

# Lotusphere 2009

January 18 - 22, 2009  
Orlando, Florida USA

## Monday, January 19

### **AD513 - Making Mashups Successful in the Enterprise**

2:15 – 3:15 p.m. - Swan Hotel, Swan Ballroom 5-6

Nicole Carrier, Portal Segment Program Director, and Jason Gary, Client IT Architect

*Enterprise Mashups are real and going mainstream. Come learn how to successfully manage Enterprise Mashups within a corporate environment where security and governance are key considerations. In this presentation, we'll reveal common mashup challenges and best practices. We'll also showcase several demonstrations of customers and partners using IBM Mashup Center, and present how mashups can be managed across the enterprise with WebSphere Portal.*

### **AD510 - IBM Mashup Center: Reuse and Transformation with Lightweight Data Access**

3:45 – 4:45 p.m. - Swan Hotel, Swan Ballroom 5-6

Joel Farrell, Senior Technical Staff Member, SWG Emerging Technology, and Bobbie Cochrane, Senior Technical Staff Member, SWG Emerging Technology

*IBM Mashup Center offers core value in unlocking data in a revolutionary way. Built on innovative Web 2.0 collaborative methodologies and techniques, IBM Mashup Center incorporates a variety of data sources including desktop, departmental and core enterprise sources (including Lotus Domino) that can be easily exposed, combined, transformed and augmented for new insights into business. We'll look how this is done, and we'll cover tips, tricks and techniques to optimize your success with feed and data mashups. We'll also look at how to extend IBM Mashup Center feed sources. IBM Mashup Center delivers the promise of unlocking data in a reusable and consumable fashion.*

## Tuesday, January 20

### **INV111 - Lotus and IBM's Enterprise Content Management Portfolio**

1:30 – 2:30 p.m. - Dolphin Hotel, S. Hemisphere II Ballroom

Ken Bisconti, Vice President, ECM Software Products and Strategy

*As the technologies for portals, content and collaboration converge, new opportunities for business agility, competitive advantage, regulatory compliance and cost savings have emerged. Come learn the details behind IBM's market leading content management product portfolio and how IBM is integrating ECM with collaboration software for new business value. Join us as we walk through IBM's comprehensive approach for addressing the business needs across the broad spectrum of content management requirements -- from business content services and enterprise search through the most demanding content-centric business processes and archive, compliance and legal discovery requirements. See first hand how IBM Lotus, IBM WebSphere Portal, IBM FileNet, and IBM Content Manager offerings come together to provide unmatched capabilities including new innovations in content analytics and classification. This is truly a do not miss session!*

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## **AD512 - Turn Your Data Into Insights with the IBM Lotus Widget Factory**

4:15 - 5:15 p.m. - Swan Hotel, Swan Ballroom 7-10

John Boezeman, Lead Lotus Mashups Architect and Senior Technical Staff Member, and Jason Cornell, Product Manager, WebSphere Portlet Factory

*Widgets are mini-applications or portable chunks of code that can be placed into any Web site. In this session, we will showcase how to use IBM Mashup Center to quickly and easily turn your existing information assets into dynamic widgets – with little to no programming required. We will then demonstrate how widgets can be mashed together into new and interesting applications that solve immediate business problems. Finally, we will show how widgets can be effortlessly embedded or syndicated into multiple Web sites – including portals, intranets and blogs.*

## **AD514 - Composing a Mashup Application with IBM Lotus Forms**

4:15 – 5:15 p.m. - Swan Hotel, Swan Ballroom 1-2

David Manning, Development Manager, and Dave Shepherd, Software Developer

*Lotus Forms Turbo is designed specifically to meet the needs of today's busy line of business users making it easy for users of ALL skill levels to automate form-based processes in their day-to-day jobs. This session shows how, by integrating Lotus Forms Turbo into Lotus Mashup Center, business users can be empowered to develop, integrate and deploy situation forms-based applications with little or no IT involvement.*

## **Wednesday, January 21**

### **ID308 - Mastering the Collaborative Content Continuum**

8:30 – 9:30 a.m. - Swan Hotel, Pelican Ballroom

Diane Loomis, Senior Offering Manager, Team Collaboration and Document Services, and Cengiz Satir, IBM ECM Client Platform Offering Management Marketing Manager

*Organizations today struggle to balance their desire to be agile and responsive with the requirements to manage their IP and meet compliance requirements. Information workers need to create, share, refine, and distribute content in a never-ending business improvement cycle. Workers need tools integrated into their desktop applications to keep up the pace. Lotus Quickr's simple Web 2.0 interface plus rich collaboration capabilities complements the scalability and compliance capabilities plus advanced services such as records mgmt, BPM, and enterprise archiving - of IBM's ECM systems. The combination of Quickr and IBM ECM solutions together provides the industry's most complete single vendor end-to-end collaboration and content solution.*

### **ID106 - IBM Lotus Notes and Lotus Domino Archiving: Offerings, Roadmap and Sneak Preview**

11:15 a.m. – 12:15 p.m. - Dolphin Hotel, N. Hemisphere D-E Ballroom

Margo Ezekiel, User Experience Professional, UXD Design, and Jim Marsden, Program Director - Notes Client Messaging and PIM Applications

*Come hear about the upcoming IBM offerings for Lotus Notes/Domino e-mail archiving as well as improvements in the Lotus Notes client for end users. We'll talk about a spectrum of solutions from local Lotus Notes native archiving to enterprise-wide centralized archiving, including a joint collaboration between Lotus, Tivoli, and Information Management, based on CommonStore and IBM Content Collection and*

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*Archiving technology. We'll walk you through the various options that will be available, share our roadmap and vision, and also give you a sneak preview of things in the works.*

## **AD511 - Enterprise Mashups Technical Deep Dive**

1:30 – 2:30 p.m. - Swan Hotel, Swan Ballroom 1-2

John Boezeman, Lead Lotus Mashups Architect and Senior Technical Staff Member, and Joel Farrell, Senior Technical Staff Member, SWG Emerging Technology

*IBM Mashup Center is a lightweight mashup environment for rapidly assembling enterprise, personal, and Web content into simple, flexible, and dynamic Web applications. This session begins with a quick overview of the key features and architecture of IBM Mashup Center. We'll then dive into a comprehensive demonstration of building a mashup, including the creation of new feeds from enterprise sources, transforming and remixing feeds, developing and discovering widgets, wiring widgets together, and sharing mashups. This session will also showcase several examples of customers and partners using mashups.*

**Thursday, January 22**

## **ID609 - Business Intelligence and Performance Management: Cognos**

8:30 – 9:30 a.m. - Swan Hotel, Swan Ballroom 3-4

Christopher Dziekan, Cognos - Product Strategy

*This session is an introduction to Cognos Business Intelligence and Performance Management. Hear more about what is new in IBM Cognos 8.4 to help business users stay informed, engaged, and aligned.*

## **ID309 - Lotus Quickr and Enterprise Content Management: The Complete Content and Collaboration Solution**

8:30 – 9:30 a.m. - Swan Hotel, Swan Ballroom 7-10

Jon Brunn, Software Architect: WPLC.Portals and Document Management Software, and David Kajmo, Software Product Manager: WPLC.Domino based technology

*Come learn how Lotus Quickr integrates with Enterprise Content Management (ECM) systems, including IBM FileNet, IBM Content Manager, and others. This session will explain and demonstrate how your ECM system can seamlessly compliment Lotus Quickr by providing world-class Business Process Management and Records Management services for your collaborative content. We'll not only illustrate the business value of this tightly integrated solution, but you will learn in depth how the Lotus Quickr web services and Atom APIs enable this integration via both the Lotus Quickr web experience and through the Lotus Quickr connectors as well as how to build content enabled applications using these Atom and web services APIs.*

## **ID606 - Enterprise Mashups: Amplify Your ROI**

11:15 a.m. – 12:15 p.m. - Swan Hotel, Swan Ballroom 1-2

Nicole Carrier, Portal Segment Program Director, and Mark Heid, Program Director, Enterprise Mashups  
*Enterprise Mashups help business and IT move quickly to adapt to changing situations, while lowering costs of development and encouraging reuse of existing information and applications. Come learn how mashups are driving real business results today from real customer success stories.*

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## Expo

Atlantic Hall A/B, Dolphin Hotel

### Hours:

Monday, Jan 19, 10:30 a.m. – 8:00 p.m.

Tuesday, Jan 20, 9:00 a.m. – 6:00 p.m.

Wednesday, Jan 21, 9:00 a.m. – 5:00 p.m.

### **Pedestal –IBM Content Collector**

*Expo, IBM area, pedestal 7*

Greg Young, Offering Manager, Intelligent Content Archiving

*New from IBM! A family of Content Collection and Archiving offerings and partner solutions based on a modular, extensible architecture that enables organizations to take back control and unlock business value of content, while enforcing consistent compliance and operational policies, all with lowest total cost of ownership.*

### **Pedestal - Information On Demand – DB2 and Lotus Forms**

*Expo, IBM area, pedestal 6*

Chris Gruber, Product Manager, InfoSphere MashupHub, IBM Mashup Center, and Kimberly Madia, Data Studio Product Marketing Manager

*Information is one of the most valuable assets in any organization. To optimize your business performance, you need to fully leverage that information. Learn about IBM's industry-leading portfolio of capabilities for managing data and content as part of business processes. Also learn about establishing accurate, trusted information and about leveraging that information to understand and optimize your business performance.*

### **Pedestal - IBM Content Manager Collaboration Edition**

*Expo, IBM area, pedestal 35*

David Victor, DB2 Content Manager API Development, Data Persistence API, ECM API Architect

*Organizations need the ability to efficient and easily discover and manage content, while continuing to adhere to corporate governance guidelines and rules. IBM has integrated Lotus Quickr, our Web 2.0 based team collaboration and content sharing application with the robust capabilities of IBM Content Manager and IBM FileNet. Learn how this unique combination builds on the best of breed capabilities of IBM's enterprise grade ECM applications with an intuitive user interface and extensive team collaboration features to help organizations innovate and grow.*

### **Pedestal – IBM Cognos 8 Business Intelligence**

*Expo, IBM area, pedestal 37*

Jacqueline Coolidge, Product Marketing Manager, Business Intelligence

*IBM Cognos 8 Business Intelligence delivers the complete range of BI capabilities on a single, service-oriented architecture (SOA). Author, share, and use reports that draw on data across all enterprise sources for better business decisions.*