17** HANDS-ON LAB INTEGRATING IBM BLUEMIX WITH IBM DIGITAL EXPERIENCE
- TECH-D25** CLOUD PROGRAMMING AND INTEGRATION: MODELS FOR A DIGITAL EXPERIENCE IN A CLOUD ENVIRONMENT
- TECH-B01** IBM DIGITAL EXPERIENCE SOLUTION ARCHITECTURES AND OPERATIONS
- TECH-B02** MANAGING YOUR WEBSHERE PORTAL PLATFORM FROM THE COMMANDLINE OR BASH~\$./PORTAL.SH
- TECH-B03** HOW IBM DIGITAL EXPERIENCE V8.5 CONTINUOUS DELIVERY MAKES YOUR LIFE EASIER
- TECH-B04** HANDS-ON LAB ON RAMP TO INSTALLATION AND ADMINISTRATION OF WEBSHERE PORTAL AND WEB CONTENT MANAGER 8.5
- TECH-B06** OPTIMIZE YOUR IBM WEBSHERE PORTAL AND WEB CONTENT MANAGER PERFORMANCE
- TECH-B09** WEBSHERE PORTAL AUTHENTICATION AND AUTHORIZATION IN CLOUD-INTEGRATED SOLUTIONS
- TECH-B10** HANDS-ON LAB STEP-BY-STEP MIGRATION TO WEBSHERE PORTAL V8.5 USING THE CONFIGWIZARD
- TECH-B11** HANDS-ON LAB WEBSHERE PORTAL AND WEB CONTENT MANAGER PERFORMANCE TROUBLESHOOTING
- TECH-B13** CACHING TECHNIQUES FOR WEBSHERE PORTAL AND WEB CONTENT MANAGER
- TECH-B15** IBM KENEXA TALENT SUITE: 20 MONTHS CONTINUOUS DELIVERY ON WEBSHERE PORTAL
- TECH-B16** MAKING THE MOST OF WEBSHERE PORTAL'S HIDDEN GEMS - CUSTOMER EXAMPLES OF THE LEAST KNOWN AND MOST POWERFUL CONCEPTS
- TECH-B19** WHAT'S NEW WITH HIGH AVAILABILITY DESIGNS AND IMPLEMENTATION FOR IBM DIGITAL EXPERIENCE PLATFORM
- TECH-B20** THE POWER IS IN YOUR HANDS! WITH JYTHON + WSADMIN COMMANDS, CONTROL YOUR DIGITAL EXPERIENCE ENVIRONMENT CONSISTENTLY AND AUTOMATICALLY!
- TECH-B21** PORTAL AND CONTENT MANAGEMENT SUCCESS FACTORS: LESSONS TO MAKE YOUR PROJECT SUCCESSFUL
- TECH-B22** WHAT IS THE BEST WAY TO DEPLOY ALL THESE DIGITAL EXPERIENCE ARTIFACTS?

Digital Experience: Development Tools and Integration

BUS-S03 CREATING A NEW DIGITAL EXPERIENCE INSIDE A COMPLEX IT ECOSYSTEM AT LLOYDS BANKING GROUP
BUS-S07 RAPID PORTLET DEVELOPMENT AT PHOENIX CONTACT
BUS-R07 EXTENDING SMARTER PROCESSES TO NEW USERS AND WITH NEW CONTEXTS
BUS-G07 WHAT WILL IMPROVE THE CITIZEN EXPERIENCE IN DIGITAL EXPERIENCE SOLUTIONS? EFFICIENCY, COST MANAGEMENT, OR SOMETHING ELSE?
TECH-P01 GETTING STARTED WITH IBM DIGITAL EXPERIENCE V8.5 SOLUTIONS
TECH-P04 WHAT'S NEW WITH IBM WEBSHERE PORTAL AND WEB CONTENT MANAGER
TECH-P05 WEBSHERE PORTAL SECURITY: AN OVERVIEW AND UPDATE
TECH-P06 SURFACING BUSINESS OPERATIONS IN A CUSTOMER CENTERED DIGITAL EXPERIENCE
TECH-P11 QUICK START AND DEEP DIVE INTO WEBSHERE PORTAL SEARCH
TECH-P19 BEST-IN-CLASS INTERACTIVE BUSINESS INTELLIGENCE EXPERIENCE USING IBM WEBSHERE PORTAL, IBM COGNOS AND IBM SPSS
TECH-P21 SEARCH ENGINE OPTIMIZATION (SEO) AND EXCEPTIONAL DIGITAL EXPERIENCE
TECH-D01 INTEGRATE YOUR IT
TECH-D02 DIGITAL EXPERIENCE DEVELOPMENT UPDATE: FROM SCRIPT PORTLET TO SERVER-SIDE JAVA AND EVERYTHING IN BETWEEN
TECH-D03 DESIGNING AND DEVELOPING PORTAL THEMES THAT POWER EXCEPTIONAL DIGITAL EXPERIENCES
TECH-D04 THE DIGITAL DATA CONNECTOR: HOW TO MAKE DATA CENTRIC APPLICATIONS PART OF THE DIGITAL WORLD
TECH-D05 USING IBM SCRIPT PORTLET TO BUILD APPLICATIONS FOR IBM DIGITAL EXPERIENCE WITH WEB DEVELOPER SKILLS AND TOOLS
TECH-D11 USING MODERN WEB APPLICATION DEVELOPMENT TOOLS AND TECHNIQUES WITH IBM DIGITAL EXPERIENCE
TECH-D12 THEME DEVELOPMENT: LEARN HOW TO DEBUG MODULARIZED THEMES, RESOLVE ISSUES AND GET TO KNOW COMMON PITFALLS
TECH-D14 HANDS-ON LAB: APPLICATION DEVELOPMENT WITH IBM SCRIPT PORTLET "TAPAS-STYLE"
TECH-D15 WHAT'S NEW IN RATIONAL APPLICATION DEVELOPER TOOLS FOR IBM WEBSHERE PORTAL
TECH-D22 THE ART OF PORTAL APPLICATION DESIGN
TECH-B08 HANDS-ON LAB BUILDING EFORMS MADE EASY WITH FORMS EXPERIENCE BUILDER: DESIGNING AND INTEGRATING EFORMS INTO DIGITAL EXPERIENCE
TECH-B12 HOW LLOYDS BANKING GROUP USED WEB APPLICATION BRIDGE IN THEIR AWARD WINNING TRANSFORMATION PROGRAM
TECH-B14 HANDS-ON LAB TASTING BPM CAPABILITIES IN YOUR ENTERPRISE PORTAL – LAST CALL!
TECH-B22 INTEGRATING ENTERPRISE SEARCH SOLUTIONS TO IBM DIGITAL EXPERIENCE

Digital Experience: Social Portals

BUS-S14 ACHIEVING INNOVATIONS THROUGH THE BPER "BLINK" DIGITAL EXPERIENCE SOCIAL CORPORATE INTRANET
BUS-R03 SUCCESSFULLY FIGHTING THE JURASSIC WORKPLACE
BUS-R04 ADOPTING A NEW WAY TO WORK
BUS-G02 IDEAS TO ACTION: THE IMPORTANCE OF EMPLOYEE ENGAGEMENT
BUS-G04 WORKING TOGETHER IN A SOCIAL DIGITAL EXPERIENCE
BUS-G06 SOCIAL DIGITAL EXPERIENCES LIVE
TECH-P22 SOCIALIZE YOUR SAP ERP THROUGH INTEGRATED DIGITAL EXPERIENCE PLATFORMS
TECH-P24 IBM NOTES/DOMINO 9, IBM VERSE AND WEBSHERE PORTAL INTEGRATION AND DEPLOYMENT
TECH-B05 DEEP DIVE: SOCIAL BUSINESS INFUSION PATTERNS WITH DIGITAL EXPERIENCE
TECH-B18 HANDS-ON LAB: MAKE YOUR DIGITAL EXPERIENCE MORE SOCIAL BY INTEGRATING WEBSHERE PORTAL WITH IBM CONNECTIONS

TECH-P02 INTRODUCTION TO IBM WEB CONTENT MANAGER

TECH-P07 SIMPLIFYING DIGITAL EXPERIENCE SITE CREATION: LATEST ENHANCEMENTS

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

TECH-P09 HANDS-ON LAB: IBM DIGITAL EXPERIENCE CASTLES (LABS) A-LA-CART

TECH-P12 OUT-OF-THE-BOX WEB CONTENT MANAGER TEMPLATES (CTC): WHAT'S NEW?

TECH-P16 HANDS-ON LAB: BUILDING YOUR FIRST SITE WITH IBM DIGITAL EXPERIENCE V8.5 AND CONTENT TEMPLATE CATALOG (CTC)

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

TECH-D18 LEVERAGING THE POWER OF WEB CONTENT MANAGER WITHIN A PORTAL THEME

TECH-D23 UTILIZING IBM DIGITAL EXPERIENCE CONTENT WITHIN FRONT-END JAVASCRIPT FRAMEWORKS

TECH-D26 DEVELOPING FOR AN EXCEPTIONAL WEB CONTENT EXPERIENCE USING WEB CONTENT MANAGER APIS

TECH-B23 LIFECYCLE MANAGEMENT OF YOUR CONTENT FROM STAGING TO PRODUCTION

TECH-B24 MOVING YOUR WEB CONTENT TO IBM WEB CONTENT MANAGER

SPEAKER BIOGRAPHIES



Luca Alfarano is a Performance Analyst in the IBM Software Group. After working in a University Software Research lab, he matured his experience in small and medium enterprises focusing on CMS design and development. Luca joined the WebSphere Portal Performance team 5 years ago, mainly focusing on Web Content Manager (WCM) performance testing.



Soren Bachman is a Workbench Architect at Bankdata for nearly 9 years. His expertise includes Rational AD, RTC, Eclipse plugins and tooling. Soren is responsible for the Bankdata local test environment used by all java developers, on different WebSphere Portal implementations and including RAD.



Michael Blank is Software Architect, Web Solutions at Phoenix Contact. After completing his degree at the University of Paderborn, Germany in 2008, he has worked as a software engineer and architect on several projects in the web domain. These have included designing and developing applications for a big data solution and cloud services as well as several web frontend applications that were developed with various technologies.



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



Pankaj Bose has 16 years of IT experience and is a Lead Consultant and Architect with TATA Consultancy Services. He is a certified TOGAF 8 for Practitioners and IBM Cloud Computing Infrastructure Architect. He has been involved in various kinds of consulting and technology advisory on IBM Portal & Collaboration focus areas. For the last few years, he has been a regular speaker in IBM Digital Experience conferences across the globe.



Daniel Blum, WebSphere Portal Security Architect, IBM. Daniel Blum is the Security Architect for IBM WebSphere Portal. He joined IBM in 2005 and has been working in various development roles since then. He is located in the IBM Germany Research & Development Lab in Boeblingen.



Dr. Dieter Buehler works as Software Architect for IBM WebSphere Portal and Content Manager in the IBM Research and Development Lab in Germany. He joined IBM and the WebSphere Portal development team in 2002 and has had architectural responsibility for a variety of portal topics like security, business process integration and theme management. In his current position, Dieter works as Architect for IBM Web Content Manager topics related to content rendering, data integration and cloud delivery.



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



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



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



Bryan Daniel is a Senior Technical Specialist for IBM Digital Experience and Social Collaboration Solutions. For over a decade, he has been working closely with IBM Business Partners and customers to assist them in leveraging the capabilities provided by the IBM Digital Experience Portfolio. His expertise extends into the integration and leveraging of the capabilities provided by the IBM Marketing, IBM Commerce, and IBM MobileFirst offerings. Bryan actively authors technical papers/guides and has delivered numerous speaking engagements at various technical conferences. In his spare time, you can find Bryan working on his saltwater coral reef aquarium. You can reach him at bryand@us.ibm.com.



Michael Ding is an IT Specialist at BWI Systeme GmbH. Michael holds a degree in Media and Computer Science and is has experience as a J2EE software engineer. Michael currently heads the "WebSphere Competence Center (WCC)". This center manages second level support for all products supporting BWI solutions from the WebSphere portfolio. Michael has specialized skills in areas of scripting and automation.



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



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



James Gallagher is a Software Engineer working on IBM Connections' Activity Stream and Homepage within the IBM's Dublin Software Lab. My passion is developing the cool new features that we work on daily. In addition, James also enjoys working directly with customers to help them be successful through customer engagements and participation at conferences. James welcomes the chance to get the end user's perspective on what we are creating, and to bring this back to the IBM product lab to help shape our direction.



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



Andrea Fontana is CTO - IBM Collaborative Solution & WebSphere Architect at SOWRE SA. He is an IBM Champion for WebSphere and Collaborative Solutions, and is very passionate about technology. He strives to help customers apply technology and design to use it in the best and most innovative ways possible. He has recently been awarded designation of [IBM accredited author on DeveloperWorks](#) (June 2015).



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



Mark Hampton is the IBM Web Content Management Architect. Mark has a background in web services which lead to the development of a web content management system. This software was acquired by IBM in 2003 and formed the core of IBM Web Content Manager. At IBM, Mark was lead architect for this product for a number of years, before heading up the level 3 support team, and then moving into his current role as an architect for consumable solutions using IBM's digital experience platform.



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



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



Peter Bugge Jakobsen is a Solution Architect at Jyske Bank. He has developed and architected several customer facing websites and generations of the platform it runs on. Project implementations have been based on IBM WebSphere Portal and Web Content Manager since version 6 with the first launched platform and site in 2008.



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



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



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



Ken Krause is a recognized leader in Digital Experiences and Collaboration solutions. He has been engaged with these solutions as a developer, architect, solution specialist and sales lead since 2002. As a developer and architect, Ken led the design and deployment of many large scale solutions that brought together content management, social and portal to deliver engaging digital web experiences. He is currently engaged as a Worldwide Digital Experience and Social Strategist supporting the IBM sales and technical teams engaged in customer enablement, demonstrations and strategy planning.



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



John McEvoy is the IBM Team Lead for the Personalization Development Team for IBM Digital Experience. John has over 20 years development experience in IBM having started in Lotus on printer driver development, then moving to other development projects including localization tooling, eLearning and more recently Portal Site Builder and Personalization.



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



Ole Møller. Director Online Channels and Services, Jyske Bank. He has 20+ years in the Financial and Banking Industry. His experience includes heading digital channel and customer online experience area at Jyske Bank, including teams developing Mobile banking on all platforms, Online bank, Homepages, ATMs and mobile payments. So, exciting times!



Sharon Moore is Technical Leader for Digital Engagement. Sharon has responsibility for ensuring IBM's clients are able to use digital technologies, such as digital experiences, social, mobile and analytics, in order to make the most out of people. Her areas of expertise include using these technologies to make employees more productive, customers more loyal, and citizens more profitable.



Eric Morentin is the Product Architect for IBM Web Content Manager (WCM) within the IBM Digital Experience Software portfolio. Working with customers, business partners, and IBM colleges Eric is responsible for guiding the technical direction of the core services offered by WCM ranging from the public API, authoring, query, data model and core rendering capabilities. For over 15 years Eric has worked on delivering enterprise web content solutions in Sydney, Australia as part of the IBM WCM development team.



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



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



Søren Bjerre Flø Pedersen, is a Solution Architect at Bankdata for almost 7 years in different fields. He started out as developer, but has shifted towards the architect role. Currently he is working 50/50 as java developer and solution architect focusing on JSF development on the WebSphere Portal platform.



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



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



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



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



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



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



Wouter van Suylekom, MSc. After working for two healthcare IT companies, Wouter joined Meander Medical Centre in 2013. At Meander, he has supported the migration to IBM WebSphere Portal and the implementation of e-health service for patients. Currently, he is working with IBM Business Partner Funatic on various projects, such as improving our (mobile) e-health platform, designing new solutions and building a new intranet incorporating IBM Connections.services.



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



Peter Whitmore is Manager, Web Solutions at Phoenix Contact. After working for several years as a senior developer on major projects for the automation industry, Peter moved to Phoenix Contact where he assumed the role of the manager for the development team for the corporate web site. Since taking this role he has directed the solution architecture and has been one of the major advocates for introducing best practices and improvements into the Software Development Life Cycle.

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